



MASTER FASHION LUXURY & BRAND MANAGEMENT

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inglês e italiano

FASHION LUXURY & BRAND MANAGEMENT

O papel do gerente de marca na indústria de bens de luxo de moda **é motivar, criar desejo e construir confiança** por meio de diversos canais em **merchandising, marketing e comunicação**, a fim de atender às expectativas da visão e estratégia de uma marca de luxo. Este curso oferece um conhecimento aprofundado de branding especificamente para as indústrias de moda e bens de luxo. Especialistas em gestão de marcas de luxo sabem exatamente onde seus produtos estão posicionados, compreendem totalmente seu papel no mercado e constantemente analisam suas relações com os clientes. No entanto, a tarefa do gerente de marca não é apenas atrair e reter consumidores, mas também melhorar a gestão prática e organizacional de uma marca dentro da organização de moda – este curso aborda ambas as áreas: **branding de luxo juntamente com habilidades de gestão empresarial e organização**. Os participantes aprendem a adaptar técnicas de comunicação, marketing e promoção para alcançar metas de vendas e aplicar plenamente as estratégias-chave dos negócios de luxo. Além de se concentrar nos elementos intangíveis, como relacionamentos com clientes, o impacto das redes sociais e a "experiência" do consumidor, o curso faz uma análise crítica dos elementos mais tangíveis do branding: atributos do produto (qualidade, características e design) e a diferença entre imagem de marca e identidade de marca, embalagem e rotulagem. Um gerente de marca de luxo bem-sucedido trabalha em todos esses aspectos. A inclusão de estágios na indústria da moda no programa oferece aos alunos a oportunidade de colocar a teoria em prática de forma reflexiva e proposital no campo. Os participantes se tornam especialistas em tomar decisões importantes de branding, incluindo extensão de marca e reposicionamento de marca, e aprendem a detectar qualquer produto mais fraco em uma coleção. A análise do público-alvo e

do mix de marketing proporciona uma base sólida para o desenvolvimento de estratégias de marca, juntamente com pesquisas sobre como as empresas no mercado de moda e luxo desenvolvem sua própria interpretação de posicionamento de marca e elaboram estratégias inovadoras. Entre outras coisas, **as redes sociais mudaram a face da comunicação**, e este curso analisa como encontrar o equilíbrio certo entre a imagem corporativa da marca, os meios de comunicação digitais e as plataformas de e-commerce – elementos essenciais para o sucesso das marcas de luxo hoje. Junto com o estudo de estilos passados e a análise de tendências atuais e previsões relacionadas ao "futuro da moda", os participantes podem questionar como as expressões estéticas e as interpretações de tendências sociais e culturais influenciam o posicionamento e a imagem da marca. Questões atuais na indústria da moda também são abordadas, como o neo-artesanato e modelos de negócios alternativos, juntamente com vínculos profissionais diretos com empresas de moda; projetos da indústria e palestrantes convidados ajudam a fornecer uma visão detalhada das realidades e oportunidades da moda. Este curso é destinado a participantes que possuem estudos anteriores em nível de graduação ou comprovada experiência de trabalho, concluindo o curso com habilidades em branding e gestão para diversas posições nas indústrias de moda, luxo e criatividade.

FOCO DE APRENDIZAGEM

- Inovação de Produto Sustentável
- Gestão de Marketing de Moda
- Design de Produto de Moda
- Aspectos Contemporâneos na Moda
- Estratégias de Produção de Moda
- Comunicação, Gestão de Tempo, Liderança
- Métodos Profissionais de Pesquisa

POSSÍVEIS CARREIRAS

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

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.

STUDY PLAN

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

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.

CONTENTS' OVERVIEW

Curriculum

The Fashion Product Management course covers the techniques, organizational steps and economic side of the production process for fashion items, learning how to manage technical problems, responding to technological changes and product innovation, as well as new influences in the Industry such as sustainability and digital technologies. By understanding consumers and marketing mechanisms, participants define innovative applications in production processes and learn how to interpret style from the design concept and its development, to the finished garment or product. Extensive knowledge of fabrics and materials, their properties and appropriate uses, combined with that of cut, construction and production time is covered. Participants reach a deep understanding of how raw materials are transformed into the final product following pre-production processes – sampling and sourcing of raw materials. through to production, and finally onto post-production processes of folding and packing, quality control and shipment. By gaining an in-depth knowledge of these processes, participants are able to create products that are both profitable and appropriate for the market. The supply chain, negotiation techniques with suppliers, cost and quality control, definition of prices and delivery lead time are

subject of discussion with professionals from leading companies in the fashion industry, with participants learning how to apply them to real-life projects.

Final Project (Dissertation)

The final project consists in an individual work, linked to the studies undertaken, aimed at the development and creation of a fashion collection targeted to a specific market or an entrepreneurial activity that originates from a specific theme or trend in the fashion environment. This final work, through the use of primary and secondary research, will show evidence of the relevant technical skills acquired as well as a deep knowledge of the processes related to the creation of a specific assortment – without forgetting the economic and financial aspects of it.

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:

- Plan a strategic communication strategy for design-intensive brands;
- Manage brand identity tools and devise specific story-telling strategies;
- Build a precise design identity for brands focused on product innovation;
- Integrate market information from different sources to analyse and consolidate design brands;
- Develop a positioning strategy for a design brand on the market to set it apart from competitors.

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.