

EDUCATION

Glion Institute announces free luxury industry course

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The Glion Institute offers education in luxury hospitality and business. Image credit: Glion Institute of Higher Education

By LUXURY DAILY NEWS SERVICE

Switzerland's Glion Institute of Higher Education is celebrating its 60th anniversary this year with the launch of a free online course dedicated to the luxury industry.

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The course, entitled "The Luxury Industry: Customers and Luxury Experiences," launches on May 16, with a particular focus on the dynamic luxury customer relationship. It will be instructed by Dr. Barbara Czyzewska, academic dean and head of luxury brand strategy specialization.

Learning luxury

By making this course available free of charge, the Institute hopes to give back to the industry with which it has been closely tied over the last 60 years.

Taught across three modules of three hours duration each, the course is designed for luxury professionals looking to deepen their industry knowledge. It is also suited for those who are interested in entering the luxury space for the first time.



Glion prepares students to enter the luxury hospitality world with expertise and innovative ideas. Image courtesy of Valmont

The course content will be delivered via the FutureLearn platform and includes the origins and definitions of luxury, cultural perspectives of luxury, the value of luxury, the luxury customer experience including co-creation, personalization and best practices the changing face of the luxury customer experience and leveraging data in the luxury industry.

In 2015, the school launched a luxury brand management specialization for its undergraduate students. Claiming to be the first concentration of its kind for a hospitality management school, the curricula were developed after Glion saw increased demand for its graduates from employers within the luxury service industry.

The coursework is designed to prepare students for an international career by honing their soft skills ([see story](#)).

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