



SHORT COURSE SOCIAL MEDIA FOR FASHION

MILÃO

13 a 31 de janeiro 2025
inglês e italiano

PARIS

13 a 31 de janeiro 2025
inglês

SOCIAL MEDIA FOR FASHION

Conecte-se ao emocionante mundo da moda online. Este curso examina a influência e o impacto das redes sociais e o fenômeno dos **blogs de moda** nas indústrias de moda e luxos. Os participantes irão descobrir como as empresas de moda estão integrando blogueiros, influenciadores e especialistas em redes sociais em suas organizações para promover a visibilidade da marca e utilizar o potencial interativo do 'usuário' das redes sociais como um meio poderoso de comunicação. Eles aprenderão sobre o papel do marketing nas redes sociais, sua influência na relação entre marcas e seus clientes e como a comunicação mudou ao longo do tempo através de **redes sociais, revistas online, webinars, weblogs, blogs sociais, fóruns e wikis**, para citar apenas alguns. . O curso oferece uma visão internacional da atividade, características e tendências de um 'blog de moda' de sucesso.

SEMANA 1

Durante a primeira semana, os participantes se familiarizam com as várias plataformas de mídia social e as estratégias de comunicação digital das marcas de moda e luxo mais significativas e influentes. Descubrem as tendências do marketing digital e os métodos aplicados para aumentar a notoriedade da marca, a imagem e a fidelidade à marca. Os canais nacionais de mídia social também são cobertos em países como China, Japão e Rússia, principais mercados de moda e luxo. Eles também serão apresentados às principais noções de blogs de moda para entender sua interação na comunicação de moda e sua influência no negócio da moda

SEMANA 2

Durante a segunda semana o curso se concentra no conceito de omnimarketing, aprofundando os princípios do marketing direto, e-Commerce, técnicas de construção de links e SEO. O papel do Google e de outros mecanismos de pesquisa também é avaliado, juntamente com técnicas de escuta na Web e narração de histórias online. Os participantes analisam como as campanhas maximizam o engajamento e aumentam a lealdade do cliente e determinam a matriz para analisar a eficiência da estratégia de mídia social.

SEMANA 3

A terceira semana será dedicada à construção de um kit de ferramentas profissional e atualizado para blogs de moda, incluindo técnicas de cópia e habilidades visuais digitais. Os participantes receberão uma introdução formal ao conteúdo e trabalharão ativamente em histórias de casos e aplicativos com foco em plataformas, dispositivos e técnicas usadas em blogs de moda para criar uma mensagem positiva. Da mesma forma, as técnicas de cópia usadas no processo de blogging de moda são avaliadas, desde a escrita de moda até hashtags e cópia de SEO. Para medir o progresso no blog de moda, os participantes também analisarão a cobertura, o comprometimento, os KPIs e os aplicativos, criando um glossário completo dos blogs de moda atuais.

ABOUT ISTITUTO 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 short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate

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

Subjects and Seminars

Digital Branding
Social Media
Strategic Digital Marketing
Content Marketing
Digital Design (Indesign)
Fashion Blogging
Seminar: Virtual Influencers, gaming and emerging technologies
Seminar: Meeting with an influencer
Seminar: Public Relations
Seminar: How to create a Brand Identity

CONTENTS' OVERVIEW

Curriculum

Connect to the exciting world of fashion online. This course looks at the influence and impact of social media and the phenomenon of fashion blogging within the fashion and luxury industries. Participants discover how fashion companies are integrating bloggers, influencers, and social media experts into their organisations, to promote brand visibility, and use social media's interactive 'user' potential as a powerful means of communication. They will learn about the role of social media marketing, its influence on the relationship between brands and their customers and how communication has changed over time through social networks, online magazines, webinars, weblogs, social blogs, forums and wikis, to name just a few. The course provides an international overview of activity, traits and trends of a successful 'fashion blog'.

Week 1

During the first week participants become familiar with various social media platforms and digital communication strategies of the most significant and influential fashion and luxury brands. They move onto discover trends in the digital marketing field and the methods applied to increase brand awareness, brand image and brand loyalty. National social media channels in countries such as China, Japan and Russia are also covered, key markets for the fashion and luxury. During the first week participants will also be introduced to the key notions of fashion blogging in order to understand its interaction in fashion communication, and its influence in the fashion business.

Week 2

During the second week the course focuses on the concept of omnimarketing, looking further into the main principles of direct marketing, e-commerce, link building techniques and SEO. The role of Google and other Search Engines is also evaluated, together with web listening techniques and online storytelling. Participants look at how campaigns maximize engagement and increase customer loyalty, and determine the matrix for analysing the efficiency of the social media strategy

Week 3

The third week will be dedicated to building a professional, up-to-date fashion blogging toolkit including copy techniques and digital visual skills. Participants will receive a formal introduction to content and work actively on case histories and applications with a focus on platforms, devices and techniques used in fashion blogging to craft a positive message. Likewise, copy techniques employed in the fashion blogging process from fashion writing, to hashtags and SEO copy are evaluated. In order to measure progress in fashion blogging participants also take a look at coverage, engagement, KPI and applications, creating a full glossary of fashion blogging today.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes

On successful completion of the Fashion Business short course, students will be able to:

- Understand how the dynamics of social media fashion blogging work, and how they fit into the contemporary fashion landscape;
- Develop an understanding of content marketing strategies, the procedures involved in setting up and operating a successful blog, branding and marketing for digital fashion scenarios;
- Demonstrate effective self-management skills in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise when organizing and completing a piece of individual work.

ASSESSMENT

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments: These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate

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.