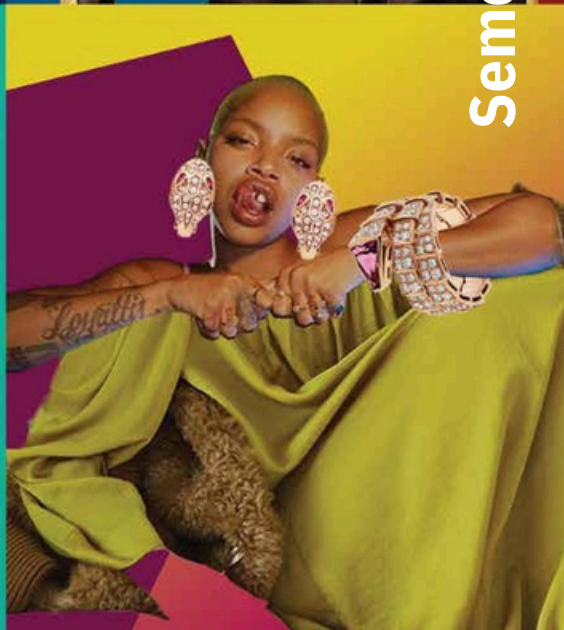
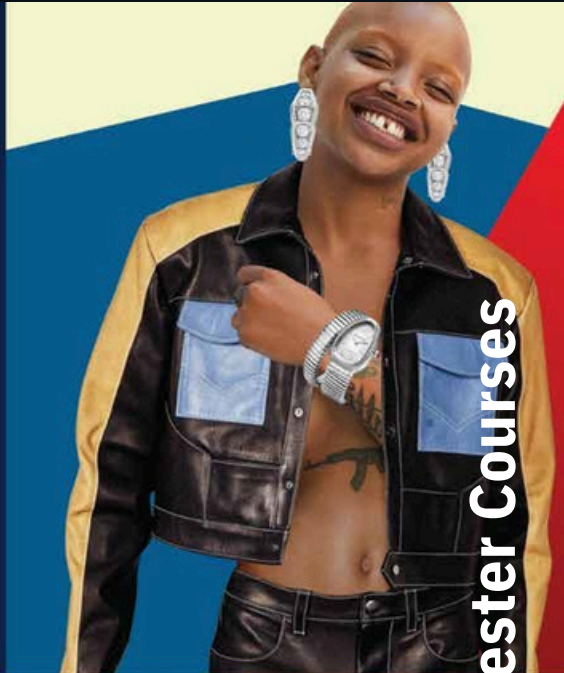


# FASHION MANAGEMENT

DOMUS ACADEMY MILANO

design  
mundo  
afora



Semester Courses

# FASHION MANAGEMENT

## First Semester (September 9th 2025)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Fashion Marketing & Management	Fashion Buying
<b>MODULE 2</b>	Integrated Communication Strategy	Fashion Brand Management

## Second Semester (November 6th 2025)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Integrated Communication Strategy	Fashion Brand Management
<b>MODULE 2</b>	Fashion Marketing & Management	Fashion Buying

## Third Semester (February 9th 2026)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Fashion Marketing & Management	Fashion Buying
<b>MODULE 2</b>	Integrated Communication Strategy	Fashion Brand Management

*The sequence of the teaching activity might vary according to the validated yearly study plan*

# FIRST SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **FASHION MARKETING & MANAGEMENT**

The Fashion Marketing & Management course examines advanced marketing and management principles and provides strategic frameworks and operational tools to develop a comprehensive marketing plan for a fashion company.

*Workshop*

### **FASHION BUYING**

The Fashion Buying workshop gives students an insider view on the key role of a Fashion Buyer; from professional competencies and essential retail strategy and operations to personal attributes.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **INTEGRATED COMMUNICATION STRATEGY**

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

*Workshop*

### **FASHION BRAND MANAGEMENT**

The Fashion Brand Management workshop aims to present in detail the dynamics of brand management and the various strategies to increase and nurture the value of fashion brands.

# SECOND SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **INTEGRATED COMMUNICATION STRATEGY**

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

*Workshop*

### **FASHION BRAND MANAGEMENT**

The Fashion Brand Management workshop aims to present in detail the dynamics of brand management and the various strategies to increase and nurture the value of fashion brands.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **FASHION MARKETING & MANAGEMENT**

The Fashion Marketing & Management course examines advanced marketing and management principles and provides strategic frameworks and operational tools to develop a comprehensive marketing plan for a fashion company.

*Workshop*

### **FASHION BUYING**

The Fashion Buying workshop gives students an insider view on the key role of a Fashion Buyer; from professional competencies and essential retail strategy and operations to personal attributes.

# THIRD SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **FASHION MARKETING & MANAGEMENT**

The Fashion Marketing & Management course examines advanced marketing and management principles and provides strategic frameworks and operational tools to develop a comprehensive marketing plan for a fashion company.

*Workshop*

### **FASHION BUYING**

The Fashion Buying workshop gives students an insider view on the key role of a Fashion Buyer; from professional competencies and essential retail strategy and operations to personal attributes.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **INTEGRATED COMMUNICATION STRATEGY**

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

*Workshop*

### **FASHION BRAND MANAGEMENT**

The Fashion Brand Management workshop aims to present in detail the dynamics of brand management and the various strategies to increase and nurture the value of fashion brands.