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## **FIU Business launches Luxury Incubator MBA Project**

**MIAMI (Oct. 19, 2021)** – Florida International University’s [College of Business](#) (FIU Business) has introduced a Luxury Incubator MBA Project course that will teach the marketing of luxury markets.

The first of its kind at FIU Business, the Luxury Incubator MBA Project combines classroom and hands-on learning and includes an international residency component where 20 FIU MBA students will travel to Singapore and Bangkok, Thailand to learn what it takes to make a luxury brand successful.

The course was co-created by Deepak Ohri, CEO of lebua Hotels and Resorts, and Anna Pietraszek, director of global operations and assistant teaching professor of marketing and logistics.

“The class illustrates step-by-step planning and development of a luxury brand as well as marketing techniques and management of the luxury market,” Pietraszek said.

Students will study the marketing and management of luxury brands in the U.S. and Asia, learning the different factors that create a culture from a brand. The project will show how psychology, business practices and innovation play a vital role in creating a luxury brand culture and lifestyle.

“I am honored and excited to collaborate with FIU Business. I am looking forward to working with Pietraszek, adding a new dimension to such a great curriculum, and creating something extraordinary that will allow students to experience and learn the disruption of the luxury industry,” said Ohri, an award-winning entrepreneur.

The class will be held from March 31 through May 13, 2022 with the international residency from March 31 to April 10, 2022. Students will be selected based on the capacity of the class and those with a marketing specialization will be given priority to register.

The course will show unconventional approaches to luxury marketing and explain why such strategies are needed to create an incomparable brand. Ohri's career focus has been on "experiential luxury" and he will teach students why luxury is an experience, not an expense.

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**About FIU Business:**

*Florida International University's [College of Business](#) plays a pivotal role in the development of global business leaders. With more than 10,000 undergraduate and graduate students, FIU Business is widely recognized for its expertise in international business, real estate, data analytics, entrepreneurship, healthcare management, and a broad range of financial services. Its faculty ranks among the Top 100 in the U.S. in UT Dallas' survey of business research productivity. For more information about FIU Business, visit [www.business.fiu.edu](http://www.business.fiu.edu).*

**About FIU:**

*Florida International University is a [Top 50 public university](#) that drives real talent and innovation in Miami and globally. High research (R1) activity and high social mobility come together at FIU to uplift and accelerate learner success in a global city by focusing in the areas of environment, health, innovation, and justice. Today, FIU has two campuses and multiple centers. FIU serves a diverse student body of more than 58,000 and 260,000 Panther alumni. U.S. News and World Report places dozens of FIU programs among the best in the nation, including international business at No. 2. Washington Monthly Magazine ranks FIU among the top 20 public universities contributing to the public good.*