M.A. Luxury Brand Management

(Note: This is used for mock job/graduate school interview [educational purposes] in Dept. of ENG, FJU, 2026)

(https://www.scad.edu/academics/programs/luxury-and-brand-management)

M.A. in Luxury Brand Management
Savannah College of Art and Design

Program--

Program Title	School	Written Tests	Education
M.A. in Luxury and Brand Management	Savannah College of Art and Design	SCAD does not require a standardized "entrance exam", but certain written and proficiency scores are mandatory.	**Degree Required:** A bachelor's degree or its equivalent from an accredited institution. **GPA:** A minimum GPA of **3.0** is generally expected. Portfolio needed.
Date Seen	2025/10/19	SCAD	luxury-and-brand-management

Graduate School Program:

Program and School	**School:** De Sole School of Business Innovation at the Savannah College of Art and Design (SCAD). **Credential:** Master of Arts (MA). **Delivery:** Available on-campus in Savannah, Atlanta, or Online via SCADnow. **Duration:** Typically 45 credit hours (about 12–18 months), though "bridge" courses for non-business majors can extend this to 70 hours.
Program Specialties	SCADpro Collaborations: The opportunity to work with real-world companies like Hermès, L'Oréal on professional assignments.
Courses to Take	The Art of Luxury: Trends & Strategies, Visual Narrative for Consumer Engagement, Strategic Financial Management…