

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SAP-
SEMESTER
ABROAD
PROGRAMMES

FASHION
MARKETING
MANAGEMENT

A.Y. 2025-26
HANDBOOK

design mundo afora



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Syllabus

FASHION MARKETING MANAGEMENT

TEACHINGS	ECTS
History of fashion and costume	6
Fashion anthropology	6
Marketing and management	6
Textile design	4
Supply chain	4
Social Media strategy	4
TOTAL CREDITS	30

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HISTORY OF FASHION AND COSTUME

45 hours, 6 ECTS

Cognitive-practical course

Course description.

The aim of the course is to provide students with a general knowledge of the history of fashion and costume.

Fashion is a form of language, used to communicate the essence of people, to describe the society, economy, religion and many other things; it represents the so-called “Zeitgeist” or “the spirit of the time”. This would explain why clothes are nowadays studied by psychologists, sociologists, economists, anthropologists and art historians.

The course starts from the analysis of the origins of fashion phenomenon at the time of Italian Renaissance and its historical evolution from the French Revolution to nowadays.

Different fashion styles will be seen from an historical and sociological perspective.

Course overview.

The course has been structured following the below topics:

- the origins of fashion phenomenon at the time of Italian Renaissance, with a new market economy and social mobility;
- the influence of the French Revolution on fashion. Neoclassical and Empire styles;
- 19th century fashion: gender differences in dressing and in social roles. Wedding dress history. The importance of bourgeois women clothing as a status communication. Feminine arts.
- Romanticism in music, literature and fashion. Classical ballet and its influence on fashion. History of tartan.
- Fashion in the second half of the 19th century. Innovation in textile production and beginning of ready-to-wear. The birth of haute couture and first fashion shows in Paris (Ch. F. Worth).
- Dandy phenomenon (George Brummel, Oscar Wilde, Charles Baudelaire).
- Eclecticism in architecture, interiors and fashion. Reform dress. Art Nouveau style. The influence of Japanese art on western fashion.
- 20th century: Diaghilev “Russian Ballet” and Paul Poiret’s revolution in fashion.
- World War I, women’s emancipation, look “Garçonne”. New ideal beauty. Si-

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lent films and make- up.

- Modern women's style from Coco Chanel. Art and fashion. Elsa Schiaparelli.
- 1929 crisis, romantic and retro look in 1930s. White Satin Dress. Movie stars and fashion.
- World War II and "Utility Dress". "New Look" from Christian Dior and postwar rebirth of Parisian fashion. Influence of American life style and music; story of T-shirt and jeans; "fertile look".
- Italian postwar "alta moda" (high fashion) and "Hollywood on Tiber" film production.
- The beginning of Palazzo Pitti Italian fashion shows in 1952.
- 1960s: Space Style, LSD, Pop Art and Op Art, kaleidoscopic prints and psychedelic style.
- Swinging London. Baby-boom and the new teen-agers' market of fashion and music. Baby-look and mini-skirt.
- The beginning of prêt-à-porter: YSL, Pierre Cardin, Paco Rabanne, André Courrège.
- 1970s: pacifism, feminism, "second-hand", Hippies and Punk. The beginning of prêt-à-porter. Shows in Milan.
- 1980s: yuppies, "dress for success", "lookism". From club to fashion. Revolution in menswear (Armani, Gaultier, Versace).
- 1990s: Japanese designers in Paris, minimalism. New Belgian fashion design. Street-style, Grunge.
- Nowadays fashion production and distribution categories: haute couture, prêt-à-porter, Mass- market (FastFashion), Made-to-measure, Outlet, Vintage. Main fashion fairs and events.
- 2000s: globalization, new fashion markets. New luxury. Sustainability. Connection between fashion, design and architecture today.
- Evolution of fashion communication, from magazines to blogs, from catwalk shows to internet.
- View of mega-trends and seasonal trends.

Learning outcomes.

At the end of the course, students will have acquired a general knowledge of the history of Fashion and Costume.



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Prerequisites and requirements.

This course is intended for students who have no background in fashion or related fields.



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FASHION ANTHROPOLOGY

45 hours, 6 ECTS

Cognitive-practical course

Course description.

The course focuses on visual and costume anthropology, a branch of cultural anthropology that explores the relationship between images, costumes, and behaviors within different cultures.

Building upon this specific approach, the course will offer an in-depth analysis of contemporary subcultures, examining them directly and “from within.” The aim is to understand and interpret fashion trends through a practical and direct analysis of contemporary fashion, exploring how these trends intertwine with cultural and social practices.

Course overview.

The teaching approach will be dynamic, participatory, and will engage students in activities that stimulate active involvement, allowing them to explore culture through a variety of sensory and performative experiences. Students will be guided to understand contemporary culture not only through theory but also through practice and direct interaction with the themes being studied.

Students will gain the skills to read and decode the flows of images, signs, and symbols that characterize modern subcultures. The analysis will not be limited to theoretical reflection, but will focus on the visual context we are immersed in daily.

The course aims to create a collaborative environment where students can share their cultural experiences and promote intercultural dialogue.

Each student will be encouraged to bring their own culture into the group, contributing to mutual growth.

Students will explore how daily actions, costumes, and behaviors can be read as forms of nonverbal communication, vehicles of broader cultural meanings. The course will focus on the analysis of performative practices as tools for understanding and communicating these meanings.

Learning outcomes.

Within the framework of cultural anthropology studies, students are challenged to explore the interdisciplinary theories and methodologies that have shaped the culture of fashion.



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Prerequisites and requirements.

This course is intended for students who have no background in fashion or related fields.

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MARKETING AND MANAGEMENT

45 hours, 6 ECTS

Theoretical course

Course description.

The course is a close examination of integrated marketing strategies, processing how to communicate the value of a product or service to customers, for the purpose of selling the product or service. It will also examine promotional tools that can be employed towards marketing goods and services on an international level.

Course overview.

Students will be lead through the course by lectures, hand-outs (consisting of relevant information), class assignments, research and practical learning by doing. Students are expected and urged to engage in self-study and preparation. In conclusion, they will have to present a final project, which will connect all of the elements focused on during the semester.

The course has been structured following the below topics:

- buying behavior, image and brand management;
- marketing environment;
- segmentation, targeting, positioning;
- buyer behavior;
- market research;
- product and branding;
- new product introduction;
- channels of distribution;
- integrated marketing communications;
- global marketing;
- marketing strategy (situational analysis, SWOT, implementation and controls)
customer relationship marketing;
- personal selling.

Learning outcomes.

Concluding the course, students will have a much better understanding of how to promote their goods to their targeted market group in a successful manner by using branding, advertising, and promotional design and of how to manage a marketing team or campaign.



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At the end of the course, students will be able to:

- integrate strategic thinking and leadership into the practice of marketing;
- define marketing and understand its impact on collaborators, customers and competitors;
- recognize environmental forces and their impact on strategic marketing decisions;
- learn the marketing mix variables and how best to manage them;
- understand customer markets and buyer behavior;
- gain an appreciation of ethical and socially responsible marketing;
- understand the relationship between segmentation, targeting, and positioning;
- appreciate the importance of building and managing profitable customer relationships and creating customer lifetime value;
- research, analyze and manage marketing information.

Prerequisites and requirements.

This course is intended for students who have no background in fashion or related fields.

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TEXTILE DESIGN

45 hours, 4 ECTS

Cognitive-practical course

Course description.

Throughout the course students will discover a range of printing, dyeing, embroidery and embellishment techniques, creating a collection of textiles.

Stencil printing, shibori and natural dyeing, embroidery and surface manipulation are just some of the techniques that students will learn.

Mark-making is an important drawing method and through drawing workshops, students will be encouraged to translate marks and textures into prints, while learning how to create their very own repeat pattern.

By the end of the course, students will have created a collection of textiles, within which they will have used a variety of techniques, displaying the skills that they have learnt and developed over the weeks.

Course overview.

By the end of this course students will:

- Have an understanding of various practical textile design techniques, including: dyeing, printing, embroidery and embellishment.
- Appreciate various types of textile prints and patterns and be knowledgeable about them.
- Be able to create a colour palette and translate it into a collection of textiles through the use of various techniques.
- Be able to mix various textile techniques together in a successful way to create a full-bodied textiles collection.

Learning outcomes.

Design methodology:

- demonstrate the ability to initiate and respond to the project brief;
- explore and evaluate selected research themes;
- select and apply appropriate methods, recognise and question established approaches to determine appropriate personal direction;
- explore concepts through a structured, transparent, and personal methodology



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Create Identity:

- grow a unique creative awareness and recognisable identity;
- develop your personal voice.

Professionalism:

- communication of techniques and presentation skills, both visually and verbally;
- self-management and time management skills, managing the workload within the set time;
- knowledge of techniques and products, using the correct terminology and owning the craft and tools.

Prerequisites and requirements.

This course is intended for students who have no background in fashion design or related fields.

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SUPPLY CHAIN

45 hours, 4 ECTS

Cognitive-practical course

Course description.

What is behind Italian creativity?

Materials that come to life, textures and colors, unique craftsmanship. But also regional territories and, above all, companies made up of people, who with intelligence and passion, create the well-made beauty characteristic of Italian industry every day.

This course intends to develop as a space-time journey to discover the fashion system and its globalized supply chain, with a focus on Italy and its excellence. A widespread, vertically integrated and highly concentrated fashion system, which today embraces the epochal challenges of innovation and responsibility.

Historical frameworks, evolutionary scenarios, evolving regulations, identities, patents and new revolutions. Generational transitions. Relationships and synergies between brands and their most valuable suppliers. By analyzing the best of the Italian product offering, in addition to the typical and essential aesthetic content, we will learn to give value to quality, humanity and transparency.

Course overview.

The course will start with a historical introduction, following the evolution and methods of the fashion system from its origins to today. From the birth of trends to the industrial revolution of the mechanical loom, from the standardization of sizes to the birth of Made in Italy after the Second World War. Up to globalization and the problems of overproduction and overconsumption.

The course will focus on the capabilities and specificities of Italian districts, specific geographical areas specialized in the production of yarns, fabrics, prints, finishes, and manufacturing. All those steps that normally escape those who buy a piece of clothing today, but which are fundamental because they contain its identity, quality, soul. We will analyze some of the most important historical companies in Italy and some of the most representative ones that today continue to be the best of the supply chain. And we will link them to the products that we all appreciate on the catwalk but of which we certainly do not suspect such a long and complex gestation. We will obviously talk transversally about responsible supply chain and sustainability, environmental and social, transparency and traceability, efficiency in the use of resources and circularity. European regulations in progress



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that are already revolutionizing the entire system in terms of eco-design, measurement of product performance, digital passport, extended producer responsibility and even communication.

We will talk about 'Made In', giving practical examples of where and how products are made. We will clarify the materials commonly used. Cotton, linen, wool. Viscose. Polyester and nylon. Leather. How do designers or brands choose a material? What are the key trade fairs in the sector? We will touch on sustainability certifications and programs and see where the circular revolution is stimulating the birth of new business models.

Learning outcomes.

The course will teach students to look beyond, to look better, to look in depth. Students will learn to understand the complexity of the Italian fashion system, and to appreciate its visions and evolutionary efforts that are today under pressure from the need for a more efficient and conscious use of resources.

Prerequisites and requirements.

This course is intended for students who have no background in fashion design or related fields.



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SOCIAL MEDIA STRATEGY

45 hours, 4 ECTS

Cognitive-practical course

Course description.

This course offers a comprehensive overview of Social Media and Digital Touchpoints, exploring key Web Marketing tools - from Digital Strategy to Social Media Strategy and Content Creation. With a strong focus on the fashion industry, students will analyze industry trends, case studies, and engagement strategies to develop high-impact creative content providing a comprehensive introduction to social media.

The course is designed to equip students with both the theoretical frameworks and practical skills needed to manage social media campaigns, analyze market trends, and develop effective communication strategies that resonate with fashion consumers.

Throughout the course, students will gain practical experience in analyzing digital platforms, creating content, and measuring the impact of their strategies. By the end of the course, students will have the knowledge and confidence to craft and implement social media strategies for brands in the ever-evolving fashion landscape.

Learning Outcomes.

- Understand market analysis, competitor research, and brand positioning in the fashion sector.
- Analyze consumer behavior, identify target audiences, and create compelling personas.
- Develop communication strategies tailored to fashion brands and their social media needs.
- Gain hands-on experience by working on group projects, creating real-world social media strategies.
- Receive personalized feedback to improve strategies and refine professional skills in a collaborative environment.



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Course overview.

- Introduction to Social Media Marketing & Web Communication.
- Ideating a Social Media Strategy for different channels.
- Planning an Editorial Calendar for Social Networks.
- Understanding Target Audience, Buyer Personas & Customer Journeys.
- Understanding key KPIs, Metrics, and Online Insights.
- Case Studies & Best Practices from the Fashion Industry.
- Evaluating Project Work and Final Presentation.

Prerequisites and requirements.

This course is intended for students who have no background in fashion design or related fields.