



istitutomarangoni



SHORT COURSES  
FASHION BUSINESS

Version 02

**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 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.

**1. Certification attained**

Istituto Marangoni Certificate

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

**3. Course Learning Outcomes**

On successful completion of the Fashion Business short course, students will be able to:

- implement marketing and brand strategies for luxury and life-style companies;
- understand the critical factors for successfully operate in the fashion industry;
- understand the fashion business;
- define marketing, understand its relevance within fashion and identify the different elements of the marketing process;
- analyse the key stages in formulating marketing strategies and plans.

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

Fashion brand and collection positioning, management skills for a fashion business plan, competitor analysis, luxury brand structure and sales capacity; these are just some of the important business practices introduced in this short course.

**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.

**Assessment:****Formative Assessments:**

This consists in a daily interaction with the tutors that through feedback help the trainees 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 trainee 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 trainee 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 students 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 students to reflect real industry requirements and to present work to industry standards through report writing.

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

**5. Course structure**

Subjects
Introduction to the Fashion Industry
Consumer and market trends analysis
Fashion Marketing Strategies
Brands and Branding Strategies
Marketing Communication
Retail Management
Omnichannel strategies
Marketing mix

**6. Personal Development Planning****PDP/Individual Development Tutorial**

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students 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 students;
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 students;
5. recommendation of the appropriate level of resource required for the short course;
6. maintaining the quality of educational standards.

**8. Student Support Strategy**

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

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

**Student Support Officers**

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students 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 students can expect to be seen almost immediately, or contacted to arrange a suitable time.

**9. Student Feedback**

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

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

- Informal contact with the Tutor, through appointments with academic staff;
- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.