

## 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.	<p><b>Degree Required:</b> A bachelor's degree or its equivalent from an accredited institution.</p> <p><b>GPA:</b> A minimum GPA of <b>3.0</b> is generally expected.</p> <p>Portfolio needed.</p>
<b>Date Seen</b>	2025/10/19	SCAD	<a href="#">luxury-and-brand-management</a>

#### Graduate School Program:

Program and School	<p><b>School:</b> De Sole School of Business Innovation at the Savannah College of Art and Design (SCAD).</p> <p><b>Credential:</b> Master of Arts (MA).</p> <p><b>Delivery:</b> Available on-campus in Savannah, Atlanta, or Online via SCADnow.</p> <p><b>Duration:</b> Typically 45 credit hours (about 12–18 months), though "bridge" courses for non-business majors can extend this to 70 hours.</p>
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...