



MASTER DESIGN MANAGEMENT & STRATEGIC INNOVATION

MILÃO

22 de setembro de 2025

27 de janeiro de 2025

inglês e italiano

DESIGN MANAGEMENT & STRATEGIC INNOVATION

Este curso diferenciado de pós-graduação incentiva e fomenta o pensamento estratégico dos alunos, com o objetivo de formar indivíduos com perfis multidisciplinares capazes de atuar em diferentes áreas do ramo do design. Em cada um dos dois semestres, os alunos participarão de projetos de pesquisa estratégica, desenvolvidos sob supervisão de um diretor de arte com vasta experiência e em parceria com uma marca de design italiana. Eles terão a oportunidade de analisar e se adaptar plenamente a diferentes modelos e processos de gestão, a fim de entender melhor as questões operacionais, enquanto também aprendem a desenvolver e aplicar soluções inovadoras e criativas de gestão e criativas a projetos de design, concentrando-se também nos diferentes aspectos do negócio, do design e da inovação estratégica.

Os alunos irão analisar o processo de construção de estratégia e dominarão o uso avançado de ferramentas de criação necessárias para desenvolver um negócio inovador, entendendo como uma perspectiva estratégica pode ser integrada aos projetos e tendo em mente o posicionamento da empresa e suas oportunidades de crescimento. Ao analisar problemas complexos, os alunos aprendem a desenvolver e aplicar habilidades de resolução de problemas, tanto em projetos individuais quanto em trabalhos em equipe.

O pensamento integrativo, a aprendizagem experimental e o trabalho em equipe são posteriormente aplicados a métodos de criação para desenvolver identidades de design e estratégias de marca assertivas. Ao longo do curso, os alunos se dedicam a analisar as tendências crescentes na sociedade, para entender as necessidades dos usuários e definir estratégias de design que os atendam: eles concluirão o curso tendo

adquirido uma mentalidade de vanguarda, para assim se tornarem o futuro da gestão de design.

FOCO DE APRENDIZAGEM

- Identidade de design
- Identidade de marca
- Modelos de negócios
- Direção de arte para marcas de design
- Comunicação visual e verbal

POSSÍVEIS CARREIRAS

- Gerente de Marca/Design
- Diretor de Arte
- Especialista em Comunicação Estratégica
- Gerente de Loja/Showroom
- Consultor de Design Estratégico

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 management skills which are subject specific and relevant to the international fashion, design or art fields. Istituto Marangoni Master's courses provide students with a focused and in-depth knowledge and know-how for a successful professional career at various levels of the above-mentioned industries. There is a strong focus on project-based, industry-linked teaching methods of delivered by experienced industry specialists and professionals.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma.

Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

STUDY PLAN

		ECTS Credits
Semester	Subject	
S1	Brand Communication	2
S1	Marketing	3
S1	Corporate Identity	
S1	History and Criticism of Contemporary Design	

Semester	Subject	ECTS Credits
S1	Communication Tools and Techniques	1
S1	Economics and Business Management	3
S1	Project Management	2
S1	Art Direction 1	2
S1	Techniques of Visual Communication	4
S2	Communication Skills and Techniques	2
S2	Art Direction 2	4
S2	Design Management	2
S2	Digital Video	4
S2	Multimedia	4
S2	Communication strategies	4
S2	Graphic Design	3
S2	Internship	1
A	Dissertation	0
		6

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.

Curriculum

Throughout the programme, in an active learning environment, students acquire a solid preparation in business, design strategy, and brand culture, as well as the ability to carry out in-depth research and analysis on market, society and consumers. They learn the principles of management and innovation adopted within the design industry and gain a knowledge in marketing and communication as a means to plan and support design-based strategies. Through direct experiences with key industry players, students become familiar with the most iconic brands operating in the design field, with a focus on Italian design, and learn how to lead and combine the factors that define brand identity. They grow into critical thinkers able to take insights into the main design languages and learn to apply them to the product aesthetics by managing colours, materials, and finishes strategically. Communication tools provide them with actionable skills to convey design ideas effectively in an academic as well as in a business setting. Students also learn how to effectively present and communicate their research and analysis and to build it up through the support of visual, written, and graphic material, as well as with the art-direction skills acquired; they will be equipped with relevant notions and tools, that will enable them to show and discuss their strategic proposals, developed in partnership with some of the main Italian design brands.

Final Project (Dissertation)

The final project is the assessment of the competences 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 studies undertaken, as well as a critical approach towards primary and secondary research on a free-choice topic. Candidates will develop a precise strategic plan for a design brand, to be supported by a deep and focused research on cultural and social aspects, that will also highlight key reference values and a plan for their communication, through carefully planned channels and tools.

Internship

As part of the didactical experience provided to its students, the Postgraduate 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:

- 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;

Programme-Specific Learning Outcomes

Students who successfully complete this specific. Programme shall be able to:

- design a detailed research plan using appropriate methodologies;
- develop a product or furniture design project professionally through a structured process;
- appraise the proper materials and the production processes to be implemented in a product or furniture design environment;
- interpret diverse users' needs and address company requirement with original design proposals;
- apply design languages to the development of new products.

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.