les Roches

GLOBAL HOSPITALITY EDUCATION

MARBELLA | SPAIN



POSTGRADUATE DIPLOMA

IN MARKETING MANAGEMENT FOR LUXURY TOURISM

The hospitality industry needs global leaders



WELCOME TO THE POSTGRADUATE PROGRAM IN MARKETING MANAGEMENT FOR LUXURY TOURISM OF LES ROCHES MARBELLA GLOBAL HOSPITALITY EDUCATION

As the oldest English speaking higher education institution for hotel management in Spain, we are proud to provide our students with the tools needed to excel as hospitality management professionals around the world. Through our unique experiential learning approach, rigorous educational methods, and multicultural learning environment we work to instill a sense of excellence in our students that serves as the basis for developing leaders with a solid working knowledge of their profession. Our state-of-the-art campus in the beautiful Mediterranean city of Marbella, Spain is home to students from almost 80 countries around the world who all share a common passion for hospitality.

The hospitality industry promises ample career opportunities for the future as each year travel and tourism becomes accessible to more and more people worldwide. The world's leading hotels and hospitality related companies need highly specialized professionals with an international outlook to lead their ambitious growth strategies. Several times each year they visit our university to recruit our students because of their sought after qualifications and thorough understanding of the essence of hospitality. We encourage you to discover for yourself why Les Roches Marbella is ranked as the number one hospitality management school in Spain for an international career (TNS, 2013).

Carlos Diez de la Lastra Buigues - CEO Les Roches Marbella

Promising career opportunities

"Les Roches students are very welcoming and highly valuable in the marketplace."

Rudigüer C. Hollweg - General Manager
Kempinski Hotels Group Worldwide

"The students here have such a high level of passion, they're excited, they're driven and these are the types of candidates we want at Bloomberg."

Katie Coby - Recruiter
Bloomberg LP, London, UK

"Les Roches students learn how to satisfy clients' emotions and search for unique experiences."

Pierre-Olivier Aguinalin - Director of HR
Louis Vuitton, Switzerland

90% OF GRADUATING STUDENTS HAVE ONE OR MORE JOB OFFERS (2015)

When investing in graduate education, career outcomes are a vital consideration. At Les Roches, we are committed to giving our students support and guidance to discover the very best opportunities in one of the most diverse and dynamic industries

By 2024, one in every ten jobs in the world will be in the hospitality industry (WTTC Travel and Tourism Economic Impact 2014). As of May 2015, there are more than 4,000 hotel projects in the pipeline worldwide, representing more than 900,000 rooms (www.tophotelprojects.com). This means there is a growing demand for highly trained individuals, experienced managers and strategists who think differently and are committed to driving businesses forward in an increasingly competitive marketplace.

As a Les Roches graduate, you are perfectly positioned to take advantage of the wealth of opportunities that this exciting industry has to offer. Every year, more than 60 of the world's best brands visit our campus for presentations, interviews and professional workshops in order to recruit students. As a result, we have an excellent placement record, with our career development and industryplacement office offering one-on-one support to organize interviews, help you prepare for them and, if necessary, advise you on negotiating and accepting positions. Through our online platform, we help you to manage the application process and offer focused career counseling. Plus, we run workshops and master classes from leading industry professionals, including project management, HR, learning and development.

LES ROCHES MARBELLA POSTGRADUATE PROGRAM

Alumni network



CLASSMATES TODAY - NETWORK TOMORROW

With 12,000 members in 139 countries around the world, the Les Roches Global Alumni Association offers you access to an invaluable networking resource. You will become a member when you graduate, and while it's a great way to keep in touch with friends, it also provides employment opportunities in an ever-changing industry.

More than 60 companies recruit on campus every year



Key facts about Les Roches Marbella

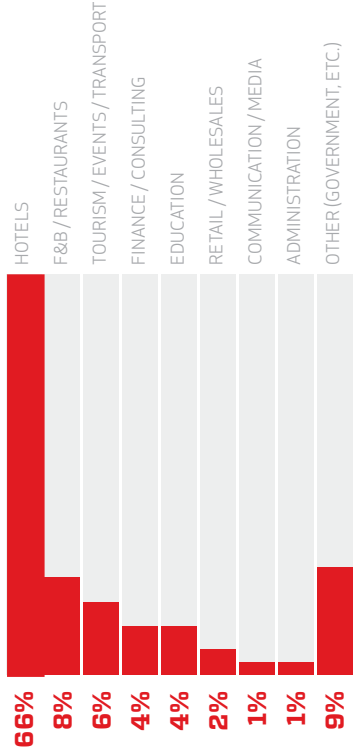
STUDENT NUMBERS

1201	STUDENT POPULATION
712	STUDENTS ON CAMPUS
489	STUDENTS ON INTERNSHIP
616	UNDERGRADUATE STUDENTS
96	POSTGRADUATE STUDENTS
13:1	STUDENT / FACULTY RATIO

STUDENT ORIGINS BY CONTINENT:

- 84% EUROPE
- 6% ASIA PACIFIC
- 6% AMERICAS
- 4% MIDDLE EAST, AFRICA & SUBCONTINENT

SECTORS LES ROCHES ALUMNI ARE CURRENTLY WORKING



PERCENTAGE OF INTERNATIONAL STUDENTS

75%

REPRESENTING 70+ NATIONALITIES

PERCENTAGE OF EMPLOYMENT ON GRADUATION DAY

90%

EMPLOYED, ON INTERNSHIP OR IN CONTACT WITH EMPLOYER



"This innovative academic program has been designed to bring students a real live experience, directly from top professionals in well-known luxury brands, to show them what the luxury industry involves, how it relates and its impact within one of the most dynamic sectors: the Tourism Industry. Students will be taught in a dynamic and interactive way how to make the best decisions in a Marketing environment".

Jon Loiti MSc

Postgraduate Programs Manager,

Les Roches Marbella

Postgraduate Diploma in Marketing Management for Luxury Tourism



Let your passion take you further

Rise to the top in Luxury Tourism Management

A POSTGRADUATE THAT PREPARES LEADERS IN LUXURY TOURISM

Les Roches Marbella developed this postgraduate program in response to continued global demand for professionals who specialize in marketing management for luxury tourism.

The program is suitable for recent graduates and seasoned professionals alike who wish to advance their career in the high-end markets of the hospitality industry and related segments. The program aims to provide sound academic principles with an innovative real-world foundation that is needed to be a successful professional in the dynamic and diverse environment of luxury international tourism and brands.

Following the core mission of Les Roches Marbella Global Hospitality Education to provide excellence in hospitality education, this postgraduate program will prepare you to lead marketing projects and develop effective strategies that are sought after not only by high-end tourism companies but also related sectors like vip services, internationally renown luxury brands and premium products.

LES ROCHES MARBELLA POSTGRADUATE PROGRAM

Postgraduate Diploma in Marketing Management for Luxury Tourism

6 MONTHS LEARNING + 3 MONTHS OFF CAMPUS SUPERVISED CASE STUDY
+ 3 MONTHS INDUSTRY EXPERIENCE

THE MARKETING POSTGRADUATE PROGRAM COMPRISES OF AN ACADEMIC SEMESTER ON CAMPUS WITH A 3 MONTHS OFF CAMPUS CASE STUDY AND 3 MONTHS INDUSTRY EXPERIENCE.

COURSE OVERVIEW

During the first semester you will study full time on the campus of Les Roches Marbella Global Hospitality Education. The curriculum involves a series of postgraduate level courses that are tailored to marketing management for luxury segments of the tourism industry. You will have the opportunity to learn first hand from guest lecturers currently employed in marketing roles in related industries, from esteemed brands including Louis Vuitton, Luxury.com, LVMH, Qatar Airways, UWNTO (World Tourism Organization), amongst others.

Upon completion of the on campus semester, final academic requirements include a 12 week off-campus case study supervised one on one by our faculty.

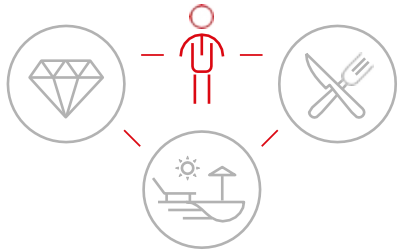
Finally, you will undertake a 12 week internship in a Spanish or international luxury brand management company with placement assistance provided by our career development & internship department. The internship can be carried out at the same time than the case study. Additionally, you will participate in a unique supervised online professional development course. With the use of these online tools, you will be able to make the most of your experience while also preparing you to enter the workforce with a competitive edge.

EXCLUSIVE EXPERIENCE

An international mix of undergraduate and postgraduate students from almost 80 nationalities study on the campus of Les Roches Marbella each semester. This exclusive multi-cultural learning experience is highlighted by modern facilities and the latest in learning technologies to provide our students with a unique advantage when entering the workplace.

Since 1995, Les Roches Marbella has been training future leaders for the international hospitality industry through a proven method of combining core academic theory, real-world case studies, and hands-on experiential learning.

Postgraduate Diploma in Marketing Management for Luxury Tourism



CONECT WITH THE INDUSTRY

THEORETICAL MODULES	CREDITS
Principles of Marketing	4
Introduction to Online Marketing	3
Advanced Online Marketing	3
Marketing Strategies	3
Marketing Research	3
Trends & Innovation	3
Experiential Marketing	3
Fashion Marketing	3
Evaluating your marketing efforts	3

SUPERVISED CASE STUDY	CREDITS
Off campus supervised case study	6

INTERNSHIP	
Internship	2

WORKSHOPS
Events



"All my previous jobs entailed marketing activities in certain ways. My motivation and key to success were my passion and my conviction in wanting to help others – my family, friends, society, colleagues, and customers. I realized that whatever I do and the way I do things are very closely related to marketing philosophy. Therefore I decided to focus my further studies in marketing while gaining knowledge of luxury brands and the tourism business at the same time.

The best quality of the program is the practical teaching approach and interaction with successful career professionals from the luxury sector. We have great guest speakers and representatives from the leading luxury brands as our lecturers. There is nothing better than getting firsthand knowledge from people who know how to lead in this affluent market as it is growing and changing dramatically. Furthermore the academic staff are very helpful and responsive."

Maya Bichikashvili
Georgia
Postgraduate Diploma In Marketing Management for Luxury Tourism









MARBELLA
IS EUROPE'S TOP
LUXURY TOURISM
DESTINATION









© Photo courtesy of Aca Banús

Welcome to Marbella

SURROUNDED BY BEAUTIFUL BEACHES AND BREATHTAKING MOUNTAINS, MARBELLA IS ONE OF THE MOST DYNAMIC, COSMOPOLITAN AND UNIQUE TOURIST DESTINATIONS IN SPAIN AND EUROPE.

Marbella is a mediterranean community located in the heart of Southern Spain's Costa del Sol. The city offers year-round warm weather coupled with beautiful beaches, leisure yachting ports, Europe's highest concentration of golf resorts, and countless outdoor activities to suit your lifestyle. Rich in culture and history, the city is known the world over as a top luxury tourist destination.

While living and studying here, you will never be short of things to do as the Costa del Sol enjoys a number of cultural festivals, fairs, museums and historical monuments. Marbella is well known for its outdoor sports, world-class dining and nightlife, live musical performances and concerts, art galleries and shopping. Not to mention, we also have the largest concentration of four and five star hotels in the region. A stroll along the five kilometer long seafront boardwalk or the world-famous harbor of Puerto Banús, with its luxury yachts and unique Andalusian village appeal, will show you what makes Marbella such a special place.

We are proud to offer the perfect environment to develop as a hospitality professional while flourishing academically, culturally, and socially. Furthermore, Marbella is a beautiful, clean, and safe city that allows its residents and visitors alike to experience an enviably high quality of living. We invite you to visit us and discover our unique way of life for yourself.

"WHILE LIVING AND STUDYING IN OUR BEAUTIFUL CITY, YOU WILL DISCOVER WHY MARBELLA IS SUCH AN ENVIABLE LOCATION. WE ARE PROUD OF OUR UNIQUE MEDITERRANEAN LIFESTYLE AND WE ARE SURE IT WILL BECOME YOUR SECOND HOME."

J. Emmanuel soler – Director of Student Services & Operations



Accreditation, recognition & network

ACCREDITATION

Les Roches Marbella, as an official branch campus of Les Roches in Switzerland, is accredited at university level by the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges (NEASC) in the United States (the same association that accredits top American universities). It is one of the six associations recognized by the American Department of Education (www.neasc.org). Les Roches Marbella is the only international school of hotel management in Spain that is recognized by NEASC at university level. This accreditation is very important if you decide in the future to transfer credits or pursue graduate studies.

RECOGNITION

We are consistently positioned among the world's best hospitality management schools. When surveyed in 2013, a group of industry hiring managers of luxury hotels ranked us as the number one school in Spain and among the top hospitality management schools in the world for an international career (TNS, 2013). And with over 90% of our graduates receiving offers of employment from companies all over the world, we continue to pursue excellence and exceed expectations.

QUALITY AND ENVIRONMENTAL ASSURANCE: Les Roches Marbella has been awarded the Quality Certification in Management Systems UNE/EN/ISO 9001:2008 by Bureau Veritas and the Environmental Certification in Management System UNE/EN/ISO/ 14001:2004 by SGS, for complying with international quality and environmental standards.

CORPORATE SOCIAL RESPONSIBILITY: Les Roches Marbella has been awarded Corporate Social Responsibility Certification in Management Systems SGE-21:2008, by Forética and Bureau Veritas, for complying with international ethical and social responsibility standards.

Applying to Les Roches Marbella

APPLY.LESROCHES.ES

ADMISSIONS REQUIREMENTS

Age - Minimum 21 years old.

Education or experience - Applicants must hold an accredited bachelor degree. Non-degree candidates with a minimum of 3 years of documented work experience in a related industry will receive a professional development diploma.

English qualifications - If you are not a native English speaker, or if you have not studied in an English language environment for the last 3 years, please enclose one of the following:

- **TOEFL**: minimum score of 525 points for the paper-based test or 70 for the internet-based test.
- **Cambridge First Certificate Exam (FCE)**: grade C - please also send the statement of results with your detailed profile.
- **IELTS**: Academic Module minimum Overall Band Score 5.5 and min. 5.0 for each part (listening, reading, writing, speaking).

All English certificates must have been issued in the last 12 months prior to admission.

HOW TO APPLY

Please send your application form with all pertinent attachments and an application fee of 250 Euros. Your application should include a complete CV, study plan and post-study plan, dated and signed, along with a valid medical certificate and copy of your passport (DNI for Spanish nationals). Visit apply.lesroches.es to complete your application online.

PROGRAM FEES 2017

Application fee	250 €
Program fees*	14,230€
Refundable deposit	500 €
TOTAL:	**14,980 €**

For full details please refer to the Terms & Conditions in the Tuition & Other Fees document in our website.

* Program fees for students from outside the Iberian Peninsula are 14,650 €.

LES ROCHES MARBELLA INTERNATIONAL GLOBAL HOSPITALITY EDUCATION

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