



STUDY ABROAD - FASHION MANAGEMENT

MILÃO

24 de fevereiro de 2025
22 de setembro de 2025
inglês e italiano

FLORENÇA

24 de fevereiro de 2025
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FASHION MANAGEMENT

Os profissionais de negócios devem possuir um conhecimento profundo do panorama da moda para se tornarem especialistas em "negócios da moda". Este curso semestral cobre habilidades em estratégia de negócios, luxo digital e planejamento de visão, além de investigar o atraente setor da moda através de pesquisa criativa efetiva. Dirigido a estudantes com pelo menos um ano de estudos anteriores de graduação em negócios de moda, compras ou campo similar, este inspirador curso de curta duração encoraja os participantes a desenvolver uma perspicácia de pensamento prospectivo, bem como ampliar os horizontes para o crescimento pessoal e o desenvolvimento de carreira no futuro.

FOCO DE APRENDIZAGEM

SEMESTRE 1

- Psicologia da Moda
- Projeto Interdisciplinar
- Insight de Marca
- Lente Digital da Moda
- Mix Promocional de Moda

SEMESTRE 2

- Dominando a Estratégia
- Planejamento de Marketing de Valor
- Marketing Verde
- Luxo da Moda Digital
- Finanças e Controle de Gestão

ABOUT MARANGONI

Over the past 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 programmes prepare students with the necessary knowledge and know-how approach 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, Art History and Culture.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate and Transcript*

*The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

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 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 professions.

CONTENTS' OVERVIEW

Programme Aims:

Study abroad programmes provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends. Study abroad semesters at Istituto Marangoni offer students a chance to experience different styles of education and learn key skills from international experts in the field. The study abroad level is structured and taught at year two of a three-year undergraduate programme. According to the chosen programme, credit transcripts or class (contact) hours are awarded on successful completion. Study abroad programmes are offered twice a year. The content may be revised and updated with each start date to offer a wider range of subjects, giving students the opportunity to choose the programme that best suits their needs. This semester programme in Fashion Design develops Fashion Illustration and garment construction skills, also analyzing the engaging fashion sector through effective research methods, a fundamental aspect of a fashion collection. Aimed at students with at least one-year previous undergraduate study in fashion design, fashion accessories, or similar field, this inspiring semester programme encourages students to develop their own signature style or 'visual language', also broadening horizons for personal growth and future career path.

Programme Learning Outcomes

Students successfully completing the Semester Abroad programme in Fashion Management will have developed:

- A sound understanding of the principles of project management and how to apply these principles to fashion product development supply chain management and branding;
- A detailed understanding of the new technologies that support the changes within the fashion industry;
- The ability to evaluate the appropriateness of different approaches to problem solving;
- Advanced skills in fashion industry analysis and marketing strategy.

STUDY PLAN

Fashion Management Semester Abroad • October start

Subjects	Lesson Hours	IM Credits (ECTS)
History and Criticism of Contemporary Fashion	40	6
Psychology of Fashion	36	6
History and Criticism of Contemporary Design II	18	3
Production Processes	40	4
Design Methods - Project Management	20	2
Fashion Trend Forecasting	40	4
Brand Communication	18	3

Fashion Management Semester Abroad • February start

Subjects	Lesson Hours	IM Credits (ECTS)
Economics and Fashion Marketing - Tech-Powered Marketing and Data Science	40	4
Fashion Product Technologies - Digital Supply Chain Management	20	2
Integrated Product Design - Tech-Powered Project Management	36	6
Breakeven Analysis - Finance and Management Control	36	6
Fashion Business Organization	55	9

Curriculum

Fashion Management Semester Abroad • October start

History and Criticism of Contemporary Fashion

The course explores the evolution of global aesthetics focusing on the history of costume and fashion of non-Western countries. A particular attention is paid to Japan, China, India, and Middle-East. In this framework, phenomena as modest dress, exoticism, orientalism and cultural appropriation are critically reviewed. Students will learn to critically analyse key aesthetics, icons and symbols with their relations to contemporary trends, cultural movements and innovation in textiles and materials.

Psychology of Fashion subject

Students are introduced to the fundamental psychological schools and approaches, including Behaviorism, Cognitivism, Gestalt, Clinical Psychology, the Psychology of personality, and Dynamic Psychology. Psychological theories are explained in the framework of Consumer Behavior, providing the students the tools to investigate consumers selves, perceptions, attitudes, memory, emotions and values. The course also explores the domain of neurosciences and its application to Fashion Marketing and Brand Management.

History and Criticism of Contemporary Design II subject

The course provides students analytical and critical tools to analyze contemporary fashion products and narratives. Fashion collections and promotional activities are interpreted in relation to their cultural context, exploring the relationship they engage with arts of the cultural industry, especially design and interior design. A special attention is paid to digitalization, enabling the students to critically evaluate contemporary phenomena as the metaverse, crypto fashion, trans-human avatars and NFTs.

Production Processes subject

Students learn the fundamentals of product development, collection merchandising and coordination strategies. Therefore, they learn to manage all the stages of the supply chain of both textile and leather fashion products: sourcing, collection design, samples production, market launch through fashion shows and trade exhibition, sales through showrooms, manufacturing and distribution to end consumers. At the end of the course students will also be able to master technical and professional tools as range plans, color and material charts, technical sheets, cost sheets, coordination boards and selling books.

Design Methods - Project Management subject

The course focuses on Project Management in order to enable students to successfully manage complex processes and operations related to fashion product development, manufacturing, promotion and distribution. The students will learn to critically examine the practice of managing resources and teams, approaching key issues in forming, developing and implementing a project, as well as defining an effective time management plan. Fashion Trend Forecasting subject Students learn the fundamentals theories and methodologies related to trend diffusion and fashion forecasting. The course pays a special attention to the role of technology in supporting predictive tools, exploring the domain of AI driven fashion forecasting. As a result, students will acquire a deep understanding of new methodological approaches as image recognition and social media listening. Moreover they will learn how to master AI-driven trend reports and to design business solutions supported by AI/Big data market & industry insights.

Brand Communication subject

The course focus on the fundamental theories and methodologies of Brand Management, deepening strategic issues related to brand image, brand identity, brand equity, and brand experience. In this framework, students learn to develop strategic plans and promotional campaigns for fashion brands in both online and offline environments. The course also introduces students to an analysis of the key success factors, customer behaviour, and potential pitfalls of brand

communication and extension strategies. Students discover the practice of triggering an emotional response and desire, and investigate brand traits that appeal to consumers' emotional needs and aspirations.

Fashion Management Semester Abroad • February start

Economics and Fashion Marketing - Tech-Powered Marketing and Data Science subject

The course focuses on the new frontiers of Tech-Powered Marketing, making students familiar with the theoretical frameworks and methodologies of Digital Marketing, Engagement Marketing and Agile Marketing. In this framework, students learn how to implement data-driven solutions and build marketing predictive models, also exploring the opportunities offered by smart sensing infrastructures and tech-empowered interaction. Moreover, they learn how to manage pricing strategies for virtual products, also including crypto-currencies and tokens.

Fashion Product Technologies - Digital Supply Chain Management subject

The course deepens the role of technology in fashion design and operations, enabling students to understand the phenomenon of the digitalization of the fashion supply chain. Specifically, students will become familiar with 3D product design, AI supported merchandise planning, virtual sampling, virtual showrooms, pure digital categories and NFTs, customization & on-demand production, blockchain & product traceability.

Integrated Product Design subject

TECH-POWERED PROJECT MANAGEMENT

An advanced Project Management course where students learn how technology can support fashion companies in designing their strategies and managing their operations. To this end, the course deals with processes and data integration, intelligence data management, predictive models, decision engines, and organizational design.

Breakeven Analysis subject

FINANCE & MANAGEMENT CONTROL / PIANIFICAZIONE FINANZIARIA E CONTROLLO DI GESTIONE

Students learn how to apply financial theories, techniques and investment analysis for decision making in a fashion business. The participants learn how to identify the main components and characteristics of management control systems, mastering how to implement various control systems techniques to measure the overall performance of the company and evaluate the financial and economic performances of an organization.

A special attention is paid to cost management, enabling the students to be familiar with all the element of costs in range planning and supply chain management. The course also covers the financial resources available to support entrepreneurial endeavors, including both debt and risk capital. In order to acquaint with the various financing options, the course will cover also investing and third capital markets.

Fashion Business Organization subject

During the course, the students will gain an in-depth understanding of different business strategies and models across all the markets of the fashion system. Students learn how to perform an industry analysis considering factors as market value, profitability, barriers to entry, and concentration. Moreover, they will discover different strategic management approaches, getting familiar with the fundamentals of business planning.

TEACHING AND LEARNING METHODS

Programme teaching methods

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement. It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms. A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present the students with another dimension to their leaning experience;
- guest speakers provide the students with a full, broader and real prospective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

Programme Specific Assessment Criteria: The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme. The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be used to test different types of skills and learning.

Formative Assessment:

Formative Assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process.

These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: with peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping: helps students better understand their own learning as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

Summative Assessments: These assessments are a means of gauging student learning, at a particular point in time, relative to established marking criteria.

Summative assessments can occur during as well as at the end of each subject and concentrate on specific evidence of student work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the course.

Practical Coursework > allows the students to demonstrate their understanding and application of practical areas of study.

Written Reports > are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff. **Formal Examinations** > are required in some study areas.

Presentations > are used in some subjects to allow the student to develop their professional communication and presentation skills.

Student Projects > are used when the student is required to submit work to be marked independently and anonymously.

COURSE SPECIFIC ADMISSION REQUIREMENTS

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below:

- Admission requirements are listed below:
- Completed the first year (L4) of an Undergraduate Bachelor programme in Fashion Design or similar;
- For non English/French/Italian native speakers: certificate of language skills, level B1 of Common European Framework of Reference with specific requirements (e.g. IELTS 5.0 without elements below 4.5);
- Portfolio;
- Good knowledge of pattern-making and fabrics;
- Drawing skills;
- Signed personal statement.
- The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements are subject to change in order to comply with entry requirement regulations).

STUDENT SUPPORT STRATEGY

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

- Programme Leaders: 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).

Student Support Officers

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. For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.