



BA FASHION MANAGEMENT: DIGITAL COMMUNICATION & MEDIA

MILÃO

23 de setembro de 2024

27 de janeiro de 2025

inglês e italiano

FASHION MANAGEMENT, DIGITAL COMMUNICATION AND MEDIA

De narrativa digital e edição de conteúdo a direção criativa e planejamento de negócios: uma imersão completa na comunicação do futuro. Este bacharelado visa formar jovens talentos na criação de estratégias de comunicação e narrativa digital por meio do desenvolvimento de conteúdo editorial, incluindo editoriais de imprensa para revistas de moda e campanhas de marketing digital, para fortalecer as habilidades gerenciais necessárias para a direção criativa de uma empresa. O bacharelado em Fashion Management, Digital Communication and Media, proporciona aos estudantes as habilidades essenciais para se destacarem no desafiador cenário de marketing (tanto online quanto offline), comunicação digital e mídia de moda com as mais altas taxas de engajamento. De Social Media Manager a Digital Marketing Manager e Media Planner, estudar Fashion Management, Digital Communication and Media no Instituto Marangoni prepara os estudantes para enfrentar os próximos desafios da comunicação corporativa para comunidades inclusivas nos setores de moda e luxo. O plano de estudos oferece uma ampla seleção de disciplinas (incluindo **comunicação de marketing, direção criativa, narrativa digital e planejamento de mídia**) para permitir que os estudantes mergulhem tanto nas estratégias de comunicação e marketing quanto na direção criativa de uma empresa, adquirindo expertise vertical na indústria da moda.

POSSÍVEIS CARREIRAS

- Gerente de Comunicação de Marca
- Gerente de Mídias Sociais e Relações Públicas
- Gerente de Marketing Digital
- Designer de Conteúdo Multimídia
- Planejador(a) de Mídia

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 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.

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

Code	Subject Title	Credits
ISSC/01	History of Applied Arts	6
ISSU/05	Sociology, Anthropology and Psychology of Fashion	6
ISST/02	Materials Science and Technology	6
ISME/02	Basic Design	8
ISDE/05	Fashion Design	12
ISDC/07	Image Digital Processing	8
ISDR/03	Techniques of Visual Communication	5
ISSE/02	Business English	4
AA	Free Study Activities	5
Total		60

Year 2

Code	Subject Title	Credits
ISSC/03	History and Criticism of Contemporary Fashion	8
ISDC/01	Communication Science	4
ISST/03	Production Processes	12
ISSE/03	Fashion Product Development: from Conception to Consumer	8
ISDC/04	Multimedia Planning	6
ISDC/05	Design for Publishing	4
ISDC/02	Communication strategies	8
ISSE/03	Fashion Business Organization	6
AA	Free Study Activities	4
Total		60

Year 3

Code	Subject Title	Credits
ISDC/01	Image Semiotics	5
ISDE/01	Product Design	8
ISDC/05	Art Direction	10
ISDC/04	Multimedia Design	6
ISDC/05	Corporate Communication	6
ISDC/02	Brand Communication	8
INT	Internship	9
DIS	Dissertation	8
Total		60

CONTENTS' OVERVIEW

Programme Aims

The aim of the Course in Fashion Management, Digital Communication and Media is to equip students with a thorough knowledge and understanding of the different types of businesses that form part of the wider fashion industry. In particular, participants will receive an understanding of the principles of business practice, management and marketing with a deeper exploration of how these principles operates within the confines of fashion.

Curriculum

Conceptualise, style, shoot, develop and communicate. Contemporary fashion image makers understand the importance of digital creativity to communicate a fashion story and an atmosphere, together with the growing connections between still and digital image, to express new aesthetics languages for the contemporary Fashion Industry. This postgraduate level course trains participants to become visual image experts, with advanced skills development in subjects such as fashion styling and digital fashion editorials for both offline and online media and social platforms. Through technical experimentation, cultural content and creative research, the course teaches participants how to reflect the dynamics of images within the fashion trend system, through photography, animation and video-moods. Focusing on the visual language of communication, participants approach the key aspects of fashion styling, learning how to persuade, inspire and create an emotional response. They acquire the technical, creative skills and cultural knowledge needed to identify a specific fashion context - from initial concept to final editing - through different contemporary languages. This includes analysis of fashion trends, semiotics, storytelling and contemporary fashion scenarios. During the course participants also apply cultural notions, learning how to develop and plan the technical and creative process. Nowadays, professional creative directors are increasingly working with moving images: alongside introductory technical and aesthetic aspects of photography and video, that incorporate aspects such as editing and special characteristics of multimedia video, the course develops the participants' business awareness and networking skills, bringing observation and communication abilities together with artistic and creative expression.

Final Project (Dissertation)

The final project consists in an individual work, linked to the studies undertaken, through which the student will develop and realize a socio-cultural research, relevant and useful to be translated into a Fashion Animation of any kind; this final work shall demonstrate his/her sense of fashion, technical abilities and creative skills. Through primary and secondary research, the learner will develop a final work that will also show evidence of having acquired the relevant professional skills, a subject-specific vocabulary, and originality in his/her own thinking, as well as an advanced capacity to adopt a variety of digital visual techniques in the representation of the project itself.

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

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

- Demonstrate knowledge of the different areas of the fashion marketing communication business and how these operate within an integrated framework;
- Analyse critically marketing strategies designed and implemented by different types of organisations operating within the fashion industry;
- Evaluate national and international off- and online fashion communication opportunities in new media fashion environments;
- Formulate solutions to business problems based on a synthesis of management principles and practices related to the luxury fashion market;
- Develop a range of effective communication strategies and assess their value for fashion media needs;
- Generate the problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education.

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 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.
- 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 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.

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.

COURSE SPECIFIC ADMISSION REQUIREMENTS

Admission is based on the reasonable expectation that the student will be able to fulfill the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below. When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- Copy of high school diploma or equivalent;
- Signed personal statement (motivational letter);
- For non English/Italian native speakers: certificate of language skills, level B1 of Common European Framework of Reference with specific requirements (e.g. IELTS 4.5 without elements below 4.0);
- Completion of entry test¹.

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

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.