



BA FASHION MANAGEMENT & BRAND STRATEGIES

MILÃO E FLORENÇA

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inglês e italiano

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A emocionante jornada de criação, desenvolvimento e gestão de uma marca de moda no mercado de luxo, da ideia visionária à concepção de um negócio e à distribuição. Um **curso de três anos** que forma talentos para entender e implementar aspectos e estratégias relacionados ao planejamento, desenvolvimento de negócios, comunicação e processos de produção de uma marca de moda, orientando-os nesse sistema, desde startups inovadoras até gigantes globais de luxo. Desde o papel de Gerente de Marca até o de Gerente de Marketing e Empreendedor, estudar Gestão de Moda no Instituto Marangoni é uma porta de entrada para as futuras carreiras na moda. O plano de estudos oferece uma ampla seleção de disciplinas (incluindo **estratégia de marca de moda, gestão de projetos de moda, desenvolvimento de negócios de moda e empreendedorismo**), permitindo que os estudantes explorem tanto os aspectos criativos quanto os negócios da moda, além da análise de tendências de mercado, para adquirir um conhecimento profundo da indústria da moda.

POSSÍVEIS CARREIRAS

- Gerente de Marca
- Gerente de E-commerce, Varejo, Atacado
- Comprador
- Gerente de Operações
- Merchandiser
- Gerente de Transformação Digital
- Analista de Negócios

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 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

Students who successfully complete this three year course will be awarded with a Bachelor's Degree. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university undergraduate level degree, participants will obtain 180 CFA (crediti formativi accademici) equivalent to 180 ECTS credits.

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;
- 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.
- Provide a supportive and inclusive learning environment which will enable success for all learners;

STUDY PLAN

Year 1

Year	Semester	Code	Subject	Lesson hours	Study hours	Total hours	Cfa (ects)
i	I	ISSC/01	History of Applied Arts	45	105	150	6
I	I	ISSU/05	Sociology, Anthropology and Psychology of Fashion	45	105	150	6
I	I	ISST/02	Materials Science and Technology	45	105	150	6
I	I+II	ISME/02	Basic Design	125	125	250	10
I	I+II	ISDE/05	Fashion Design	125	125	250	10
I	I+II	ISDE/05	Fashion Design	100	100	200	8
I	II	ISDC/07	Multimedia Information Technology	62,5	62,5	125	5
I	II	ISDR/03	Techniques of Visual Communication	30	70	100	4
I	I	ISSE/02	Foreign Language S1			125	5
I	II		Free Study Activities S2				

Year 2

Year	Semester	Code	Subject	Lesson hours	Study hours	Total hours	Cfa (ects)
II	II	ISDC/07	Communication Technologies	60	140	200	8
I	I	ISDE/05	Fashion Trend Forecasting	45	105	150	6
II	I+II	ISSE/03	Fashion Business Organization	100	100	200	8
II	I+II	ISME/01	Design Methods	125	125	250	10
II	I	ISSE/03	Fashion Marketing	75	75	150	6
II	II	ISST/04	Integrated Product Design	75	75	150	6
II	I	ISST/01	Mathematics for Design	30	70	100	4
II	I	ISDC/02	Brand Communication	60	140	200	8
II	I		Free Study Activities S2			100	4

Year 3

Year	Semester	Code	Subject	Lesson hours	Study hours	Total hours	Cfa (ects)
III	I	ISDC/08	Image Semiotics	37,5	87,5	125	5
III	I	ISDE/01	Product Design	125	125	250	10
III	I+II	ISSE/01	Design Management	75	75	150	6
III	I	ISDE/03	Process Innovation	60	140	200	8
III	II	ISDC/05	Corporate Communication	45	105	150	6
III	II	ISDE/04	Product Engineering	60	140	200	8
III	II		Internship			225	9
III	II		Dissertation			200	8

CONTENTS' OVERVIEW

Curriculum

The goal of the course is to provide students with the necessary knowledge and skills required to executive professionals within the fashion industry, namely managers and entrepreneurs. Students become aware of the various business models and industries of the fashion system – ready to wear, fast fashion, menswear, accessories, sportswear, etc. – understanding consumer behaviours, operations, brand strategies and competitive dynamics at global level. The programme enables to mature a strategic mindset and creative problem-solving skills in the domains of fashion marketing, brand management, industrial economics, business analytics, project management, finance, management control and business planning. Within the curriculum, a special attention is paid to innovation management, deepening subjects related to digital transformation, creativity and responsible corporate strategies. Students are guided in critically evaluating the impact of technology on fashion companies, exploring the opportunities offered by artificial intelligence, big data, immersive spaces and the digitalization of the whole fashion value chain. Moreover, they are encouraged to embrace a design thinking and a design for all perspective. Students learn how to apply the research methods and the problem-solving skills typical of creative processes to approach business issues and identify new solutions. Additionally, they are guided in searching for innovative solutions creating synergies between technology and responsibility, pursuing goals of both environmental and social sustainability, as well as inclusivity and diversity. At the end of the course the alumni are prepared for both managerial and entrepreneurial careers, as they are provided with all the necessary know how to develop a business plan for a new fashion company.

Final Project (Dissertation)

The final project is the assessment of the competencies gained by the Student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. It will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural/creative studies undertaken.

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

At the end of the three-year course in Fashion Management and Brand Strategies, the student will be able to:

- Analyze and manage the qualitative and quantitative aspects connected to the planning, creation and development of a business or brand in the fashion industry; • Understand the strategic management processes of a company or a brand in the fashion industry;
- Manage the technological-productive, cultural, social and economic aspects with awareness and a critical sense to develop and communicate the brand; • Communicate the brand and its values using different expressive technical tools, multimedia and digital languages;
- Develop an analysis of industrial products and processes aimed at understanding the relevant production and socio-economic contexts; • Evaluate innovation as a natural integration of the creative moment and technological development of the fashion project;
- Evaluate the economic aspects of the fashion project linked to the management of the company and the brand;
- Develop adequate skills for the management of the professional activity, both to facilitate entry into the world of work and to ensure the interface with the economic and productive organization.

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.