

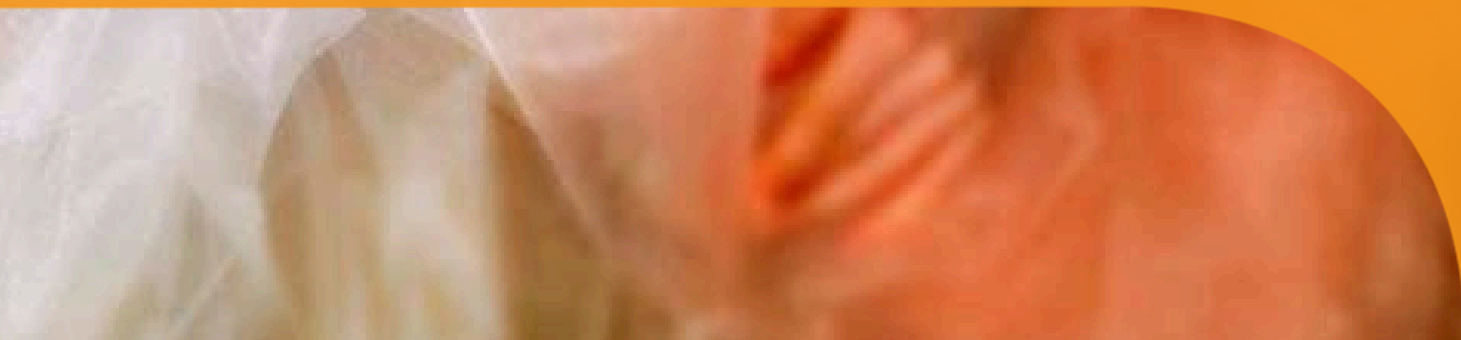


MASTER FASHION LUXURY & BRAND MANAGEMENT FOR HOSPITALITY

MILÃO

23 de setembro de 2024
27 de janeiro de 2025

inglês e italiano



FASHION LUXURY & BRAND MANAGEMENT FOR HOSPITALITY

O papel do gerente de marca na indústria da hospitalidade é motivar, criar desejo e construir confiança por meio de diversos pontos de contato, como marketing experiencial, design de interiores e várias ferramentas de comunicação. Os gerentes de marca elaboram estratégias para promover a lealdade do consumidor, engajamento e defesa da marca, garantindo qualidade consistente, experiências personalizadas e serviço excepcional. Este curso oferece um conhecimento aprofundado sobre branding, especificamente para as indústrias de moda, luxo e hospitalidade. Especialistas em gestão de marcas de luxo sabem exatamente onde seus produtos estão posicionados, compreendem totalmente seu papel no mercado e analisam constantemente seus relacionamentos 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 e organização empresarial.

Os participantes aprendem a adaptar técnicas de comunicação, marketing e promoção para alcançar metas estratégicas e econômicas. Eles aprendem a desenhar campanhas de marketing que ressoam com o público de luxo, destacando exclusividade, singularidade e a promessa de experiências extraordinárias. Além disso, o curso prepara os alunos para manterem-se sintonizados com as tendências da indústria e a evolução da hospitalidade de luxo.

Uma atenção especial é dada à transformação digital e à responsabilidade corporativa, explorando inovações em tecnologia, sustentabilidade e preferências dos hóspedes. Um gerente de marca de luxo bem-sucedido trabalha em todos esses aspectos. A experiência prática na indústria da moda, incluída no programa, oferece aos alunos a oportunidade de aplicar a teoria de forma reflexiva e objetiva no campo. Os participantes tornam-se especialistas em tomar decisões-chave de branding, incluindo desenvolvimento de negócios, extensão de marca e reposicionamento de marca. A análise do público-alvo e do mix de marketing fornece uma base sólida para o desenvolvimento de estratégias de marca, juntamente com pesquisas sobre como empresas de hospitalidade de 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 examina como encontrar o equilíbrio certo entre imagem corporativa da marca, mídia digital e outros pontos de contato com o consumidor — fatores essenciais para o sucesso das marcas de luxo atualmente.

Além do estudo de tendências atuais e previsões relacionadas ao futuro, os participantes podem questionar como as expressões estéticas e interpretações das tendências sociais e culturais influenciam o posicionamento e a imagem da marca. Questões atuais na hotelaria e modelos de negócios alternativos também são abordados, juntamente com conexões profissionais diretas com empresas; projetos da indústria e palestrantes convidados ajudam a fornecer uma visão detalhada das realidades e oportunidades das sinergias entre moda, luxo e hospitalidade. Este curso é destinado a participantes que já possuam formação de nível superior ou experiência de trabalho comprovada, completando o curso com habilidades de branding e gestão para diversas posições nas indústrias de moda, luxo e hospitalidade.

POSSÍVEIS CARREIRAS

- CBO – Chief Brand Officer
- Estrategista de Marca
- Gerente de Marca
- Analista de Negócios
- Gerente de Marketing Digital

FOCO DE APRENDIZAGEM

- Estratégias de Marketing e Branding para Hospitalidade
- Design de Conceito e Criação de Valor
- Planejamento Empresarial e Branding Corporativo para Hospitalidade
- Inovação e Gestão da Experiência de Luxo do Consumidor
- Gestão da Transformação Digital

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 Master's courses prepare students with an elevated and in-depth knowledge and know-how for a successful professional career at various levels in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior and Product Design, Jewellery Design, Art Management, and Art Curation. There is a strong focus on project-based industry linked methods of study taught by experienced industry specialists and professional practitioners.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Diploma. This Course is currently under validation by the Italian Ministry of Education (MUR) for accreditation as a First Level Master Diploma.

STUDY PLAN

Semester	Disciplinary Field	Subjects
I	History of Fashion	Fashion System History
I	Communication Design	Communication and Hospitality
I	Fashion Marketing	Luxury Industry & Marketing Strategies
I	Marketing	Marketing strategies for Hospitality
I	Brand communication	Concept Design and Value Creation
I	Advertising & Consumer Psychology	Consumer Behavior & Brand Communication
I+II	Communication Strategy	Brand Strategies
II	Design Management	Business planning and corporate branding for Hospitality
I-II	Service Design	Innovation & Consumer luxury experience management
II	Sociology anthropology and psychology of fashion	Socio-cultural trends analysis
II	Corporate Organization	Digital Trasformation Management
II	Dissertation	Dissertation

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 profession

CONTENTS' OVERVIEW

Curriculum

This course provides in-depth knowledge of branding specifically for hôtellerie. In the realm of luxury hospitality, brand management plays a pivotal role in shaping the guest experience and maintaining the reputation of high-end establishments. The brand manager's role within the hospitality industry is to motivate, create desire, and build trust through various touch points such as experiential marketing, interior design and several communication tools. Brand managers strategize to foster consumer loyalty, engagement and advocacy by ensuring consistent quality, personalized experiences, and exceptional service. Experts in luxury brand management knows exactly where their products and services are positioned, fully understand their role in the market, and constantly analyse their relationships with customers. However, the task of the brand manager is not only to attract and retain consumers, but also to improve the practical and organizational management of a luxury hotel. As a result, this course addresses both areas: luxury branding together with business management and organization skills. Participants learn how to adapt communication, marketing and promotional techniques to reach strategic and economic goals. They learn how to design marketing campaigns that resonate with the luxury audience, highlighting exclusivity, uniqueness, and the promise of extraordinary experiences. Moreover, the course prepares students to stay attuned to industry trends and the evolution of luxury hospitality. A special attention is payed to digital transformation and corporate responsibility, exploring innovations in technology, sustainability, and guest preferences.

Final Project (Dissertation)

The final project consists in an individual work, linked to the studies undertaken, through which the student will concretely apply the contents learned during the course to a new or an existing company operating in Luxury Hospitality. The final work, with the application of primary and secondary research methods, will show evidence of having acquired advanced skills in brand strategy and customer experience management, as well as originality of thought and visual representation of the project.

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

- Critically analyse how different fashion, luxury and hospitality organisations manage their brands and market offerings to compete in different market environments;

- Evaluate the interrelationships between branding strategies and corporate, business and functional strategies of the organisation;
- Elaborate systematic and creative solutions to a range of real-world business and brand management problems, taking into consideration theories, frameworks and practices relevant to luxury, fashion and hospitality;
- Evaluate how current issues including new technologies, the changing role of the consumer and corporate social responsibility affect the competitive strategies of fashion, luxury and hospitality organisations;
- Critically appraise brand strategy literature in the area of fashion, luxury and hospitality to design and implement a substantial piece of independent research.

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.

Team Work

Requires students to operate as a member of a group or team and they usually

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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.

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.

COURSE SPECIFIC ADMISSION

. Admission requirements are listed below.

Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- Three years degree or equivalent;
- The applicant's qualifications;
- The information given in supporting academic references;
- The applicant's personal statement;
- A portfolio of work (if appropriate to the subject).

STUDENT SUPPORT STRATEGY

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders / Directors of Education: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- Programme and student handbooks;
- Induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- Student group representatives (student voice).

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.