



MASTER FASHION PROMOTION, COMMUNICATION & DIGITAL MEDIA

MILÃO

23 de setembro de 2024

27 de janeiro de 2025

inglês e italiano

FASHION PROMOTION, COMMUNICATION & DIGITAL MEDIA

Promover o que é fashion e tornar produtos desejáveis em um ambiente digital e consciente em termos de sustentabilidade é o trabalho do especialista em promoção e comunicação de moda. Eles definem e implementam campanhas publicitárias e organizam atividades promocionais através dos canais de comunicação mais apropriados, que refletem e representam a imagem de uma marca ou produto de luxo. Os especialistas em promoção e comunicação de moda organizam e gerenciam apresentações, eventos, planos editoriais para mídias sociais, desfiles de moda, exposições, atividades de relações públicas, preparam planos editoriais para mídias sociais e utilizam ativamente marketing de influenciadores e marketing de conteúdo. Durante o curso, os participantes aprendem a antecipar e responder a desenvolvimentos na mídia e comunicação. Eles exploram as principais teorias e debates que dominam a comunicação de moda e avaliam diferentes técnicas aplicáveis na criação e compreensão do papel da 'imagem' na moda, bem como analisam referências históricas e contemporâneas. Particular atenção é dada às relações públicas digitais dentro das casas de moda: desde a gestão de clientes até a identificação de principais players da indústria e celebridades, passando pela organização de desfiles de moda, gestão de press days e eventos digitais. Ao analisar publicidade de moda, direção editorial e criativa em mídia, comunicação e promoção, os participantes avaliam e analisam tendências em styling de moda, fotografia e jornalismo. Eles também adquirem um conhecimento avançado dos processos de escrita criativa, incentivando sua própria visão e preparação profissional para diversos papéis na indústria da moda que promovem inovação, pensamento empreendedor e resolução de problemas.

O impacto das tecnologias digitais mudou o cenário da comunicação, e este curso busca encontrar o equilíbrio certo entre diferentes atividades estratégicas e táticas, junto com ferramentas e mídias, incluindo plataformas virais, blogs online, revistas e mídias sociais, trabalhando com influenciadores e utilizando colaborações e vídeos para engajar clientes finais e intermediários. Além de vínculos diretos com empresas de moda, projetos da indústria e palestrantes convidados, todos contribuem para fornecer uma visão detalhada das realidades e oportunidades da promoção e comunicação de moda. Este curso é destinado a participantes que possuem estudos de nível superior anterior ou similar, ou experiência profissional comprovada, completando o curso com habilidades em mídia e promoção para as indústrias de moda e luxo, com a capacidade de aplicar os principais canais de comunicação de moda e teorias em todas as campanhas de mídia escrita e visual. Será dada grande atenção ao debate sobre como as marcas de moda estão assumindo um papel ativo em influenciar os consumidores a agir de forma responsável e envolvê-los em práticas ambientais e sociais graças à sua comunicação sustentável.

POSSÍVEIS CARREIRAS

- Comprador omnicanal
- Merchandiser de canais cruzados
- Especialista em varejo digital
- Especialista em e-commerce
- Cientista de dados de operações de varejo

FOCO DE APRENDIZAGEM

- Redação Jornalística e Técnicas
- Semiologia
- Direção Criativa
- Gestão e Inovação de Marca
- Editorias e Styling de Moda
- Tecnologias Digitais / Marketing Digital
- Comunicação Sustentável

ABOUT ISTITUTO MARANGONI

Over the past 85 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 management skills which are subject specific and relevant to the international fashion, design or art fields. Istituto Marangoni Master's courses provide students with a focused and in-depth knowledge and know-how for a successful professional career at various levels of the above-mentioned industries. There is a strong focus on project-based, industry-linked teaching methods of delivered by experienced industry specialists and professionals.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma.

Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:

- Develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- Provide a supportive and inclusive learning environment which will enable success for all learners;
- Encourage and nurture the development of students' intellectual and imaginative powers, Creativity, independence, critical self-awareness, imagination and soft skills that will enhance Global employment opportunities in all programmes;

- 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;
- Provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

STUDY PLAN

Semester	Subject	ECTS Credits
S1	Marketing	3
S1	History of Fashion	3
A	Communication Strategies	8
S1	Graphic Design	4
S1	Subject Writing for Media	4
S2	Image Semiotics	4
S2	Corporate Organization	3
S2	Sociology, Anthropology and Psychology of Fashion	3
S1	Fashion Project	4
A	Communication	8
S2	Organization Skills and Enterprise Performance Management	10
A	Internship	6
	Dissertation	60
TOTAL		

CONTENTS' OVERVIEW

Curriculum

The Industry of Fashion Communication continues to be very glamorous thanks to fashion shows, events, celebrities and influencers, but it is becoming more and more professional, qualified and specialised. Professionals in communication are involved in many areas of the fashion system, from the Brand Identity Development and strategic positioning to, naturally, the communication plan, playing a very important role inside Fashion Houses, the media and agencies. The Digital Revolution is strongly impacting the Fashion Industry communication system, generating a strong increase in professionalism, attention to result measurement and an incredible fragmentation of the traditional touch points, creating new, challenging, professional opportunities. This postgraduate level course trains participants in advanced Fashion Promotion and Communication techniques from the most classical ones, such as fashion writing, to the digital languages and tools (Digital PR, Influencers, Social Media).

Thanks to a mix of lectures, real case-studies and Corporate projects, industry testimonials and written and oral practice, students will acquire an advanced and up-to-date knowledge of the fashion communication process. The course covers the areas of Company Communication, specialised agencies, creative professionals in advertising and content media, giving a broad preparation to enter the Industry and have a successful career path. This course is aimed at participants that have previous undergraduate level study or similar, or proven work experience completing the course with skills in media and promotion for the fashion and luxury industries, with the ability to apply key fashion communication channels and theories across all written and visual media campaigns.

Final Project (Dissertation)

The final project consists in an individual work, linked to the studies undertaken, through which the student will create and develop the launch of an editorial project, of a communication plan for an existing Brand that needs re-positioning and/or a new editorial business - such as a communication agency - or the deeper development of a communication tool/channel. Through the support of primary and secondary research, the candidate will develop a work that will show evidence of having acquired the related professional skills, a subject-specific vocabulary, and originality in his/her own thinking, as well as an advanced capacity to adopt a variety of digital visual techniques in the representation of the project itself.

Internship

As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study of each programme. This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment. The internship consists of a period of an experience in professional practice through the realisation of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

LEARNING OUTCOMES

Educational Outcomes

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:

- Apply skills of critical analysis to real situations within a defined range of contexts;
- Select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;
- Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- Critically analyse their results and draw logical conclusions;
- Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- Manage their professional development reflecting on progress and taking appropriate action;
- Find, evaluate, synthesise and use information from a variety of sources;
- Articulate an awareness of the social and community contexts within their disciplinary field; Exercise initiative and personal responsibility in the work environment;
- Continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
- Carry out further independent learning or continuing professional development.

Programme-Specific Learning Outcomes

Students who successfully complete this specific Programme shall be able to:

- Demonstrate a systematic understanding of the key fashion communication channels and theories, across written, visual and digital media, and apply this understanding to fashion industry contexts, generating creative and original management solutions to specialist and non-specialist audiences in a manner appropriate to the discipline area;
- Appreciate fashion branding theories and omni-channel business strategies and demonstrate comprehensive understanding of the current challenges faced by industry informed by current research;
- Critically evaluate and analyse the current theories, concepts and management used in promoting fashion and the changing role of social media, PR in the digital age and conceptualise creative digital campaigns for a fashion brand to a global community;
- Demonstrate leadership and problem-solving skills relevant to creative direction for fashion media, and interpret knowledge and practice at the forefront of the discipline;

- Critically evaluate research and apply appropriate methodologies of research and enquiry to own independent research, producing a substantial piece of work to industry and academic standards.

TEACHING AND LEARNING METHODS

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

Self-Directed Study

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

Frontal Lectures

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

Seminars

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

Case Studies

A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

Workshop / Laboratory / Practical Sessions

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.

Team Work

Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

Study Trips (when applicable)

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.

Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

STUDENT SUPPORT STRATEGY

A dedicated Student Support Officer is available for all students on the programme. For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties. A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress. For matters of pastoral care the Student Support Officers will help in:

- Finding their way around;
- Managing their time;
- Dealing with stress;
- Getting the best from their course;
- Understanding and applying the school's rules;
- Anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.