



ONE YEAR - FASHION BUSINESS & DIGITAL MARKETING

MILÃO

27 de janeiro
22 de setembro
inglês e italiano

FLORENÇA

22 de setembro
inglês e italiano

PARIS

29 de setembro
inglês

FASHION BUSINESS & DIGITAL MARKETING

Gestão, mídias sociais, gerenciamento de conteúdo, storytelling de marca, merchandising e compras são apenas algumas das habilidades essenciais para um gerente de negócios e marketing digital de sucesso. Eles definem o plano de marketing digital para empresas de moda e luxo, criam estratégias de comunicação e omnichannel, e as colocam em prática. Para quem tem tempo limitado, o curso de *Fashion Business & Digital Marketing* oferece os conceitos técnicos e teóricos relacionados ao marketing digital para moda. Os participantes descobrem como as empresas determinam as melhores estratégias para otimizar os aspectos econômicos, de produção, distribuição e digitais da marca, e são apresentados aos principais indicadores de medição de desempenho financeiro. Eles investigam o desenvolvimento de uma coleção e se familiarizam com alguns dos principais canais de vendas para o posicionamento da marca por meio do estudo de produtos e empresas de moda de alto perfil. Levar uma coleção de moda ou produto de luxo do estúdio de design à distribuição omnichannel é uma operação complexa que envolve a colaboração com equipes de design, produção e vendas. Este curso de moda cobre os principais processos na distribuição de coleções e no varejo, incluindo um estudo do público-alvo e a importância das faixas de preço no desempenho das vendas. O poder da comunicação, a sedução da marca e a criação do 'desejo aspiracional' em produtos de moda também são investigados em relação ao storytelling da marca, PR digital e exibição visual em mídias tradicionais e online. O curso examina os principais canais de marketing digital, fornecendo aos participantes ferramentas personalizadas para comunicar uma mensagem autêntica, aspiracional e emocional, destinada a sustentar e consolidar a imagem da marca.

O curso também aborda novas atitudes em evolução hoje nas indústrias da moda e do luxo, incluindo marketing de moda sustentável, experiência interativa do cliente e o papel de tecnologias como inteligência artificial e realidade virtual na jornada do consumidor. Ao final do curso, os participantes são capazes de aplicar o conhecimento teórico e as habilidades adquiridas em gestão de negócios e moda para aprimorar sua própria agenda de marketing digital.

POSSÍVEIS CARREIRAS

- Gerente de marketing de moda
- Gerente de mídias sociais
- Merchandiser de moda
- Gerente de comunicação de moda
- Gerente de omnichannel de moda

FOCO DE APRENDIZAGEM

- Canais de comunicação de marketing
- Marketing digital e novas mídias
- Princípios de negócios e gestão em moda
- PR de moda, promoção e storytelling de marca
- Aspectos-chave de compras, merchandising e exibição visual em moda

ABOUT MARANGONI

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian, and international fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills, Istituto Marangoni also provides short preparatory courses covering a variety of fashion, design, and creative processes, put together for personal enrichment and enjoyment, or for aspiring creatives who may be considering further study.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate of Attendance

EDUCATIONAL APPROACH

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to 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;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

CONTENTS' OVERVIEW

Curriculum

This intensive course focuses on key business and marketing strategies in the fashion and luxury industries. Students discover how companies determine the best marketing strategies to optimise economic, distribution, and production aspects of a brand, and are introduced to the main indicators for measuring financial performance.

the best marketing strategies to optimise economic, distribution, and production aspects of a brand, and are introduced to the main indicators for measuring financial performance. The course moves through the development of a marketing strategy linked to the ability of interpreting economic and financial data of fashion companies. Increasingly important is the management of the Fashion Product; students acquire skills related to raw materials, manufacturing systems and collection development, and look into management supervision of the various steps in the retail chain. In parallel they study the marketing mix, analysing consumer behaviour and target markets, becoming familiar with some of the key sales channels for brand positioning through the study of high profile fashion products and companies. They will look at distribution, buying and visual merchandising methods, and strategic business planning, with an emphasis on both style and budget. The course also covers fashion promotion and digital marketing techniques and processes, enabling students to acquire important skills in communication, comparing and analysing the image of fashion companies, in order to develop suitable fashion advertising campaigns and manage corporate PR goals. Looking at brand image and communication of a brand online and offline, new attitudes evolving today in the fashion and luxury industries, including sustainable fashion marketing, digital fashion marketing and aspects of customer relationship management, provides students with a solid base from which they are able to progress into various areas of the fashion business, and enhance a marketing agenda.

STUDY PLAN

Semester	Subject
I	History of Fashion
I	Trend research and forecasting
I	Industry Analysis: Fashion, textiles and Luxury Goods
I	Principles of Business
I	Leadership and soft skills
I	ICT Lab
I	Fashion Marketing
I	Brand Strategies
I	Communication Strategies
II	Innovation Management
II	Fabrics and Materials
II	Fashion Product Development
II	Digital Marketing
II	Omnichannel strategy
II	Fashion Buying and Retail Merchandising
II	Visual display
II	Event management & PR
II	Digital Storytelling

LEARNING OUTCOMES

Educational Outcomes

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real world situations within a defined range of contexts;
- 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;
- 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.

Programme-Specific Learning Outcomes

Students who successfully complete this specific

- acquire knowledge about how fashion and luxury companies apply different marketing strategies in the International markets;
- assess processes associated with the fashion and luxury industry and their value in the production system;
- evaluate economic performance through the analysis of company accounts;
- assess product development from design to planning of a fashion collection;
- develop communication and visual merchandising campaigns to increase product and brand visibility;
- organize, manage and develop a retail network through targeted market knowledge.

TEACHING AND LEARNING METHODS

Programme methods:

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. 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 the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real perspective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

ASSESSMENT STRATEGY

Course Specific Assessment Criteria:

The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

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. Different forms of assessment can, and where appropriate should, be 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 as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

Summative Assessments: These assessments are a means of gauging 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 and concentrate 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 course.

Practical Coursework > allows the 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 and the students are asked to submit work to be marked independently and anonymously by staff. **Formal Examinations** > are required in some study areas.

Presentations > are used in some subjects to allow the student to develop their professional communication and presentation skills.

Student Projects > are used when the student is required to submit work to be marked independently and anonymously.

COURSE SPECIFIC ADMISSION REQUIREMENTS

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below. Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- the applicant's qualifications (High School Diploma or equivalent school certificate);
- the applicant's personal statement;
- a portfolio of work (if appropriate to the subject).

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements are subject to change in order to comply with entry requirement regulations).

STUDENT SUPPORT STRATEGY

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

Student Support Officers

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;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.