

# Dior

## CERTIFICATE OF ACHIEVEMENT

AWARDED FOR PARTICIPATION IN THE  
BRAND ACADEMY & DIOR COOPERATION CLASS  
LUXURY BRANDS  
SUMMER TERM 2016

TO

### EVA MUHR

OVER THE COURSE OF 9 WEEKS, THE STUDENT DEMONSTRATED HONORABLE SKILLS IN DETECTING, ANALYSING AND EVALUATING PSYCHOLOGY AND CHARACTERISTICS OF DIOR PERFUME AND MAKEUP CONSUMERS IN REGARDS TO MOTIVATION, PERCEPTION, KNOWLEDGE AND CULTURAL, SOCIAL, PERSONAL CHARACTERISTICS AND VALUE SET. THE ELABORATED RESULTS OF THE PROJECT RENDER FERTILE INPUT TO THE BUSINESS AND THE CONSUMER INSIGHTS ARE GRATEFULLY APPRECIATED AND INTEGRATED IN THE COMMUNICATION PROCESS.

THE BRAND ACADEMY AND CHRISTIAN DIOR PARFUMS GERMANY ARE SOLEMNLY ACKNOWLEDGING THE SUCCESSFUL PARTICIPATION IN THE ELECTIVE MODULE LUXURY BRANDS OF THE MASTER PROGRAM INTERNATIONAL BRAND MANAGEMENT.



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