



**istitutomarangoni**



**STUDY ABROAD  
FASHION BUSINESS  
COMMUNICATION & NEW MEDIA  
SEMESTER**

Version 01

**Programme Information****1. Certification attained**

Istituto Marangoni Certificate and Transcript

**2. Course structures****Fashion Business Communication and New Media Semester Abroad • October intake****Term 1 • Visual and Emotional Branding unit**

| Subjects                  | Total Hours | Credits* |
|---------------------------|-------------|----------|
| Fashion Psychology        | 20          | 15       |
| Interdisciplinary Project | 20          |          |
| Brand Insight             | 20          |          |
| Fashion Digital Lens      | 20          |          |
| Fashion Promotional Mix   | 20          |          |

**Term 2 • Editorial Environment unit**

| Subjects                         | Total Hours | Credits* |
|----------------------------------|-------------|----------|
| History of Photography and Video | 20          | 15       |
| Photoshop Lab                    | 20          |          |
| Fashion Modern Literature        | 20          |          |
| Fashion Writing                  | 20          |          |
| Digital Fashion Writing          | 20          |          |

**Term 1 and 2 • Finance and Management Control unit**

| Subjects                       | Total Hours | Credits* |
|--------------------------------|-------------|----------|
| Finance and Management Control | 30          | 15       |

**Fashion Business Communication and New Media Semester Abroad • February intake****Term 2 • Editorial Environment unit**

| Subjects                         | Total Hours | Credits* |
|----------------------------------|-------------|----------|
| History of Photography and Video | 20          | 15       |
| Photoshop Lab                    | 20          |          |
| Fashion Modern Literature        | 20          |          |
| Fashion Writing                  | 20          |          |
| Digital Fashion Writing          | 20          |          |

Term 3 • Luxury Image and Brand Construction Unit

| Subjects                    | Total Hours | Credits* |
|-----------------------------|-------------|----------|
| Styling The Image           | 20          | 15       |
| Brand Communication         | 40          |          |
| Fashion Advertising Offline | 20          |          |
| Fashion Advertising Online  | 20          |          |

Term 2 and 3 • Finance and Management Control unit

| Subjects                       | Total Hours | Credits* |
|--------------------------------|-------------|----------|
| Finance and Management Control | 30          | 15       |

*\* The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own university.*

### 3. Course Learning Outcomes

Students successfully completing the Semester Abroad programme in Fashion Business Communication and New Media will have developed:

- LO 1 - A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process and its relevance to fashion organisations;
- LO 2 - A sound understanding of the principals involved in style and trend analysis process used in the fashion media industry and how to apply these principals in an editorial context;
- LO 3 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry;
- LO 4 - The ability to evaluate the appropriateness of different approaches to problem solving.

Please, check additional information about the academic structure of the Fashion Business, Communication & New Media Semester in the Programme Specifications available here:

<https://www.istitutomarangoni.com/en/fashion-courses/undergraduate-programmes/semester-courses/fashion-business-communication-new-media-2/>