



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 (3 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 of 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.

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

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 week also includes new markets and how fashion can evolve in them through expansion strategies: new brands, luxury brands and distribution chain stores, as well as style comparison.

Week 2

This week covers an overview of fashion: textiles, clothing, accessories, cosmetics, eyewear and jewelry. Participants will look at critical factors defining the success of some leading Italian brands such as Prada, Gucci, Dolce & Gabbana, including commercial international distribution chain stores such as Zara and H&M, and sportswear chain stores for example Nike. Product placement via competitor analysis is also explored.

Week 3

The objective of week 3 is to understand and identify the different distribution channels, together with a focus on e-commerce in fashion. 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. Participants use their knowledge gained in the previous weeks, via a vocational learning approach, to work on an individual marketing plan for a chosen designer or collection.

Course Themes

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.