



SHORT COURSE FASHION BUSINESS

MILÃO

13 a 31 de janeiro 2025
inglês e italiano

FASHION BUSINESS

Posicionamento de marca e coleção de moda, habilidades de gestão para um plano de negócios, análise de concorrência, estrutura de marcas de luxo e capacidade de vendas; estas são apenas algumas das importantes práticas de negócios abordadas neste curso curto.

SEMANA 1

Os participantes começarão com uma análise das tendências econômicas e sociais: compreender a evolução econômica e social e como isso influencia o consumo de moda. A semana também inclui novos mercados e como a moda pode evoluir dentro deles através de estratégias de expansão: novas marcas, marcas de luxo e lojas de cadeia de distribuição, assim como a comparação de estilos.

SEMANA 2

Nessa semana se aborda uma visão geral da moda: têxteis, roupas, acessórios, cosméticos, óculos e joias. Os participantes analisarão os fatores críticos que definem o sucesso de algumas marcas italianas líderes como Prada, Gucci, Dolce & Gabbana, incluindo lojas comerciais de cadeias de distribuição internacionais, como Zara e H&M e de lojas de cadeias de roupas esportivas, por exemplo, a Nike. Também é explorado o posicionamento do produto através da análise da concorrência.

SEMANA 3

O objetivo da semana 3 é compreender e identificar os diferentes canais de distribuição, juntamente com um foco no comércio eletrônico na moda. Os participantes analisarão as principais práticas de marketing, incluindo o ciclo de vida do produto, a função e a definição de pontos de preço. A comunicação integrada investiga noções fundamentais sobre a identidade, a imagem e o valor patrimonial da marca, o licenciamento e a importância do posicionamento. Os participantes utilizarão os conhecimentos adquiridos nas semanas anteriores, através de uma abordagem de aprendizagem profissional, para trabalhar num plano de marketing individual para uma coleção ou designer escolhido.

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 short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate

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.

STUDY PLAN

Subjects and Seminars

Consumer and Market Trends Analysis

Fashion Marketing Strategies

Marketing Mix

Introduction to the Fashion Industry

Marketing and Communication

Brands and Branding Strategies

Omnichannel Strategies

Workshop: Marketing Strategies

Workshop: Trend Movements

Seminar: How to create a Brand Identity

Seminar: Designer Testimony

Seminar: Public Relations

Seminar: Visual Display

Marketing Strategy Final Presentation

External visits

CONTENTS' OVERVIEW

Curriculum

Fashion brand and collection positioning, management skills for a fashion business plan, competitor analysis, luxury brand structure and sales capacity; these are just some of the important business practices introduced in this short course.

Week 1

Participants begin with an analysis of economic and social trends: understanding economic and social evolution and how this influences fashion consumption. The week also includes new markets and how fashion can evolve in them through expansion strategies: new brands, luxury brands and distribution chain stores, as well as style comparison.

Week 2

This week covers an overview of fashion: textiles, clothing, accessories, cosmetics, eyewear and jewelry. Participants will look at critical factors defining the success of some leading Italian brands such as Prada, Gucci, Dolce & Gabbana, including commercial international distribution chain stores such as Zara and H&M, and sportswear chain stores for example Nike. Product placement via competitor analysis is also explored.

Week 3

The objective of week 3 is to understand and identify the different distribution channels, together with a focus on e-commerce in fashion. Participants look at key marketing practices including product life cycle, function and definition of price points. Integrated communication investigates key notions in brand identity, brand image and brand equity, licensing and the importance of branding. Participants use their knowledge gained in the previous weeks, via a vocational learning approach, to work on an individual marketing plan for a chosen designer or collection.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes

On successful completion of the Fashion Business short course, students will be able to:

- implement marketing and brand strategies for luxury and life-style companies;
- understand the critical factors for successfully operate in the fashion industry;
- understand the fashion business; • define marketing, understand its relevance within fashion and identify the different elements of the marketing process;
- analyse the key stages in formulating marketing strategies and plans.ontinuing professional development.

ASSESSMENT

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments: These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate

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.