



MASTER FASHION START-UP

MILÃO

23 de setembro de 2024
inglês e italiano

FASHION START-UP

Começar um novo negócio e desenvolver novas ideias comerciais são experiências comuns para todos os grandes gestores em algum momento de suas carreiras. Com uma base sólida em três áreas principais: **negócios de moda, marketing e comunicação de moda e direito da moda**, um start-up bem planejado é um passo seguro para o sucesso. Este curso de pós-graduação é projetado para treinar futuros gestores e líderes da indústria da moda para entender, analisar e gerenciar as principais áreas de uma start-up de moda e luxo. Os participantes deste nível já têm uma visão sobre os designs que desejam desenvolver, quais produtos ou coleções lançar ou simplesmente onde veem suas habilidades de gestão se desenvolvendo na indústria. Este programa apoia essas novas empreitadas com conhecimentos sólidos de negócios e métodos essenciais de planejamento e marketing para desenvolver um modelo de negócios escalável e garantir uma empresa de rápido crescimento. Através da c

Eles aprendem a avaliar o conceito de criatividade aplicado a produtos de moda e luxo e a avaliar como as empresas gerenciam design de produtos, processos de fabricação, comercialização e promoção

Negócios de Moda

Aborda as principais estratégias e métodos de produção necessários para montar uma coleção de sucesso. Os participantes analisam tendências e demandas dos consumidores e trabalham na imagem, branding e gestão de marcas. São abordados também os princípios de economia e finanças, rede de varejo e canais de distribuição, bem como técnicas de negociação com fornecedores, controle de qualidade e precificação.

Marketing e Comunicação de Moda

Enfoca os conceitos técnicos e teóricos necessários para criar uma campanha de comunicação profissional apropriada para uma start-up,

estudando gestão de marketing de moda e luxo, relações públicas e publicidade. Compreender a conexão entre consumidores, o produto e os mercados em que operam é fundamental.

Direito da Moda

Investiga as questões legais relacionadas ao ciclo de vida de uma peça de roupa desde a concepção até a proteção da marca, abordando temas como licenciamento, importação e exportação, acordos de distribuição e franquia, direitos de propriedade intelectual e questões de sustentabilidade para garantir que as questões legais e éticas sejam respeitadas.

Este curso é voltado para participantes que possuem estudos de graduação anteriores ou experiência comprovada de trabalho, completando o curso com habilidades profissionais de planejamento de negócios, prontos para lançar, estabelecer ou revitalizar sua própria marca, start-ups, PME e empresas familiares nas indústrias de moda, luxo e criativas.

FOCO DE APRENDIZAGEM

- Marketing, Comunicação e Branding
- Gestão e Estratégia no Setor de Luxo
- Futuro da Moda e Luxo
- Sociologia, Estudos Contextuais e Culturais
- Responsabilidade Social Corporativa

POSSÍVEIS CARREIRAS

- Gerente de Comunicação
- Estrategista de Marca
- Gerente de Marca
- Merchandiser
- Analista de Negócios
- Gerente de Marketing Digital

ABOUT 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 undergraduate courses prepare students with the necessary knowledge and know-how in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture. Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

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
	Experimental Prototype Creation	3
	History of Fashion	3
S1	Theory of Communication	4
S1	Fashion Product Development: from Conception to Consumer	4
S1	Fashion Design	4
S1	Fashion Project Communication	4
S1	Corporate Organization	3
S2	Innovative Technologies and Construction Materials	3
S2	Advertising and Consuming Psychology	4
S2	Business Law	4
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

This programme is designed to train future managers and leaders of the fashion industry to understand, analyse and run the key areas of a fashion and luxury start-up. Participants at this level already have an eye on what designs they want to develop, which products or collections to launch, or simply where they see their management strengths developing in the industry. This course backs up these new ventures with solid business acumen, key planning and marketing methods essential to developing a scalable business model, and to ensure a fast-growing business enterprise. Through collection building, production methodologies, budgeting, marketing and communication, participants learn theoretical, innovative and future-thinking practical approaches aimed at creating, making and launching a product or collection on the global market. They learn how to appraise the concept of creativity applied to fashion and luxury products and evaluate how companies manage product design, manufacturing processes, commercialisation and promotion. Fashion Business covers the key strategies and production methods necessary to put together a successful collection. Participants examine trends and consumer demands, and work on image, branding and brand management. The principles of economics and finance, retail network and distribution channels, as well as negotiation techniques with suppliers, quality control, and pricing are also covered. This course is for participants that have previous undergraduate level study, or proven work experience, completing the course with professional business planning skills, ready to launch, establish or re-invigorate their own brand, start-ups, SMEs, and family businesses in the fashion, luxury and creative industries.

Final Project (Dissertation)

The final project consists in the development and accurate presentation of a business and marketing plan, linked to the candidate's original business idea. Students will be asked to demonstrate and explain their idea in an organic and accurate manner, highlighting key details and elements of the entrepreneurial project - in all its main components: pitch to the consumer – development and realization of the product/service offering - company organizational charts - communication tools and channels – sales and retailing strategies.

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

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

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.