

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Certificate in Luxury Brand Marketing & PR

Practitioner Level



LAPT — London Academy of Professional Training

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Reference FS-LBM-P • Fashion Centres

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AT A GLANCE

REFERENCE	FS-LBM-P
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Consumer Behaviour in the Luxury Market

5 chapters · 30 classes65 marks

• 1 Understanding Luxury Consumer Psychology — 6 classes

› 1.1 Exploring the Concept of Luxury

› 1.2 Identifying Psychological Drivers Behind Luxury Purchases

› 1.3 Analyzing Consumer Perceptions of Luxury Brands

› 1.4 Understanding Emotional Attachments to Luxury Goods

› 1.5 Examining Social Influences on Luxury Consumption

› 1.6 Applying Luxury Consumer Insights in Marketing Strategies

• 2 Profiling the Luxury Consumer — 6 classes

› 2.1 Understanding the Psychology of Luxury Consumption

› 2.2 Identifying Key Characteristics of a Luxury Consumer

› 2.3 Analyzing Motivations Behind Luxury Purchases

› 2.4 Segmenting the Luxury Market: Profiles and Personas

› 2.5 Evaluating the Impact of Cultural Influences on Luxury Consumption

› 2.6 Applying Consumer Profiling to Enhance Luxury Brand Strategies

• 3 Cultural and Social Influences on Luxury Consumption — 6 classes

› 3.1 Exploring Cultural Dynamics in Luxury Consumption

› 3.2 Analyzing the Role of Social Status in Luxury Purchasing

› 3.3 Understanding Cultural Identity and Brand Perception

› 3.4 Examining Social Influencers and Luxury Market Trends

› 3.5 Investigating Cross-Cultural Differences in Luxury Preferences

› 3.6 Applying Social and Cultural Insights in Luxury Marketing Strategies

• 4 The Decision-Making Process in Luxury Purchases — 6 classes

› 4.1 Understanding the Luxury Consumer Mindset

› 4.2 Analyzing the Influences on Luxury Purchase Decisions

› 4.3 Exploring Emotional Drivers in Luxury Buying

› 4.4 Evaluating the Role of Brand Perception in Decision Making

› 4.5 Identifying the Stages of the Luxury Purchase Journey

› 4.6 Applying Consumer Decision-Making Models to Luxury Marketing

• 5 Emerging Trends in Luxury Consumer Behaviour — 6 classes

› 5.1 Understanding the Evolution of Luxury Consumer Preferences

› 5.2 Analyzing the Impact of Digitalization on Luxury Consumption

› 5.3 Exploring Sustainable Luxury: A New Consumer Demand

› 5.4 Identifying the Influence of Social Media on Luxury Brand Perception

› 5.5 Examining the Rise of Experiential Luxury and Consumer Engagement

› 5.6 Applying Cultural and Generational Differences to Luxury Marketing Strategies

• 1 Understanding Digital Landscapes for Luxury Brands — 6 classes

- › 1.1 Exploring the Digital Landscape for Luxury Brands
- › 1.2 Evaluating Digital Platforms Suitable for Luxury
- › 1.3 Identifying Key Digital Trends Impacting Luxury Marketing
- › 1.4 Analyzing Consumer Behavior in Online Luxury Markets
- › 1.5 Examining the Role of Influencers in Luxury Brand Strategy
- › 1.6 Implementing Digital Metrics to Measure Luxury Brand Success

• 2 Crafting Digital Strategies for Luxury Marketing — 6 classes

- › 2.1 Understanding Luxury Brand Positioning in Digital Spaces
- › 2.2 Analyzing Customer Personas for Luxury Markets
- › 2.3 Designing a Digital Value Proposition for Luxury Brands
- › 2.4 Leveraging Social Media to Enhance Luxury Brand Identity
- › 2.5 Crafting High-Impact Content for Luxury Consumers
- › 2.6 Measuring and Optimizing Digital Strategies for Luxury Performance

• 3 Creating High-Impact Content for Luxury Audiences — 6 classes

- › 3.1 Understanding Luxury Consumer Psychology
- › 3.2 Identifying Key Content Platforms for Luxury Brands
- › 3.3 Crafting Compelling Narratives for Luxury Audiences
- › 3.4 Utilizing Visual Aesthetics to Enhance Luxury Appeal
- › 3.5 Leveraging Influencer Collaborations for Content Marketing
- › 3.6 Evaluating Content Impact and Engagement in Luxury Markets

• 4 Leveraging Data and Analytics in Luxury Brand Campaigns — 6 classes

- › 4.1 Understanding Data Sources for Luxury Brands
- › 4.2 Analyzing Consumer Insights in the Luxury Sector
- › 4.3 Applying Data Analytics to Enhance Brand Positioning
- › 4.4 Utilizing Predictive Analytics for Luxury Campaigns
- › 4.5 Measuring Success: KPIs for Luxury Brand Campaigns
- › 4.6 Implementing Analytics-Driven Strategies in Luxury Branding

• 5 Integrating Digital Marketing with Omni-channel Experiences — 6 classes

- › 5.1 Understanding Omni-channel Dynamics in Luxury Branding
- › 5.2 Analyzing Consumer Behavior Across Digital Platforms
- › 5.3 Integrating Digital Touchpoints for Seamless Brand Experience
- › 5.4 Utilizing Data Analytics to Enhance Customer Engagement
- › 5.5 Designing Tailored Digital Campaigns for Luxury Audiences
- › 5.6 Evaluating the Success of Omni-channel Marketing Strategies

• 1 Understanding Ethical Principles in Luxury Marketing — 6 classes

- › 1.1 Exploring Ethical Frameworks in Luxury Marketing
- › 1.2 Analyzing Case Studies of Ethical Dilemmas in Luxury
- › 1.3 Evaluating Sustainable Practices in Luxury Branding
- › 1.4 Understanding Consumer Expectations for Ethics in Luxury
- › 1.5 Applying Ethical Decision-Making in Luxury Marketing Strategies
- › 1.6 Creating Ethical Guidelines for Luxury Marketing Campaigns

• 2 The Role of Sustainability in Luxury Fashion — 6 classes

- › 2.1 Understanding Sustainability in Luxury Fashion
- › 2.2 Exploring Ethical Challenges in the Luxury Sector
- › 2.3 Identifying Sustainable Materials and Practices
- › 2.4 Analyzing Case Studies of Sustainable Luxury Brands
- › 2.5 Evaluating the Impact of Sustainability on Brand Image
- › 2.6 Strategizing Sustainable Marketing for Luxury Fashion

• 3 Ethical Supply Chains and Responsible Sourcing — 6 classes

- › 3.1 Understanding Ethical Supply Chains in Luxury Markets
- › 3.2 Exploring Responsible Sourcing Strategies
- › 3.3 Identifying Impacts of Unethical Practices
- › 3.4 Analyzing Case Studies of Ethical Supply Chains
- › 3.5 Evaluating Sustainable Certification Standards
- › 3.6 Implementing Best Practices for Ethical Sourcing

• 4 Communicating Ethics and Sustainability in Brand Messaging — 6 classes

- › 4.1 Understanding Ethical Principles in Luxury Branding
- › 4.2 Identifying Key Sustainability Concepts in Marketing
- › 4.3 Integrating Ethics into Brand Messaging Strategies
- › 4.4 Adapting Sustainability Narratives for Audience Engagement
- › 4.5 Evaluating Case Studies of Ethical Brand Campaigns
- › 4.6 Crafting Effective Ethical Communication Plans

• 5 Future Trends and Innovations in Ethical Luxury Marketing — 6 classes

- › 5.1 Exploring Emerging Trends in Ethical Luxury Marketing
- › 5.2 Identifying Innovative Approaches to Sustainability in Luxury Brands
- › 5.3 Evaluating the Role of Technology in Ethical Consumer Engagement
- › 5.4 Analyzing the Impact of Circular Economy Practices in Luxury Marketing
- › 5.5 Investigating the Influence of Ethical Certifications on Brand Perception
- › 5.6 Applying Innovative Strategies for Sustainable Luxury Branding

• 1 Understanding the Luxury Brand Landscape — 6 classes

- › 1.1 Exploring the Fundamentals of Luxury Branding
- › 1.2 Identifying Key Characteristics of the Luxury Market
- › 1.3 Analyzing Consumer Behavior in Luxury Segments
- › 1.4 Assessing Competitor Dynamics in the Luxury Sector
- › 1.5 Differentiating Between Luxury and Premium Brands
- › 1.6 Applying Brand Positioning Strategies in the Luxury Market

• 2 Consumer Behavior and Target Segmentation in Luxury Markets

— 6 classes

- › 2.1 Understanding Luxury Consumer Behavior
- › 2.2 Identifying Target Segments in Luxury Markets
- › 2.3 Analyzing Consumer Motivations and Influences
- › 2.4 Profiling Affluent Buyer Personas
- › 2.5 Differentiating Between Aspirational and Core Consumers
- › 2.6 Applying Segmentation Strategies to Luxury Brands

• 3 Developing a Distinctive Luxury Brand Value Proposition — 6

classes

- › 3.1 Understanding the Components of Luxury Brand Value
- › 3.2 Analyzing the Unique Selling Points of Luxury Brands
- › 3.3 Aligning Brand Identity with Market Expectations
- › 3.4 Crafting a Compelling Luxury Brand Story
- › 3.5 Differentiating Luxury Brands through Value Propositions
- › 3.6 Applying Value Proposition Strategies in Real-world Scenarios

• 4 Crafting and Communicating the Luxury Experience — 6 classes

- › 4.1 Understanding the Essence of Luxury Brands
- › 4.2 Identifying Target Audiences in the Luxury Market
- › 4.3 Developing a Compelling Luxury Brand Narrative
- › 4.4 Designing Signature Experiences for Luxury Consumers
- › 4.5 Communicating the Luxury Experience Across Channels
- › 4.6 Evaluating Success in Luxury Brand Experience Strategies

• 5 Strategic Channel Management and Partnerships in Luxury — 6

classes

- › 5.1 Understanding Channel Management in Luxury Markets
- › 5.2 Identifying Strategic Partnerships for Luxury Brands
- › 5.3 Leveraging Distribution Channels to Enhance Brand Value
- › 5.4 Evaluating the Role of Digital Channels in Luxury Branding
- › 5.5 Building Effective Partnerships with Exclusive Retailers
- › 5.6 Analyzing Case Studies of Successful Luxury Brand Partnerships

• 1 Understanding Luxury Public Relations: Principles and Practices

— 6 classes

- › 1.1 Exploring the Fundamentals of Luxury Public Relations
- › 1.2 Distinguishing Luxury PR from Mainstream PR Tactics
- › 1.3 Analyzing Key Elements of a Luxury PR Strategy
- › 1.4 Leveraging Storytelling in Luxury PR Campaigns
- › 1.5 Engaging with Influencers in the Luxury Sector
- › 1.6 Measuring Success in Luxury Public Relations

• 2 Brand Storytelling and Image Crafting in Luxury — 6 classes

- › 2.1 Understanding the Essence of Luxury Brand Storytelling
- › 2.2 Analyzing Iconic Luxury Brand Narratives
- › 2.3 Crafting a Compelling Luxury Brand Story
- › 2.4 Highlighting Key Elements in Luxury Image Crafting
- › 2.5 Exploring the Role of Heritage in Brand Storytelling
- › 2.6 Applying Storytelling Techniques to Enhance Brand Image

• 3 Digital PR Strategies for Luxury Brands — 6 classes

- › 3.1 Understanding Digital PR Concepts in Luxury Marketing
- › 3.2 Analyzing the Role of Social Media in Luxury PR
- › 3.3 Leveraging Influencer Collaborations for Brand Esteem
- › 3.4 Crafting Compelling Digital Narratives for Luxury Audiences
- › 3.5 Implementing Effective SEO Strategies for Luxury Brands
- › 3.6 Measuring and Optimizing Digital PR Success in Luxury Campaigns

• 4 Crisis Management and Reputation Preservation — 6 classes

- › 4.1 Understanding Crisis Dynamics in Luxury Brands
- › 4.2 Identifying Reputational Risks and Vulnerabilities
- › 4.3 Developing a Crisis Response Plan for Luxury Brands
- › 4.4 Effective Communication Strategies During a Crisis
- › 4.5 Engaging Stakeholders and Media in Crisis Situations
- › 4.6 Evaluating and Improving Post-Crisis Brand Reputation

• 5 Global PR Campaigns: Cultural Sensitivity and Local Adaptations

— 6 classes

- › 5.1 Understanding Cultural Sensitivity in Luxury PR
- › 5.2 Identifying Cultural Nuances Across Global Markets
- › 5.3 Adapting Brand Messaging to Local Preferences
- › 5.4 Crafting Culturally Inclusive PR Strategies
- › 5.5 Evaluating Successful Local Adaptations in PR Campaigns
- › 5.6 Applying Cultural Insights to Enhance PR Effectiveness

• 1 Understanding Luxury Brand Aesthetics — 6 classes

- › 1.1 Exploring the Fundamentals of Luxury Aesthetics
- › 1.2 Analyzing Iconic Luxury Brand Visuals
- › 1.3 Understanding the Role of Color in Luxury Branding
- › 1.4 Evaluating Typography Choices for Luxury Appeal
- › 1.5 Integrating Visual Elements for Cohesive Luxury Marketing
- › 1.6 Creating and Critiquing Luxury Brand Content

• 2 Crafting Compelling Visual Narratives — 6 classes

- › 2.1 Understanding the Elements of Visual Storytelling
- › 2.2 Analyzing Iconic Luxury Brand Visuals
- › 2.3 Crafting a Brand Narrative through Imagery
- › 2.4 Designing Cohesive Visual Themes for Luxury Brands
- › 2.5 Integrating Emotion into Luxury Brand Visuals
- › 2.6 Evaluating Visual Content Effectiveness

• 3 Content Creation for Luxury Brand Messaging — 6 classes

- › 3.1 Understanding the Principles of Luxury Brand Messaging
- › 3.2 Identifying Key Messaging Elements for Luxury Brands
- › 3.3 Crafting a Compelling Brand Story for Luxury Audiences
- › 3.4 Designing Visually Rich Content for Luxury Brand Engagement
- › 3.5 Utilizing Visual Storytelling Techniques in Luxury Marketing
- › 3.6 Evaluating the Effectiveness of Luxury Brand Messaging Strategies

• 4 Leveraging Digital Platforms for Luxury Marketing — 6 classes

- › 4.1 Exploring Digital Platforms for Luxury Marketing
- › 4.2 Understanding Consumer Behavior on Digital Channels
- › 4.3 Crafting Engaging Visual Content for Luxury Brands
- › 4.4 Developing Compelling Brand Narratives on Social Media
- › 4.5 Utilizing Influencer Partnerships for Brand Enhancement
- › 4.6 Measuring and Analyzing Digital Marketing Impact

• 5 Advanced Techniques in Visual and Content Integration — 6 classes

- › 5.1 Unveiling the Art of Visual Storytelling in Luxury Marketing
- › 5.2 Mastering Aesthetic Consistency for Luxury Brands
- › 5.3 Integrating High-End Visuals with Compelling Content
- › 5.4 Crafting Narrative Depth: Blending Brand Heritage and Imagery
- › 5.5 Leveraging Multimedia Tools for Prestige Brand Promotion
- › 5.6 Evaluating the Impact of Integrated Campaigns in Luxury Markets