



SHORT COURSE MARKETING FOR LUXURY

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inglês e italiano

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MARKETING FOR LUXURY

Aprenda algumas das principais estratégias de marketing e comunicação para consumidores internacionais de alta gama nas indústrias de moda e design de luxo. Neste curso, os participantes descobrirão como as empresas determinam as melhores estratégias de marketing para marcas e produtos de luxo, compreendendo o poder da comunicação, a sedução da marca e a criação do 'desejo aspiracional' necessário para comercializar com sucesso para consumidores de luxo.

SEMANA 1

Os participantes começam analisando o papel e as responsabilidades do Gerente de Marketing das maiores empresas de luxo, aprendendo como eles otimizam aspectos econômicos, de distribuição e produção de produtos de luxo por meio de uma comunicação bem-sucedida e métodos de marketing digital. O curso analisa a forma como as empresas de luxo se comunicam com o público-alvo, bem como comunica a notoriedade da marca para além do seu grupo-alvo.

SEMANA 2

O curso muda rapidamente para publicidade de moda, relações públicas e apresentação visual nos meios de comunicação tradicionais e on-line, dando aos participantes as ferramentas-chave para comunicar uma mensagem autêntica, aspiracional e emocional, voltada a manter e consolidar uma imagem de marca de luxo. O impacto da mídia social mudou a cara da comunicação. Os participantes também avaliarão o impacto das novas mídias e plataformas virais – fundamentais para o sucesso das marcas de luxo de hoje.

SEMANA 3

Outras pesquisas sobre a história do luxo em moda e design, a influência do panorama da moda contemporânea em conceitos de estilo, e questões atuais de sustentabilidade também são cruciais para a manutenção e promoção do luxo aos consumidores; um público-alvo único, totalmente em sintonia com questões econômicas e sustentáveis, influências das últimas tendências da moda, bem como tendências culturais e sociais. Ao final do curso, os participantes serão capazes de avaliar e propor medidas em planos de marketing, a fim de transformar os serviços e bens de luxo em novos objetos icônicos de prestígio e desejo.

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

Marketing Management in Luxury
Luxury Communication Strategies
Luxury Brand Management
Luxury Product Development
Luxury PR and Advertising
Story Telling and Social Media Strategies
Contemporary issues in Fashion & the luxury panorama
Luxury and sustainability
Luxury Marketing Strategic Planning

CONTENTS' OVERVIEW

Curriculum

Learn some of the key marketing and communication strategies for international 'high-end' consumers in the luxury fashion and design industries. On this course participants discover how companies determine the best marketing strategies of luxury brands and products by understanding the power of communication, the seduction of the brand, and the creation of 'aspirational desire' necessary to successfully market to consumers of luxury.

Week 1

Participants begin by looking at the role and responsibilities of the Marketing Manager of top luxury companies, learning how they optimise economic, distribution, and production aspects of luxury products through successful communication and digital marketing methods. The course looks at how luxury companies communicate to the target audience, as well as communicate brand awareness above and beyond their target group.

Week 2

The course moves quickly onto provide an overview of fashion advertising, public relations and visual display in both traditional and online media, giving participants key tools to communicate an authentic, aspirational and emotional message, aimed at sustaining and consolidating a luxury brand image. The impact of social media has changed the face of communication and participants will also evaluate the impact of new media and viral platforms – key to the success of luxury brands today.

Week 3

Further research into the history of luxury in fashion and design, the influence of the contemporary fashion panorama on style concepts, and current issues in sustainability are also crucial to maintaining and promoting luxury to consumers; a unique target audience, fully in tune with economic and sustainable issues, influences from the latest fashion trends, as well as cultural and social trends. At the end of the course participants will be able to evaluate and propose action in marketing plans in order to turn luxury services and goods into new iconic objects of prestige and desire.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes

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

- Examine different theoretical frameworks used to explain the complex nature of marketing and luxury branding;
- Formulate a brand's target customer profile, competitive scenario, identity and positioning and how these elements influence luxury marketing strategies;
- Understand key notions of the luxury strategic brand management process and its relevance to fashion organizations;
- Compare the key success factors and potential pitfalls of brand extension strategies;
- Analyse the main elements of different types of brand marketing campaigns, with a particular focus on luxury brands

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.