



STUDY ABROAD - FASHION BUSINESS

LONDRES

13 de janeiro de 2025
29 de setembro de 2025
inglês

PARIS

13 de janeiro de 2025
29 de setembro de 2025
inglês

FASHION BUSINESS

Os profissionais de negócios devem possuir um conhecimento profundo do panorama da moda para se tornarem especialistas em "negócios da moda". Este curso semestral cobre habilidades em estratégia de negócios, luxo digital e planejamento de visão, além de investigar o atraente setor da moda através de pesquisa criativa efetiva. Dirigido a estudantes com pelo menos um ano de estudos anteriores de graduação em negócios de moda, compras ou campo similar, este inspirador curso de curta duração encoraja os participantes a desenvolver uma perspicácia de pensamento prospectivo, bem como ampliar os horizontes para o crescimento pessoal e o desenvolvimento de carreira no futuro.

FOCO DE APRENDIZAGEM

SEMESTRE 1

- Psicologia da Moda
- Projeto Interdisciplinar
- Insight de Marca
- Lente Digital da Moda
- Mix Promocional de Moda

SEMESTRE 2

- Dominando a Estratégia
- Planejamento de Marketing de Valor
- Marketing Verde
- Luxo da Moda Digital
- Finanças e Controle de Gestão

ABOUT MARANGONI

Over the past years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate programmes prepare students with the necessary knowledge and know-how approach in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Art History and Culture.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate and Transcript*

*The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

EDUCATIONAL APPROACH

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

CONTENTS' OVERVIEW

Programme Aims:

Study abroad programmes provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends. Study abroad semesters at Istituto Marangoni offer students a chance to experience different styles of education and learn key skills from international experts in the field. The study abroad level is structured and taught at year two of a three-year undergraduate programme. According to the chosen programme, credit transcripts or class (contact) hours are awarded on successful completion. Study abroad programmes are offered twice a year. The content may be revised and updated with each start date to offer a wider range of subjects, giving students the opportunity to choose the programme that best suits their needs. This semester programme in Fashion Design develops Fashion Illustration and garment construction skills, also analyzing the engaging fashion sector through effective research methods, a fundamental aspect of a fashion collection. Aimed at students with at least one-year previous undergraduate study in fashion design, fashion accessories, or similar field, this inspiring semester programme encourages students to develop their own signature style or 'visual language', also broadening horizons for personal growth and future career path.

Programme Learning Outcomes

Students successfully completing the Semester Abroad programme in Fashion Business will have developed:

- A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process and its relevance to fashion organisations;
- An ability to investigate all aspects of modern organisations operating within the fashion industry taking the process from management, finance and logistics, manufacturing processes and technologies and retailing;
- An understanding of the cultural, social and environmental drives and their impact on the fashion industry;
- The ability to evaluate the appropriateness of different approaches to problem solving.

STUDY PLAN

Fashion Business Study Abroad • October start

Visual and Emotional Branding unit

Subjects	Total Hours	IM Credits
Fashion Psychology	20	30 (equivalent to 15 ECTS credits)
Interdisciplinary Project	20	
Brand Insight	20	
Digital Branding	20	
Fashion Promotion Strategy	20	

Luxury Marketing Strategy unit

Subjects	Total Hours	IM Credits
Fashion Strategic Management	40	30 (equivalent to 15 ECTS credits)
Vision Planning	20	
Creative Research	20	
Digital and Innovation	20	

Fashion and Management Control unit

Subjects	Total Hours	IM Credits
Fashion and Management Control	40	20 (equivalent to 10 ECTS credits)

Fashion Business Study Abroad • January start

Luxury Marketing Strategy unit

Subjects	Total Hours	IM Credits
Fashion Strategic Management	40	30 (equivalent to 15 ECTS credits)
Vision Planning	20	
Creative Research	20	
Digital and Innovation	20	

Fashion Lab Project unit

Subjects	Total Hours	IM Credits
Project Management	20	30 (equivalent to 15 ECTS credits)
Digital Project Management	20	
Green Marketing	20	
Campaign Planning	20	
The Business Models	20	

Fashion and Management Control unit

Subjects	Total Hours	IM Credits
Fashion and Management Control	40	20 (equivalent to 10 ECTS credits)

Fashion Business Semester Abroad • October start

Visual and Emotional Branding unit

In the unit Visual and Emotional Branding students will develop and recognise the theoretical frameworks that are used to explain the complex nature of brands, branding, and communication. The unit will introduce students to an analysis of the key success factors, consumer behaviour, and potential pitfalls of brand communication and extension strategies. Students will discover the practice of triggering an emotional response and desire, and investigate brand traits that appeal to consumers' emotional needs and aspirations. As part of the unit students will be learning the appropriate digital visual frameworks in line with professional and employability standards in emotional branding. Digital skills will be focused on current and emerging CAD tools (for example Adobe suite), digital mediums, and technologies. Students will also evaluate the elements of different types of brand marketing campaigns with a particular focus on fashion brands and innovative branding (such as sustainability, diversity and responsible fashion).

Luxury Marketing Strategies unit

The unit Luxury Marketing Strategies aims to develop the ability to critically examine the impact of evolving macro and micro environmental factors on the competitive strategies of luxury fashion companies. Students will be able to analyse collated data and marketing information to develop a marketing strategy, as well as understand a set of marketing tools including SWOT / TOWS matrix and strategic fit of luxury products, and call on creative research techniques to support their own work preparation and presentation. The unit will cover the creation, development, and implementation of marketing strategies, tailored for a specific business context in the fashion arena. Professional skills such as teamwork, time management, and project management are further developed via the completion of a group project marketing campaign.

Finance and Management Control unit

This unit covers two main themes: Business Finance and Management Control, and aims at developing students' skills in terms of financial analysis, and developing their ability to analyse various aspects of corporate finance, and management in a fashion context. The topics discussed will capitalise on what the students learned in the first year, in economics and business, with a more in-depth focus on finance. Some of the topics discussed: fundamental analysis of financial statements, investment appraisal, budgeting, variance analysis, cost management, and cash flow forecasting.

There will be a heavy focus on financial planning and forecasting, as it is supposed to give the students required knowledge and skills to write a business plan in their third year of study.

Fashion Business Semester Abroad • January start

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Fashion Lab Project unit

The unit Fashion Lab Project aims to develop a better understanding of the marketing mix and its applications within a fashion context, in line with the new contemporary marketing trends and strategies. The unit will look at both traditional and innovative solutions, while considering the impact of new marketing strategies on luxury business models, brand image, and consumer behaviour. Students will develop an awareness of green marketing and new guerrilla marketing strategies that form part of the current fashion industry panorama. The unit, as its name suggests, will be a laboratory of marketing skills, knowledge, and tools put together to develop strategies for fashion brands. During the unit students will also be asked to critically examine the practice of managing resources and teams, working on project management and development. This unit will provide advance knowledge of new perspective in marketing strategies, with students approaching key issues in forming, developing, and implementing a project, as well as defining an effective time management plan. Students may also work on live industry projects during the programme.

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TEACHING AND LEARNING METHODS

Programme teaching methods

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement. It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms. A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real prospective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

Programme Specific Assessment Criteria: The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be used to test different types of skills and learning.

Formative Assessment:

Formative Assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process.

These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: with peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping: helps students better understand their own learning as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

Summative Assessments: These assessments are a means of gauging student learning, at a particular point in time, relative to established marking criteria.

Summative assessments can occur during as well as at the end of each subject and concentrate on specific evidence of student work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the course.

Practical Coursework > allows the students to demonstrate their understanding and application of practical areas of study.

Written Reports > are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff. Formal Examinations > are required in some study areas.

Presentations > are used in some subjects to allow the student to develop their professional communication and presentation skills.

Student Projects > are used when the student is required to submit work to be marked independently and anonymously.

COURSE SPECIFIC ADMISSION REQUIREMENTS

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below:

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- Completion of the first year (L4) of an Undergraduate Bachelor programme in Fashion Business or similar;
- For non English / French / Italian native speakers certificate of language skills, level b2 of Common European Framework of Reference with specific requirements (e.g. IELTS Academic with 6.0 overall, without elements below 5.5).
- Personal statement.

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). Admission requirements may be revised from time to time in order to comply with entry requirement regulations.

STUDENT SUPPORT STRATEGY

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate; programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme. For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.