



BA FASHION MANAGEMENT - DIGITAL COMMUNICATION & MEDIA

DUBAI

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20 de janeiro de 2025

inglês

FASHION MANAGEMENT - DIGITAL COMMUNICATION & MEDIA

Torne-se um expert no negócio da moda. Profissionais de negócios de moda impulsionam o espírito tático e empreendedor de uma empresa de moda. Este curso em tempo integral é uma combinação estratégica e orientada para o mercado das principais perspectivas em negócios de moda, abrangendo estratégia, orçamento, finanças, desenvolvimento de produto, marketing de moda, comunicação, branding, compras, gestão de operações de varejo e canais globais de distribuição.

Os participantes aprendem estratégias de marketing e desenvolvimento de marca, além de implementar sistemas específicos de controle de custos. Estudando dinâmicas culturais, sociológicas e históricas na moda, eles entendem a influência das tendências em diferentes mercados, países e realidades e seu impacto no desempenho de vendas. Levar uma coleção de moda ou produto de luxo até os canais de distribuição no atacado e varejo requer uma combinação de conhecimento de negócios concretos e habilidades criativas de comunicação para completar com sucesso o processo; determinando o público-alvo, faixas de preço, além de planejar canais de promoção e distribuição. Os participantes aprendem habilidades práticas trabalhando em colaboração com empresas internacionais em projetos da indústria e estudos de caso, bem como através de palestras e conferências com profissionais e especialistas do setor. O objetivo geral do programa é formar futuros profissionais de negócios capazes de criar um plano de negócios válido ou proposta comercial, seja para uma start-up, novos empreendimentos ou desenvolvimento de marcas existentes. O curso aborda questões atuais da indústria, incluindo sustentabilidade e marketing digital em novas mídias (plataformas virtuais, e-commerce, redes sociais), trabalhando para definir uma proposta comercial que atenda às demandas da indústria da moda atual. Também é dada atenção especial às técnicas de avaliação e análise da concorrência. Por meio dos princípios de economia e finanças, os participantes são capazes de medir a rentabilidade, garantir o cumprimento de orçamentos e estratégias, além de implementar sistemas específicos de controle de custos.

POSSÍVEIS CARREIRAS

- Gerente de Comunicação
- Comprador (Buyer)
- Merchandiser
- Diretor Comercial
- Gerente de Produto
- Gerente Omnichannel
- Gerente de Marketing
- Gerente de Marca
- Gerente de Licenciamento
- Gerente de Conteúdo Digital
- Gerente de PR & Eventos

FOCO DE APRENDIZAGEM

- Gerencie com consciência e visão crítica todos os aspectos técnico-produtivos, assim como os fatores culturais, sociais e econômicos essenciais no desenvolvimento e/ou estabelecimento de uma marca;
- Analise e gerencie todos os temas relacionados ao planejamento, desenvolvimento e produção de uma coleção de moda;
- Compreenda completamente todos os processos de gestão estratégica, desde a produção em massa até a logística;
- Comunique a marca e seus valores aproveitando todas as técnicas de expressão, linguagens e ferramentas;
- Desenvolva uma análise de produtos e processos industriais com o objetivo de uma gestão eficaz dos contextos produtivos e elementos socioeconômicos;
- Avalie cuidadosamente a inovação como uma integração de criatividade e tecnologia para cada projeto;
- Avalie a viabilidade econômica de cada produto e identifique áreas de melhoria;
- Desenvolva habilidades de gestão adequadas para organizar sua profissão, facilitando o acesso ao mercado de trabalho e o relacionamento com as organizações econômicas e produtivas.

ABOUT ISTITUTO MARANGONI

Over the past 85+ 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.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Participants who successfully complete this course will be awarded a BA Degree - accredited by CAA (Commission for Academic Accreditation). Participants will obtain 180 credits. Students who have completed their high school diploma in 12 years will be required to sit for the Foundation year, and then they will earn 240 ECTS.

CONTENTS' OVERVIEW

Curriculum

The course provides the skills for those students who want to enter the business aspect of the fashion industry, with a strategic and market-oriented blend of the main perspectives: marketing, communication, management, buying, retail and supply chain. The course allows students to work on branding, strategy, communication, marketing and retail, and possess a thorough knowledge of the fashion panorama. With a clear focus on the managerial and commercial aspects of fashion, students will be equipped with a thorough knowledge and understanding of the different types of businesses of the fashion industry. They will become familiar with the strategic issues related to the development of a product offer - from the collection of a designer brand to the assortment of a high street retailer - mastering all the technical skills required to both retail and wholesale buyers. The sound knowledge in marketing, communication, management, buying, retail and supply chain enables them to develop an

advanced appreciation of the marketing mix and the marketing communication tools available to fashion organisations. Students acquire a strategic, and market-oriented blend of the main perspectives in fashion business; covering strategy, fashion marketing, communication, fashion management, brand management, retail operations, sourcing, buying and global distribution. During the course, students will develop their business expertise, in the investigation and application of the principles of business practice with a high level of numerical literacy and commercial skills to real fashion business scenarios in the global fashion marketplace. The students' educational path includes time-tested and contemporary business practices and approaches that are analysed in order to achieve successful business goals. Students are exposed to an interdisciplinary strategic approach to business that will make them thinkers who build and capitalise on their knowledge and skills, developing future facing business strategies, for their own ventures, or re- invigorating strategies, within existing businesses. They are exposed to an advanced level of marketing and fashion management, with regards to the current changing dynamics of the fashion industry that include digital marketing, e-commerce, merchandising, buying and omni-channel consumer experiences. Time management, teamwork, and professional presentation skills provide a correct approach to business relations and networking. Graduates of this course will cultivate brand marketing and omnichannel strategies, for a fashion product or fashion brand and they will learn the principles of economics and finance, in order to measure profitability and ensure compliance with budgets and strategies, and implement specific cost control systems.

Concentration in Digital Communication & Media

Participants enrolled in the programme in Fashion Management and interested in pursuing a concentration in **Digital Communication & Media** will have the chance to attend a dedicated concentration of subjects over the three years, for a total amount of 40 ECTS.

Internship

The internship activity facilitates students to undertake work placement(s) to develop work based learning skills. The experience of working in a professional environment supports the development of professional and transferable skills, which in turn enhance future employability. Students will have the opportunity to develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives. Thanks to the internship experience, students will apply both theoretical knowledge and practical skills

of critical analysis to real world situations within a defined range of contexts to eventually increase their awareness of the social and community contexts within their disciplinary field. This unit will support the development of students as reflective practitioners and potential employees, who are equipped to meet the challenges and opportunities of the design industry. Students will undertake a work placement in industry, while documenting and reflecting upon the critical aspects of their experience in a critically reflective review. Each Student will be visited at least twice by their placement tutor during this unit. Tutorial support sessions can also be booked individually.

Dissertation

The dissertation is the final assessment of the skills acquired by the student, his/her maturity both with regard to the methodological approach and acquisition of the technical and cultural instruments of reference. It consists in the concrete application of theoretical and cultural studies and from a critical approach to research (primary and secondary) on a topic, linked to the final degree project and (eventually, not mandatory) to the internship experience. The dissertation's findings will result in a concrete and well-articulated creative idea ("Degree Project") from which the aspects and stages of the path followed by the candidate appear clear.

STUDY PLAN

Semester	Disciplinary Fields	Lesson Type	Lesson Hours	Study Hours	Total Hours	ECTS	Credits ratio	Type of Assessment
I/II	Language- General Skills	T	75	175	250	10	25	E
I/II	Language- Fashion & Design Fields Terminology	T	75	175	250	10	25	E
I	Global Culture & Contextual Studies	T	38	88	125	5	25	E
I	Design methods	TP	38	38	75	3	25	E
I	Fine Arts Studies	T	30	70	100	4	25	E
I	Visual Design Workshop	TP	38	38	75	3	25	E
I	Product Workshop	TP	50	50	100	4	25	E
II	Product Workshop for Fragrances & Cosmetics	TP	75	75	150	6	25	E
II	Italian Creative Culture	T	38	88	125	5	25	E
II	Fundamentals of Sustainability in Design	T	23	53	75	3	25	E
II	Entrepreneurial Mindset	T	30	70	100	4	25	E
II	Creative Production	TP	38	38	75	3	25	E
Total			545	955	1500	60		

STUDY PLAN

Year 1

Subject Code	Subject	Credits CFA (ECTS)
ISDC/07	Information Technology Fundamentals Fashion	4
ISSC/03	History	6
ISSU/05	Sociology of Fashion	3
ISSE/01	Industrial Economics	6
ISDC/03	Graphic Design	4
ISSE/02	Foreign Language	4
ISST/02	Materials Science and Technologies	2
ISST/01	Mathematics for Business	3
ISSC/01	History and Criticism of Contemporary Design	6
ISDC/01	Communication Sciences	6
ISME/02	Basic Design	4
ISSE/01	Marketing	6
ISDR/03	Visual Communication Techniques	2
AA	Free Study Activities	4

Year 2

Subject Code	Subject	Credits CFA (ECTS)
ISSC/03	History and Criticism of Contemporary Fashion	6
ISSU/05	Psychology Of Fashion	6
ISSC/01	History and Criticism of Contemporary Design 2	3
ISST/03	Production Processes for Fashion	4
ISME/01	Project Management	2
ISDE/05	Trend Forecasting	4
ISDC/02	Brand Communication	3
ISSE/03	Digital Marketing & Data Science	4
ISST/04	Fashion Product Technologies	2
ISDE/04	Web3-Integrated Product Design	6
ISSE/03	Finance & Management Control	6
ISSE/03	Corporate Organization	9
AA	Free Study Activities	5

Year 3

Subject Code	Subject	Credits CFA (ECTS)
ISSU/05	Cultural Anthropology	3
ISSE/01	Omnichannel Retail	6
ISSE/01	Meta-Retail	6
ISDE/01	Collection Development	2
ISDC/02	Multimedia Languages	4
ISDC/05	Corporate Communication	6
ISDE/02	Visual Merchandising for Experiential Display	2
ISDC/01	Image Semiotics	2
ISSE/01	Design Thinking	6
ISSE/01	Organization Skills and Enterprise Management	4
ISSE/02	Innovation Management	2
ISST/02	Internship	9
INT DIS	Dissertation	8

PROGRAMME LEARNING OUTCOMES: FRAMEWORK

- Knowledge [K]: outcome of the assimilation of information through learning, set of facts, principles, theories, and practices that are linked to an area of work or study.
- Skills [S]: ability to apply knowledge and use know-how to complete tasks and solve problems.
- Competence [C]: proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

On successful completion of this program the graduate will:

K1. Understand the dynamics affecting the business context by identifying its historical, cultural and sociological evolution, with specific reference to trends impacting the worlds of fashion and luxury such as sustainability, globalisation and digital disruption.

K2. Learn how fashion and luxury industries organisations manage their communication, marketing and buying strategies to compete in different local and global environments.

K3. Gain further independent learning or continuing professional development in the fashion management area.

S1. Develop the ability to compare and critically analyze theories, frameworks and practices to elaborate systematic and creative solutions relevant to luxury fashion product development and brand positioning.

S2. Select, gather, evaluate, record, and utilise a range of business data (both primary and secondary) to evaluate and assess it in the context of fashion business.

S3. Master ideas' organization effectively and communicate information appropriately (verbal and non verbal), by employing a range of media, including ICT.

S4. Gain a high degree of professionalism characterized by initiative, problem solving attitude, creativity, motivation and self-management.

C1. Demonstrate an advanced application of current and emerging processes, tools, materials, digital mediums and technologies employed within the fashion industry to create professional standard outcomes and solutions.

C2. Develop a research plan for fashion product development by using appropriate methodologies, creative concepts and solutions to business briefs, relevant to context and target market.

- **C3.** Master the ability to work productively with others, through cooperation, collective endeavour and negotiation, to achieve the shared objectives.
- **C4.** Self-evaluate and lead contributions to professional knowledge, ethics and practice regarding the fashion industry

TEACHING AND LEARNING METHODS

Programme methods:

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 students with another dimension to their learning experience;
- guest speakers provide students with a full, broader and real perspective to their specialist field of study.

ASSESSMENT METHODS TO SUPPORT LEARNING:

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Various forms of assessment are 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 curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

Summative Assessment:

These assessments are a means of evaluating 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 - concentrating 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 subject;
- Practical Coursework allows 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;
- Formal Examinations;
- Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance:

The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses. To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year. Grades: The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude". Full details on attendance and assessment are explained in the Academic Regulations.

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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. Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences. When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities.

The traineeship activity is regulated by a specific convention that indicates: duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications provided by the Academic Board, and the name of the company tutor. The learning activities performed by the students at other institutes in Italy, Europe or other countries, which are fruit of activated agreements, will be recognised. The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee appointed by the Academic Board.

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.