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Correction: NYU's Stern School of Business will not offer luxury marketing MBA program

March 4, 2016



Photo of VivaLuxury courtesy of Bergdorf Goodman

By STAFF REPORTS

Correction: New York University's Stern School of Business has not introduced a luxury marketing master's program.

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NYU's student newspaper Washington Square News published a piece regarding the luxury marketing MBA program, but was inaccurate in its report due to confusion surrounding a new track for the Undergraduate College.

To clarify, NYU Stern has not established a new luxury marketing master's program or a new master's degree in luxury. Currently, NYU Stern only offers a luxury marketing specialization for students, and has for a number of years, within its MBA marketing programs.

NYU Stern does not have any immediate plans to develop a luxury marketing master's program. At this time, Luxury Daily has decided to retract the details of this article and apologies for and regrets the errors.

The original article can be found below:

New York University has announced its plans to expand its Stern School of Business' programming to include a luxury marketing master's program.

The new program will be part of Stern's current marketing department offerings with luxury-focused classes providing graduate students with the perspective and skills needed to work in the luxury industry. Across sectors, luxury has worked to create educational programs to ensure a next-generation of artisans and engineers qualified to continue their brand's legacy.

A luxury launch

NYU Stern's course offering for the luxury master's program will be built around existing requirements, but will include specialized classes such as "Luxury Launch," "Brand Strategy" and "Creativity." The new classes will focus on the industry's primary selling points: brand image and strong customer relationships.

The program will be directed by NYU marketing professor **Thoma Serdari**, Ph.D.

Ms. Serdari spoke to NYU's student newspaper Washington Square News about the luxury program, saying "A lot of European luxury firms have their headquarters in New York and a few in New Jersey. It made perfect sense for Stern

to create the Luxury Marketing specialization to address that need in the market.

"When thinking of luxury one needs to think of luxury fashion, jewelry, accessories but also furniture, musical instruments or automobiles," she said. "Most of these firms are located in New York."

Russell Winer, academic advisor for the program, told the paper about its ideal graduate candidate, saying that "any student with an interest in consumer products and retailing would be interested in luxury, one of the largest consumer goods categories.

"Students should expect to be able to take their general marketing knowledge gained from other marketing course and apply it to the luxury industry."

Those who have not yet completed undergrad can also gain a sense of luxury marketing by taking "Luxury Marketing" and "Advanced Luxury Marketing" courses. Additional courses are planned for the future, and the school is considering creating a luxury marketing degree for its undergraduate business students.

Traditionally, European business schools have provided educational course geared toward the luxury industry, but there has been a rise in United States-based universities creating programs.

For instance, the Luxury Education Foundation (LEF), a nonprofit organization that focuses on educational programs for undergraduate and graduate students in design and business, pairs teams of students with senior executives in leading luxury firms to gain an understanding and appreciation for the luxury industry.

LEF's "Design & Marketing Luxury Products" master class brings together MBA students from Columbia Business School and design students from Parson's The New School of Design with an end goal of understanding the role each business field plays in the creation and marketing of luxury goods ([see story](#)).

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