



# BA FASHION BUSINESS, DIGITAL COMMUNICATION & MEDIA

**LONDRES**

01 de outubro de 2024

27 de janeiro de 2025

inglês

# FASHION BUSINESS, DIGITAL COMMUNICATION & MEDIA

Viralize, publique e comunique moda e estilo. Este programa de graduação são projetados para quem deseja ingressar no mundo da moda, oferecendo uma educação completa que permite aos participantes adquirir o conhecimento e as habilidades necessárias para seguir uma carreira na área escolhida. Em um mundo **dominado pelos meios de comunicação**, ser capaz de se comunicar e conectar com os consumidores e envolvê-los por meio de diferentes técnicas midiáticas ou canais digitais é uma das habilidades mais procuradas e relevantes nas indústrias da moda, luxo e criativas. O cenário da comunicação digital despertou o interesse e a imaginação de centenas de milhões de pessoas. Nos últimos anos e no cenário pós-Covid, mídias digitais e sociais têm questionado como vemos conectividade, luxo, comunicações, notícias, relacionamentos, publicidade e entretenimento. Este curso de três anos, em tempo integral, oferece uma ampla educação sobre contextos culturais, criativos e sociais do negócio da moda, além dos canais de comunicação contemporâneos, incluindo ferramentas online, vídeos, filmes de moda, mídias impressas e digitais usando imagens e textos, juntamente com as tecnologias mais inovadoras, para criar e aprimorar estratégias de comunicação empresarial especificamente para os mercados de moda e luxo. Os alunos serão incentivados a **desenvolver e mostrar sua imaginação**, a se comunicar com os outros e a encontrar conexão, comunicação e engajamento. Eles aproveitarão uma **abordagem multimídia**, aprendendo a usar várias estratégias, incluindo mídias sociais, vídeo e gestão de conteúdo, para melhorar a eficiência da comunicação na era moderna. O programa combina disciplinas de negócios, marketing e estratégias de comunicação, novas tecnologias de mídia e design criativo. Os alunos matriculados neste programa adquirirão conhecimentos e habilidades em várias áreas, como: compreensão do lado empresarial da moda, com ênfase maior em comunicações e novas mídias.

Eles aprenderão as habilidades e conhecimentos necessários para se comunicar efetivamente na indústria da moda: **branding, publicidade, relações públicas e marketing em mídias sociais**. Quanto às Novas Mídias: nesta área, o curso explora as tecnologias e tendências mais recentes no campo da moda, incluindo tópicos como **e-commerce, marketing digital e design de sites**. Além das instruções em sala de aula, a maioria dos programas de graduação em Fashion Business oferece experiência prática através de estágios e projetos de consultoria. Ao final do programa, os alunos devem estar bem equipados com as habilidades e conhecimentos para ter sucesso em diversas carreiras relacionadas à moda.

## POSSÍVEIS CARREIRAS

- Gerente de Marketing Digital
- Planejador de Mídia/Gerente de Mídia
- Gerente/Diretor de Comunicação
- Gerente de Marketing
- Designer de Conteúdo Multimídia
- Editor/Gerente de Mídias Sociais

## FOCO DE APRENDIZAGEM

- Estratégias de Branding e Marketing
- Mídias Tradicionais e Digitais
- Escrita de Moda e Redação Eficaz, Editorial
- Perspectivas Culturais Contemporâneas, Tendências e Previsões
- Estratégias de Fotografia e Vídeo de Moda Contemporânea

## **STUDY PLAN**

This is a guide to the overall structure of your course, mandatory elements, modules and periods of assessment.

Class times: Monday – Friday. 08.30-20.00

Lesson duration : 2.5 hours

### **Level 4 – October intake**

<b>Term One</b>	<b>Term Two</b>	<b>Term Three</b>
Introduction to Fashion Business (30 credits)	Alpha Marketing (30 credits)	The Luxury Fashion Product (30 credits)
Principles of Business (30 credits)		

<b>Term One</b>	<b>Term Two</b>	<b>Term Three</b>
Introduction to Fashion Business (30 credits)	Alpha Marketing (30 credits)	The Luxury Fashion Product (30 credits)
Principles of Business (30 credits)		

NB: Students enrolling on the February intake of undergraduate degrees complete their first year in a shortened period (Three 8-week terms with reduced breaks between them) in order to enrol on Level 5 in October of the same year, joining the October intake cohort.

### **Level 5**

<b>Term One</b>	<b>Term Two</b>	<b>Term Three</b>
Visual and Emotional Branding (30 credits)	Fashion Writing, Photography and Magazine (30 credits)	Luxury Image & Brand Construction (30 credits)
Finance & Management Control (30 credits)		

### **Placement Year (Sandwich only; optional)**

<b>Term One</b>	<b>Term Two</b>	<b>Term Three</b>
Placement (120 credits)		

### **Level 6**

Term One	Term Two	Term Three
Creative Direction (30 credits)	Honours Project Fashion Business (60 credits)	
Future of Fashion (30 credits)		

## **CONTENTS' OVERVIEW**

### **Curriculum**

BA (Hons) Fashion Business, Digital Communication & Media is a course that provides students with a solid foundation in online, video, and print media using image and technology to create and enhance communication, specifically for the fashion and luxury markets. This course allows students to explore fashion communication under the lens of cultural, creative, and social and business contexts, as well as the effective management of communication strategies within a fashion organisation. Students will be looking at historical and traditional examples in dress, style, and photography, moving quickly onto captivating the magic of fashion and luxury in videos, websites and through social networks. They understand the philosophy, growth, and importance of social media in business, and learn how platforms such as Facebook, Instagram, Pinterest, Twitter, and Tumblr are used by communication experts to represent an organisation, promote a product or brand, and connect consumers by creating a loyal following. The sound knowledge of traditional and digital marketing will enable them to convey emotions through the use of images. The students' educational path will bring them to learn how to analyse, develop and filter ideas using creative research techniques, social observation, and semiotics. Their narrative is part of an extensive analysis of style, placing fashion in connection with art, cinema, music, design, marketing, and society. Students are exposed to investigate ways to create the 'buzz' necessary to increase brand awareness, while always respecting brand image and any constraints of an assigned brief, or budget. The course focuses on editorial skills, PR and press activity, fashion writing and copyediting, media planning, creative direction, and fashion shooting - perfectly balancing traditional and new media communication activity. Graduates of this course will cultivate managerial rigor with creativity, and technology. Throughout the course students gain a solid base in business development, publication advertising and marketing, time management, leadership, finance, and budget management.



## **TEACHING AND LEARNING METHODS**

Through interactive, experiential teaching and learning activities, we aim to support you to develop into a self-directed, autonomous learner who has responsibility for your own learning process. Istituto Marangoni London Teaching and Learning Strategy is designed to reflect the changing skills required within the fashion industry with a philosophy of being interdisciplinary. The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Business studies and their areas of specialisation, which are also applicable to the wider skills required in the workplace. At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the cohorts, our classes have a cultural richness which offers a global perspective within every session. The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals. Our classes are delivered across 2.5-hour sessions comprising of a diversity of lectures, seminars, labs, and tutorials, which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each student has 15 hours of delivered sessions per week. At the halfway mark of each term, we provide formative feedback to every student giving them personalised suggestions, and critical support in order to develop their work further.

- Lectures are used to communicate key theories and practices of the subject.
- Practice based workshops are key to communicate, demonstrate and acquire tools and techniques, in physical and digital expression.
- Seminar groups are used to discuss current affairs and industrial issues, often via case studies.
- Labs are used for development of physical work through synergic confluence of 2D and 3D research recreating Industry practice.

At Istituto Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors. This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions, and develop peer to peer learning skills. The course is designed so that you will study under direction of your lecturers at the beginning of your degree and gradually move towards greater independence as you progress through the terms towards your final projects.

Fashion has traditionally been taught in lab environments, while theory-based degrees have been taught through formal lectures. Your programme combines the best of both traditions, giving you a good combination of lecturebased teaching with tutorial support, and lab-based teaching with individual and group critiques and activities. It also combines the best in terms of the forms that your work will take, spanning projectbased learning, essays, fashion industry practice, presentations, and hands-on experiential learning such as physical and digital (video promotions) When considering the digital learning environment, you not only have access to cutting edge resources such as industry standards CAD software but a versatile library of equipment. All teaching resources and materials are available for use via the virtual learning environment. In the specific students will have access to the following resources, for specific skills:

- Resources for using the MS Office tools
- Tools and resources for video, image and audio editing, and video conferencing ADOBE tools
- A collection of resources for web editing, mobile apps, mobile devices, and social media ADOBE tools
- Digital resources for tools for presentations, digital publishing, and academic posters MS OFFICE & ADOBE tools
- A collection of resources for tools that enable sharing, collaboration, and note-taking MS OFFICE & ADOBE tools
- Resources for tools that aid statistical and data analysis MS OFFICE tools

Industry projects, work experience, tutors who are practising professionals and guest lecturers give you valuable links with the profession and ensure that your learning is constantly updated with regard to industry currency.

At the beginning of each Unit, you will be given a Unit Handbook and other materials (such as Projects/Assessment Briefs) by your lecturer(s). These set out everything you need to know about your learning on that module, for example: what form learning and teaching will take, the module content, the aims and learning outcomes for the module, and the ways in which you will be assessed, deadlines for submission of work and how the module will be scheduled in terms of how much time you will spend in different kinds of activities each week (for example: lab-based work, lectures, workshops, digital, field trips). It will also contain information about what kind of work you are asked to submit for assessment (for instance projects, essays, presentations, reflective selfevaluations, learning journals, physical research and/or design books, portfolios).

Students in the BA programme have the opportunity to work on live projects with industry partners, allowing them to make valuable contacts while also improving their transferable skills of industry-led scenarios and feedback via live brief. Examples from 2015 include Mc Kinsey, Eco Age, Balenciaga, Celine, BCG, Bicester Village Value Retail, Selfridges, Harrods, Rinascente, Marni, Tank magazine, Dust magazine, Dior, and many more. Students on the programme make extensive use of our careers service, which is staffed by department specialists who are dedicated to meeting the needs of students. They use Symplicity, a student experience software, to distribute career-related information, such as placement and job opportunities, to students and alumni. Contextualising is an ideal scenario for the business BA course because it allows us to adapt course content with industry-specific information that is relevant to our learners. In each unit, briefs and projects are linked to the real scenarios of companies and businesses of the London market. These industry projects provide students with valuable connections to the profession while also ensuring that their learning is constantly updated in terms of industry currency. Students also benefit from active practitioners as tutors, who deliver lessons that provide insight into the modern and dynamic fashion industry. During the sandwich year, students have the opportunity to be embedded in the industry, with the option of doing up to three internships. The placement unit allows them to develop workplace skills relevant to the course and improve their chances of future employment in the sector. During this time, they are supported by the Career Services Manager and assigned an Academic tutor. We highly recommend that you complete the internships/work placements in the industry in addition to your studies. Work placements enable you to enrich your understanding of the industry, consolidate what you have learned and make valuable networking within the profession. Some students are offered jobs once they graduate with the companies that they have worked with on work placements. Work placements may be as short as a few hours and as long as several months during the summer break.

Industry Work Placement (Sandwich Year) – gives you the opportunity to develop the appropriate skill sets for the workplace relevant to your course and to enhance your prospects of future employment in the sector. You are supported by the Career Services Manager and an allocated Academic tutor during this period. You are required to keep a reflective journal, which forms part of the assessment, once on placement. The practical skills you gain across the course is a key focus point. We aim to have you develop a great cultural awareness, skills, and craftsmanship to successfully enter the global labour market. The heart of central London, a true fashion capital, offers a plethora of field visits and trips that are offered to our classes.



## **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 REQUIREMENTS**

- Copy of a high-school diploma or school certificates
- Completion of an entry test
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression to BA (Hons) Fashion Design, provided they have the required L4 English entry requirement.

## **STUDENT SUPPORT STRATEGY**

Istituto Marangoni London provides a range of student support mechanisms which include (but not limited to):

- Admissions: the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- Academic and Student Services: the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
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- Library: the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
- Careers Service: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.
- SEN support: the School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from fulfilling their potential and the School is always ready to respond positively to their needs. Any students identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assist them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their personal Learning Plan. The arrangements are being kept under review on an annual basis.