



istitutomarangoni



**POSTGRADUATE COURSE
LUXURY BRAND MANAGEMENT
& MARKETING**

Version 01



Brief descriptive summary

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 courses prepare participants in subjects such as Fashion Design, Luxury Brand Management, Marketing and Promotion, Fashion Business and Communication, Buying and Merchandising.

1. Certification attained

Istituto Marangoni Certificate

Course information**2. Educational & Programme Aims****Education Aims:**

The educational aims are:

- to develop flexible approaches to programme delivery and participant 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 encourage the development of intellectual ability, 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 within the fashion, design and creative industries.

Programme Aims:

The course provides participants with an in-depth understanding of the fashion and luxury market, learning how to manage a major market structure, while meeting and satisfying the needs of clients. They look at the design and construction of the marketing mix together with target client profiles, as the basis of formulating brand development strategies. In addition, participants will investigate the links between the economy, business, markets, and the promotion of luxury goods, finding solutions and analysing how luxury brand enterprises determine their own brand positioning and brand management strategies for successful promotional activity.

3. Course Learning Outcomes

On successful completion of the course, participants will be able to:

- analyse how different fashion and luxury goods organisations manage their brands and market offerings to compete in different market environments;
- interpret the interrelationships between branding strategies and corporate, business and functional strategies of the organisation;
- elaborate systematic and creative solutions to a range of real-world business and management problems, taking into consideration theories, frameworks and practices relevant to luxury and fashion branding and brand management;
- evaluate how current issues including new technologies, the changing role of the consumer and corporate social responsibility affect the competitive strategies of fashion and luxury goods organisations;
- critically appraise published work in the area of fashion and luxury branding and brand management and produce independent research.

4. Teaching/Learning and Assessment Strategy**Curriculum:**

The curriculum is structured in two (2) distinct levels. This enables for 'flexible learning' whereby the participant can choose when to build on their experience, by progressing from one level to another, giving them complete control on their own progress and achievement.

Luxury Brand Management & Marketing 1

In the first level participants analyse how different organizations in fashion and luxury goods manage their brands and products in order to compete in different market environments. They learn how to evaluate the relationships between branding and corporate strategies, business strategy and the 'functional' strategies of an organization. They are shown how to develop systematic and creative solutions for a range of problems in the world of business and management, and assess how current issues including new technologies, and the changing role of the consumer and corporate social responsibility, have an impact on the competitive strategies of organizations involved in luxury goods and fashion.

Participants explore the relationship between artistic movements and the development of dress and design within a wider social, cultural, historical and political framework. They draw parallels between artistic movements and the way they are interpreted in recent fashion collections.

Luxury Brand Management & Marketing 2

In the second level participants are introduced to the marketing strategies and tactics implemented by different fashion organizations in order to promote products, services, and 'customer experiences' at different market levels. They learn to how promote luxury products, analyse the principles of communication theory, and plan and develop communication and promotion strategies. They are guided in evaluating new technology, the changing role of the consumer and the emergence of unconventional communication approaches, together with an analysis of successful and innovative promotional strategies within top fashion organizations.

Participants have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

Assessment:

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the participants to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:

These are formal assessments and are a means of gauging participant learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of participant work, examples as follows:

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects allow participants to apply their theoretical understanding of a specific subject area.

Written Reports are required in some study areas and these will in some cases be a response to industry briefs, allowing participants to reflect real industry requirements and to present work to industry standards through report writing.

Presentations are used in some subjects to allow participants to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations participants are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structures

All postgraduate courses are held during weekdays.

Level 1 - 150 hours

Core Units

Fashion Product Management

Strategic Luxury Brand Management

The Fashion System

Contemporary Fashion

Level 2 - 150 hours

Core Units

Fashion Public Relations

Fashion Advertising

Digital Marketing

Fashion Business Development

6. Personal Development Planning

PDP/Individual Development Tutorial.

The Director of Education and the Academic Service support the personal development of participants. One-to-one appointments may be made by phone, through the receptionists or by email. Participants can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the School.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting participants;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to participants;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

8. Participant Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the participant experience, in a pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to participants;
- b. the use of the Library, online resources (where available), and the centre facilities help participants to reach the skills and knowledge expected on the course;
- c. Tutors and the Director of Education guide participants to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for participants for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible participants can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Participant Feedback

Participant feedback is essential to programme development and participant comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers participant opinion in a variety of ways, which may include the following:

- informal contact with the Tutor, and through appointments with academic staff;
- end of course online questionnaires where participants will be invited to reflect on their overall experience at the School.

Istituto Marangoni would prefer that on most occasions participants be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognises this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.