istitutomarangoni

SHORT COURSES
FASHION BUSINESS

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 Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

General Information

1. Certification Attained
Istituto Marangoni Certificate

Course Information

2. Short Course: Level / Category
• Undergraduate level course
• Online Option (4 weeks online)

3. Short Course Description
This online course in Fashion Business provides an interesting introduction to some of the key business and management skills necessary to implement marketing and brand strategies for fashion, luxury and life-style companies.
With a special focus on emerging technologies and digital innovation, and the context and value of the 'Made in Italy' name, participants discover various business procedures and influencing factors relating to a variety fashion and luxury industries such as textiles, apparel, accessories, cosmetics, eyewear and jewellery. Participants study key notions of fashion marketing planning such as market research, basic finance, and marketing strategies, moving through each phase of project roll-out - from establishing an idea, navigating key success factors and milestones of the business journey, through to basic project implementation. The overall aim of the course is to gain key notions in fashion business and create a basic structure for an individual marketing plan.

Course Duration
4 weeks online | 30 lessons

Keywords
• Management
• Fashion Industry
• Digital Marketing
• Digital Fashion
• Branding
• Omnichannel
• Technological Innovation
• Fashion Culture
• Trends
• Consumers
• Luxury
• Life-style
• Retail
• Fashion Business Models
• Womenswear
• Menswear
• Textiles
• Accessories
• Jewellery
• Cosmetics

Key Topics
• Digital Fashion Marketing
• Fashion Industry Analysis
• Technological Innovation
• Retail & Omni-Channel Distribution Management

Seminars
• Meeting with a fashion designer: How to create a Collection?
• Meeting with a Retail Manager: Global fashion markets evolution - the impact of digitalization and emerging technologies.
• Meeting with a Sales&Marketing Director: The drivers shaping the future of fashion and luxury brands.
• Meeting with a merchandiser: new challenges for collection and retail merchandising.
• Visual display
  I) Visual merchandising goes phygital.
  II) Display techniques in digital environment.

Week by Week Description

Week 1
The course begins with a study of global trends, understanding how the economic, social and technological evolution is influencing fashion consumption. Participants will then be introduced to the fundamentals of marketing with a special focus on the contemporary digital influence and practices.
During the course online seminars with experts or professionals in the industry will provide an additional inside look into the fashion industry, with experts sharing their experiences of fashion marketing and luxury brand management.

Week 2
This week starts with an introduction to different fashion industries including for example textiles, womenswear, menswear, accessories, cosmetics, eyewear and jewelry. Participants will discover key business models and some of the critical factors in managing supply chains and marketing mix. Online lessons are enriched with workshops evaluating successful case studies on leading Italian brands such as Gucci, Prada, and Dolce & Gabbana, as well as e-commerce giants such as Yoox and Luisaviaroma.

Week 3
In week three the course focuses on some of the new challenges offered by technology such as block-chain, big data management, face recognition, virtual reality, and augmented reality etc. Discussions and investigation will begin on emerging phenomena such as digital influencers, or on the growing synergies between digital and sustainable fashion, and how these all relate to professional marketing practices.

Week 4
In the final week participants are guided in understanding and identifying some of the key distribution formats within a contemporary «phygital» and omni-channel focus.
They will be able to elaborate on their work undertaken, and knowledge gained, during the first three weeks of the course, to create a basic individual marketing plan or proposal, for a chosen designer, brand or collection, and receive feedback from tutors on their work and progress

Subjects
Fashion Markets and Marketing
Brands and Digital Branding Strategies
Fashion Industry Analysis
Innovation Management
Omni-channel distribution management

4. Learning Activities

Online Short Courses are taught via:
• Online Lessons
• Online Seminars
• Online Industry talks
• Online Workshops

5. Outcomes

Upon completion of this short course, participants will be equipped with the knowledge and skills to:
Produce a basic digital marketing plan for a fashion brand.

More specifically, participants will be able to:
• understand key notions in formulating digital marketing strategies and plans;
• demonstrate an understanding of key notions of digital marketing and brand strategies for luxury and life-style industries;
• understand key factors related to supply chain management within the contemporary omnichannel scenario;
• evaluate opportunities in technological innovation for fashion brands.

6. Course materials/software: materials required to follow the programme

• Personal Laptop (equipped with MS Office Suite)

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.