istitutomarangoni

SHORT COURSES
FASHION OMNICHANNEL Online

General Introduction
Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design scenario. Through an exciting curriculum aimed to develop practical, creative, business and management skills which are subject specific, and relevant to the international fashion, design or art industries, 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 Management and Art Curation.

1. Certification Attained
Istituto Marangoni Certificate

Course Information

2. General info:
• Duration: 6 Weeks (3 days per week)
• Total Hours: 45
• Course Delivery mode: full online
• Lesson Duration: 2h30

3. Short Course Description
Brief description paragraph:
How the world of e-commerce has changed in the last ten years? Which are the ongoing transformations in consumer behaviour? What will be the future of retail for the fashion and luxury industries?
This short course adopts an omni-channel perspective to explore the current revolution in business to business and business to consumer distribution. Participants will have the opportunity to discover the impact of emerging technologies as augmented reality, artificial intelligence, 3D body scanning, chatbots, virtual assistances and face recognition on the shopping experiences, deepening the contaminations and synergies within different touchpoints and platforms.

Educational Aims
• to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
• to provide a supportive and inclusive learning environment which will enable success for all learners;
• to develop the students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
• 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.

Course Learning Outcomes
Upon completion of this short course, you will be equipped with the knowledge and skills to:
• Adopt an omni-channel perspective to understand the ongoing transformations within the distribution of fashion and luxury products.
• Understand the current evolution in digital consumer behaviour and omni-channel shopping experience.
• Recognize the role of emerging technologies in B2B and B2C channel management.
• Develop an omni-channel distribution plan for fashion and luxury products.

4. Course Structure
Week by Week Description

Week 1
The course opens with a focus on the recent history of fashion e-tail, examining how the world of e-commerce has transformed in the last ten years. Adopting an omni-channel perspective, the participants will explore the contamination between online and offline formats, as well as the synergies with different communication channels.

Week 2
Week 2 examines omni-channel consumer behaviour and the online shopping experience. The participants will have the opportunity to compare different industries, business models and consumer segments, ranging from ready to wear to fast fashion, from womenswear to menswear, from apparel to accessories and jewels.

Week 3
During the third week, the participants will be introduced to visual merchandising and learn how in-store communication techniques have evolved in online environments.

Week 4
Starting from week four, the participants will be guided in a journey towards the future of fashion and luxury distribution. Business to business channels will be examined first, analysing the digitalization of showrooms and the impact of technologies as virtual reality and artificial intelligence.

Week 5
During the fifth week, the participants will discover how technology is transforming and will transform the digital consumer journey into more and more immersive experiences. Innovations as virtual assistances, face recognition, 3D body scanning, chatbots, virtual assistances, augmented reality and many others will be examined through the testimonies of professionals within the fashion and luxury industries.

Week 6
During the final week the participants will be engaged in a practical workshop in which they will learn how efficiently develop an omni-channel distribution plan for a fashion or luxury product.

Subjects
Fashion e-tail and omni-channel distribution
Consumer behaviour and omni-channel shopping experience
Visual merchandising 4.0
Innovation management

Seminars (if relevant or available for the specific course)
• How a digital showroom works
• Innovating technologies and the business models of the future
• Creating immersive experiences: the role of virtual reality

5. Learning Activities
Short Courses are taught via:
• Online Frontal lessons
• Online Workshops / Seminars (where relevant to specific course)

6. Course materials
Students will be required to have with them:
• Personal Pc/Laptop/Tablet to attend online classes
• 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:
- manage their time;
- get the best from their course;
- understand and applying the School's rules;
- 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.