



MASTER FASHION BUYING & MERCHANDISING

MILÃO

23 de setembro de 2024
27 de janeiro de 2025

FLORENÇA

23 de setembro de 2024
inglês e italiano

FASHION BUYING & MERCHANDISING

Aprenda a montar uma coleção bem-sucedida – desde o showroom de design até a loja; o comprador de moda decide o que estará à venda na próxima temporada. Eles planejam a compra de itens sazonais, identificam tendências emergentes e escolhem a combinação certa de produtos e marcas. Os compradores de moda são os principais impulsionadores na indústria global de varejo de moda, uma área crucial e um papel influente em qualquer negócio de moda bem-sucedido. Em nível de pós-graduação, os participantes terão estudos anteriores de graduação em economia, marketing, design de moda com marketing ou áreas semelhantes, ou experiência de trabalho comprovada, concluindo o curso com habilidades altamente especializadas em compra de moda. Fornecendo modelos de negócios atuais e futuros, que encapsulam inovação, novas mídias e tecnologia no processo de compra global, este curso em Milão aborda questões contemporâneas na seleção de produtos e métodos de compra. Os compradores precisam ser orientados para os negócios, com fortes habilidades analíticas e a capacidade de negociar e trabalhar ao lado de muitos departamentos, incluindo marketing e vendas, garantindo que novas coleções e itens sejam comercialmente viáveis, seja em loja física ou por meio de plataformas de varejo online e e-commerce. Os participantes aprendem os aspectos técnicos e teóricos de uma campanha de compras, analisando diferentes formatos de varejo e principais macro tendências, levando a uma dissertação baseada em pesquisa. Ao estudar a organização da equipe de compras e realizar um estágio na indústria da moda, eles compreendem totalmente o papel e a responsabilidade dos compradores e merchandisers no mercado global. Processos de compra chave incluem a combinação de estoque e técnicas de importação-exportação, bem como estratégias de precificação e a capacidade de prever a lucratividade de um produto de moda.

Os participantes analisam o calendário de compras e planejam corretamente a compra de uma coleção sazonal, utilizando uma combinação equilibrada de produtos e marcas que respondem às tendências e influências atuais. Ao entender como o consumidor percebe uma coleção, eles são capazes de montar uma coleção de moda atraente, desejável e vencedora. A relação entre visual merchandising e vendas, técnicas de negociação e habilidades interpessoais em comunicação, tomada de decisões, gestão do tempo, liderança e trabalho em equipe capacitam os participantes a desempenhar com sucesso projetos comerciais reais, desenvolvendo estratégias de compra eficazes para uma empresa de referência. Os participantes aplicam a experiência adquirida em projetos da indústria para preparar sua própria estratégia de compra profissional para negócios, bem como para potenciais startups na indústria.

POSSÍVEIS CARREIRAS

- Comprador de Moda
- Merchandiser de Moda e e-Merchandiser
- Visual Merchandiser
- Gerente de Produto
- Estrategista de CRM
- Gerente de Operações e Varejo

FOCO DE APRENDIZAGEM

- Fashion Buying Management
- Previsão de Tendências
- Finanças para Compra de Moda
- Tecnologias Digitais para Compra de Moda
- Desenvolvimento e Inovação de Produtos
- Gestão da Cadeia de Suprimentos
- Varejo de Moda Avançado
- Métodos de Pesquisa

ABOUT MARANGONI

Over the past 80 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 courses prepare students with the necessary knowledge and know-how 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, Visual Design, Art History and Culture. Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

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

- 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 of 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.

STUDY PLAN

Semester	Subject Title	ECTS Credits
S1	Product Design	6
S1	History of Fashion	3
S1	Fashion Product Development: from Conception to Consumer	4
S1	Fashion Trend Forecasting	4
S1	Management of Enterprise Performance	3
S1	Fashion Design	6
S2	Corporate Organization	3
S2	Sociology, Anthropology and Psychology of Fashion	3
S2	Communication Theory	4
S2	Organization Skills and Enterprise Performance Management	8
S2	Internship	10
A	Dissertation	6
TOTAL		60

CONTENTS' OVERVIEW

Curriculum

Fashion Buyers are specialised and sophisticated professionals in the Fashion Industry, responsible for what will be on sale the next season. This dynamic and constantly evolving profession is currently highly demanded by the market, as it represents a key role in any current fashion business. According to the type of retail (mono-brand or multi-brand), there are different types of Buyers and various responsibilities (a territory or a category), but what they all have in common is the deep understanding of Trends, Products and Consumers (tastes, behaviors, habits), combined with marketing and analytical skills.

This postgraduate level course trains participants in advanced Fashion Buying techniques, Criteria and Models to better understand consumers, plan a merchandising mix and deal with suppliers, store managers and visual merchandising. Thanks to a mix of lectures, corporate projects, industry testimonials and negotiation practices, students get an advanced and up-to-date knowledge of the processes of fashion buying and merchandising. The course covers the whole strategic and operational development of fashion assortment, from the market and trend analysis to the implementation of a product range, a commercial strategy and a communication plan, giving participants a qualified preparation to enter the Industry and have a successful career path. This course is suitable for students with technical, creative or business background, giving them the opportunity to apply knowledge and interact as real professionals.

Final Project (Dissertation)

The final project consists in the development and accurate presentation of a business and marketing plan, linked to the candidate's original business idea. Students will be asked to demonstrate and explain their idea in an organic and accurate manner, highlighting key details and elements of the entrepreneurial project - in all its main components: pitch to the consumer - development and realization of the product/service offering - company organizational charts - communication tools and channels – sales and retailing strategies.

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

- Demonstrate a comprehensive understanding of the practice, theories and management relating to fashion buying through the ability of implementing critical knowledge of key trends, market research and sales analysis, so to achieve business objectives;
- Critically evaluate the buying process and understand the impact of new innovation and technology using theoretical frameworks and research, and propose strategies to meet short- and long-term trading objectives of global fashion businesses;
- Demonstrate systematic understanding of the fashion product development management process, garment construction, and critical path management to meet the needs of specific target global markets;
- Critically appraise global sourcing opportunities (off-shore and domestic) and supply chain management components to meet consumer needs and business objectives;

- Critically evaluate research using relevant research methodologies to acquire knowledge through own findings and those of others in order to create a substantial piece of self-directed research 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.

STUDENT EVALUATION

Student feedback is essential to the programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies. Istituto Marangoni gathers student opinion in a variety of ways, which may include the following: • Informal contact with Programme Leader and subject Tutor through appointments with academic staff;

- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Semester/Term Questionnaire;
- Resources Questionnaire (at the end of each academic year);
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.