



CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA
NUOVA ACCADEMIA
DI BELLE ARTI

academic master in

FASHION DIGITAL MARKETING

AREA
Fashion Design

AREA LEADER
Milan | Rome
Colomba Leddi

COURSE LEADER
Milan
Luca Belotti

LANGUAGE
Italian - English

CAMPUS
Milan

DEGREE AWARDED
First Level Academic
Master Degree

CREDITS
60 CFA

LENGTH
One year

The Academic Master is an intensive study path that analyses the developments of the contemporary fashion system in terms of marketing, communication and culture, with the aim of preparing professionals in the digital marketing field, capable of creating specific contents and strategies for fashion and lifestyle brands. With the study of digital technologies, tools and media within theoretical and project-based courses, where lectures are complemented by seminars and thematic workshops, the students can develop a self-sufficient, innovative and critical approach.

**CAREER
OPPORTUNITIES**

Digital marketing
manager

Digital project manager
and strategist

Digital content creator

Community manager

Web and social
marketing manager

Digital PR

E-commerce manager

SEO and analytics
manager

**LEARNING
OBJECTIVES**

To understand the contents, expressive languages and tools underlying digital marketing in the fashion and lifestyle sector

To acquire skills to design, plan and implement strategies dedicated to the fashion and digital systems

To develop an aptitude for teamwork and the competence to manage various situations independently, with the ability to interact with professionals and sectoral entities

CURRICULUM

COURSES	CFA
Phenomenology of styles	6
Theory and methodology of mass media	6
Cultural marketing	8
Digital technologies and applications	8
Brand design	8
Project methodology of visual communication	8
TOTAL CREDITS COURSES	44
Internship	10
Final project	6
TOTAL CREDITS MANDATORY TRAINING ACTIVITIES	16
TOTAL CREDITS MASTER	60

COURSES

PHENOMENOLOGY OF STYLES

The course guides the students in the identification of useful elements to create a fashion storytelling. Starting with a historic-aesthetic analysis in the field of fashion communication and its phenomena, the course examines the flow of changes and contaminations that compose the contemporary fashion language, with a critical in-depth analysis of responsibilities and awareness.

THEORY AND METHODOLOGY OF MASS MEDIA

The course investigates the cultural-phenomenon elements of the fashion media language, allowing the students to identify and study a specific industry, and develop cross-disciplinary knowledge in terms of cultural sociology, semiology, and web history.

CULTURAL MARKETING

The course analyses the way marketing develops in the digital fashion field within merchandising, communications and sales. It examines and studies the information and tools that support the role of contemporary communication agencies on digital extensions.

DIGITAL TECHNOLOGIES AND APPLICATIONS

In this course, the students learn how to develop and use the specific tools and technologies of Fashion Digital Marketing, and to read, analyse and interpret the data flow, increasing their understanding of target goals and range of uses.

BRAND DESIGN

The course enables the students to understand, develop and use the specific tools of Fashion Digital Marketing for the brand establishment, communication and marketing, working on the creation and definition of effective corporate identities in the digital world.

PROJECT METHODOLOGY OF VISUAL COMMUNICATION

The course deals with communication elements to enable the understanding of the methods of contemporary fashion storytelling, to create, tell and disseminate digital contents and strengthen the brand image in terms of affiliation, community, and e-commerce development.

FINAL PROJECT

The conclusion of the didactic path consists of the presentation and discussion of the Final project in front of a Committee composed of faculty members of the Master. The Final project is a digital marketing project in the fields of fashion culture, management or communication, to be developed in an autonomous and independent way, according to the instructions provided by the faculty members.