



**istitutomarangoni**



**SHORT COURSES**  
**FASHION BUSINESS & ENTREPRENEURSHIP**

Online Option

**General Introduction**

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 short courses prepare students in the principles of subjects such as Product Design.

**General Information****1. Certification Attained**

Istituto Marangoni Certificate

**Course Information****2. Short Course: Level / Category**

- Undergraduate level course
- Online Option (3 weeks online)

**3. Short Course Description**

This online short course in Fashion Business & Entrepreneurship provides participants some of the key concepts needed to acquire basic business and management skills, such as the market positioning of a collection and how to define a brand identity. You will be introduced to the essential basics of (fashion) business planning. Participants will have the chance to study key marketing concepts: analyse the competitive scenario, understand the luxury brands' business models and develop a sales strategy, the latest tools and platforms for digital and online businesses.

**Course Duration**

3 weeks online | 75 hours

**Key Topics**

- Marketing planning
- Competitor analysis
- Brand Management
- Luxury marketing
- Buying
- Fashion product development
- Digital marketing

**Week by Week Description****Week 1**

Participants begin with an analysis of economic and social trends: understanding economic and social evolution and how this influences fashion consumption. The first week also includes a look at new markets and how fashion can evolve through expansion strategies, as well as new brands, luxury brands, chain store distribution, and style comparison.

**Week 2**

Analysis of fashion environment and processes: textiles, clothing, accessories, cosmetics, eyewear and jewellery. The second week covers an overview of fashion: textiles, clothing, accessories, cosmetics, eyewear and jewellery. Participants will look at critical factors defining the success of some leading Italian brands including commercial international distribution and sportswear chain stores. Product placement via competitor analysis is also explored. The objective of this week is to understand and identify the different distribution channels, together with a focus on e-commerce in fashion.

**Week 3**

Participants use knowledge gained in the 2 previous weeks, via a vocational learning approach, to work on a basic individual marketing plan for a chosen designer or collection. Participants look at key marketing practices including product life cycle, function and definition of price points. Integrated communication investigates key notions in brand identity, brand image and brand equity, licensing and the importance of branding.

**Subjects**

Principles of Fashion Business
Developing Brand Identity
Fashion Influencers (workshop)
Buying and Retail
Principles of Finance
Sociology of Fashion (workshop)
Digital Marketing And Branding
Value Marketing Planning And Green Marketing (workshop)
Fashion Business Planning
Fashion Business Planning (workshop)
Digital Lab (workshop)

**Seminars**

Celebrity Styling In India
Trend Movements
Designers Testimony
Public Relations
How To Create A Brand Identity
Visual Display

**4. Learning Activities**

Online Short Courses are taught via:

- Online Workshops
- Online Seminars
- Online lessons

**5. Final Course Outcomes**

Upon completion of this short course, you will be equipped with the knowledge and skills to:

Create a business plan from an original idea or from an existing brand. Power point presentation if the business plan including handouts will be expected. Students will pitch their business plan to an audience. The SOSTAC model will be used to structure the plan.

**6. Course materials**

Any materials students will be required to have with them:

- Personal Laptop
- Office Suite (temporary license provided by the School)

**7. Student Support Strategy**

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

- a. The use of online resources (where available) to reach the skills and knowledge expected on the course;
- b. Tutors guide students during their studies.

**Student & Academic Services**

Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.

The Student Support Officers help students in:

- managing their time;
- getting the best from their course;
- understanding and applying the School's rules for online programmes;
- anything else the officers can advise on.

**8. Student Feedback**

Student feedback is essential for future course development and improvement.

Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents. Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.