istitutomarangoni

**STUDY ABROAD
FASHION BUSINESS,
DIGITAL COMMUNICATION & MEDIA
SEMESTER** 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 undergraduate courses prepare students with the necessary knowledge and know-how in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Art History and Culture.

General Information

1. Certification attained
Istituto Marangoni Certificate and Transcript*

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

Programme 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 students;
• to provide a supportive and inclusive learning environment which will enable success for all learners;
• to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills;
• 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.

Programme Aims:
Study abroad courses provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends.
Study abroad semesters at Istituto Marangoni offer participants a chance to experience different styles of education and learn key skills from international experts in the field. The study abroad level is structured and taught at year two of a three-year undergraduate programme. According to the chosen course, credit transcripts or class (contact) hours are awarded on successful completion.
Courses are offered twice a year, in autumn and spring. Course content changes with each start date to offer a wider range of subjects, giving participants the opportunity to choose the course that best suits their needs.
This semester course looks at key issues in contemporary communication channels, including online and offline tools, video, and digital media using images and successful copy. Aimed at students with at least one-year previous undergraduate study in fashion communication, promotion, or similar fields this inspiring short course encourages participants to create and enhance business digital communication strategies, as well as broadening horizons for personal growth and future career development. Communicate, connect and create a 'buzz' with consumers through different digital media techniques and channels.

3. Course Learning Outcomes
Students successfully completing the Semester Abroad programme in Fashion Business, Digital Communication & Media (Level 5) will have developed:
LO1. A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process, together with its relevance to fashion organisations;
LO2. 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;
LO3. An understanding of the cultural, social and environmental drivers and their impact on the fashion industry;
LO4. The ability to evaluate the appropriateness of different approaches to problem solving.

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

Fashion Business, Digital Communication & Media Semester Abroad · October intake

History and Criticism of Contemporary Fashion (Storia e Critica della Moda Contemporanea)
The course explores the evolution of global aesthetics focusing on the history of costume and fashion of non Western countries. A particular attention is paid to Japan, China, India, and Middle-East. In this framework, phenomena as modest dress, exoticism, orientalism and cultural appropriation are critically reviewed.

Psychology of Fashion (Psicologia della Moda)
Students are introduced to the fundamental psychological schools and approaches, including Behaviorism, Cognitivism, Gestalt, Clinical Psychology, the Psychology of personality, and Dynamic Psychology. Psychological theories are explained in the framework of Consumer Behavior, providing the students the tools to investigate consumers selves, perceptions, attitudes, memory, emotions and values. The course also explores the domain of neurosciences and its application to Fashion Marketing and Brand Management.

History and Criticism of Contemporary Design 2 (Storia e Critica del Design Contemporaneo 2)
The course provides Students analytical and critical tools to analyze contemporary fashion products, introducing the participants to trend analysis. Fashion collections their and promotional activities are interpreted in relation to their cultural context, exploring the relationship they engage with arts and other domains of material culture, especially design and interior design. A special attention is paid to digitalization, enabling the students to critically evaluate contemporary phenomena as crypto fashion, trans-human avatars and virtual shopping.

Production Processes (Processi di Produzione)
Students learn the fundamentals of product development, collection merchandising and coordination strategies. Therefore, they learn to manage all the stages of the supply chain of both textile and leather fashion products: sourcing, collection design, samples production, market launch through fashion shows and trade exhibition, sales through showrooms, manufacturing and distribution to end consumers. At the end of the course students will also be able to master technical and professional tools as range plans, color and material charts, technical sheets, cost sheets, coordination boards and selling books.

Advertising and Digital Storytelling (Pubblicità e Narrativa Digitale)
The course focuses on the world of fashion advertising and its evolution in digital environments, from social media to the metaverse. Students learn how fashion brands engage consumers through storytelling activities, combining management with styling and creative direction.

Fashion Trend Forecasting (Ricerca Tendenze)
Students learn the fundamentals theories and methodologies related to trend diffusion and fashion forecasting. The course also deals with the role of technology in supporting predictive tools, exploring the domain of AI driven fashion forecasting.

Brand Communication (Comunicazione della Marca)
The course focuses on the fundamental theories and methodologies of Brand Management, deepening strategic issues related to brand image, brand identity, brand equity, and brand experience. In this framework, students learn to develop strategic plans and promotional campaigns for fashion brands in both online and offline environments.

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Digital and Engagement Marketing
The course focuses on the new frontiers of Tech-Powered Marketing, making students familiar with the theoretical frameworks and methodologies of Digital Marketing, Engagement Marketing and Agile Marketing. In this framework, students learn how to implement data-driven solutions and build marketing predictive models, also exploring the opportunities offered by smart sensing infrastructures and tech-empowered interaction.

Fashion Product Technologies (Tecnologie del Prodotto Moda)
The course deepens the role of technology in fashion design and operations, enabling students to understand the phenomenon of the digitalization of the fashion supply chain. Specifically, students will become familiar with 3D product design, AI supported merchandise planning, virtual sampling, virtual showrooms, virtual recruiting, virtual consumer care and immersive shopping.

Integrated Product Design (Progettazione Integrata di Prodotto)
An advanced Project Management course where students learn how technology can support fashion companies in designing their strategies and managing their operations. To this end, the course deals with processes and data integration, intelligence data management, predictive models, decision engines, and organizational design.

Breakeven Analysis (Analisi dei Costi)
A Finance and Management Control course, where students learn how to apply financial theories, techniques and investment analysis for decision making in a fashion business. The participants learn how to identify the main components and characteristics of management control systems, mastering how to implement various control systems techniques to measure the overall performance of the company and evaluate the financial and economic performances of an organization. A special attention is payed to cost management, enabling the students to be familiar with all the element of costs in range planning and supply chain management.

Fashion Business Organization (Organizzazione Azienda Moda)
The course provides students with the strategic mindset to operate within different business models in the contemporary global and omni-channel landscape. They learn about organizational structures and management approaches. Students sharpen their strategic market analysis skills, learning how to evaluate factors as market value, profitability or barriers to entry of different typologies of businesses. Aware of the impact of technologies as 3D body scanning, chatbots, virtual assistances and face recognition on the shopping experience, they become familiar with the peculiar consumer cultures, competitive dynamics and retail landscape of key international markets as China, Middle East, and India. At the end of the course, the participants learn to successfully implement omni-channel strategies, creating virtuous synergies within different touchpoints and platforms.

Programme teaching methods:
The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths.
The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement.
It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.
A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:
• projects to encourage independent learning through investigation, enquiry and problem solving;
• group project to enhance interpersonal and collaborative skills;
• tutorials and group tutorials to facilitate shared experiences and best practice;
• seminars, formal lectures and workshops;
• study, trips, external projects and competitions present the students with another dimension to their leaning experience;
• guest speakers provide the students with a full, broader and real prospective to their specialist field of study.

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

Course Specific Assessment Criteria:
The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.
Assessment methods to support learning:
the programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be used to test different types of skills and learning.

Formative Assessment: formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:

• criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
• self and peer assessment: With peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
• student record keeping: helps students better understand their own learning as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a "grade," to see where they started and the progress they are making toward the learning goal.

Summative Assessments:

These **assessments** are a means of gauging student learning, at a particular point in time, relative to established marking criteria. Summative assessments can occur during as well as at the end of each semester and concentrate on specific evidence of student work, examples as follows:

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the programme.

Practical Coursework allows the students to demonstrate their understanding and application of practical areas of study.

Written Reports are required is some study areas, where a clear and structured brief is provided and the students are asked to submit work to me marked independently and anonymously by staff.

Formal Examinations are required in some study areas

Presentations are used in some subjects to allow the student to develop their professional communication and presentation skills. Student Projects are used when the student is required to submit work to be marked independently and anonymously.

5. Course structure

Fashion Business, Digital Communication and Media Semester Abroad • October intake

Semester

Semester	Total Hours	Related Credits*
History and Criticism of Contemporary Fashion	36	6
Psychology of Fashion	36	6
History and Criticism of Contemporary Design 2	18	3
Production Processes	40	4
Advertising and Digital Storytelling	20	2
Fashion Trend Forecasting	40	4
Brand Communication	18	3

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Semester

Semester	Total Hours	Related Credits*
Digital and Engagement Marketing	40	4
Fashion Technologies	20	2
Integrated Product Design	36	6
Break Even Analysis	36	6
Fashion Business Organization	54	9

*Istituto Marangoni credits system is equivalent to European Credit Transfer System (ECTS). The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

6. Course Specific Admission Requirements

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award.

Admission requirements are listed below:

• Completed the first year (L4) of an Undergraduate Bachelor programme in Fashion Business or similar;

• For non English/French/Italian native speakers: certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IELTS 5.0 without elements below 4.5);

• Piece of Written Work/Essay[1];

• Good knowledge of marketing.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

• Signed personal statement;

• Transcript from an Undergraduate Bachelor programme in Fashion Business or similar;

• Piece of Written Work;

• Certificate of the chosen language of the course.

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate).

(Admission requirements are subject to change in order to comply with entry requirement regulations).

7. Programme Leader's Responsibilities

Programme Leaders will have responsibility for implementing the strategic direction of the courses within their programme and for co-ordinating the academic administration necessary for its successful day-to-day operation.

Programme Leader's responsibilities are:

• chairing the Programme Committee, and arranging for such meetings of the Committee as considered appropriate;

• acting as the Chief Executive Officer to the programme. As such he/she will be responsible, within the agreed policies of the Programme Committee, and Academic Boards, for the efficient operation of the programme as approved by the Institute;

• supporting and encouraging their teaching team including PDP;

• advise the Programme Committee on its proper responsibility for the continuing development of the programme;

• liaise on behalf of the Programme Committee with all staff as appropriate;

• be empowered to take on behalf of the Programme Committee any reasonable action with respect to the proper functioning of the programme;

• recommend areas for curriculum development;

• co-ordinate the assessment schedule and ensure that it is communicated to students and the Director of Education;

• liaise with Student Support Officers to ensure that appropriate study support is available;

• recommend the appropriate level of resources required and liaise with the teaching team;

• undertake training and professional development and contribute to the training of others;

• actively participate and organise Peer Support systems;

• monitor & respond to the student voice including regular meetings with the student Rep.;

• monitor course feedback and the student voice;

• organise all areas of assessment procedures, facilitate monitoring, joint marking, internal verification;

• maintaining the quality of academic standards by supporting the rules and regulations concerning exam procedures and conduct of the student and teaching team.

8. Student Support Strategy

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

• Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;

• Student Support Officers for student referral where appropriate;

• Academic documentation, such as Programme and Student Handbooks;

• induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;

• student group representatives (student voice).

1) For Business courses, applicants are requested to submit either:
   a piece of written work/Essay/Exam/Business case developed in his/her study pathway completed before the application.
   If the applicant doesn't have a written work to submit, he/she might requested to develop a business case/essay based on indications received by the School he/she wants to attend, and related to the area of study or pathway he/she is applying to.

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Undergraduate programmes   **Study Abroad course**   **Fashion Business, Digital Communication**   **07**
& Media Semester

Student Support Officers
A dedicated Student Support Officer is available for all students on the programme.
For academic counselling, Student Support Officers will liaise with tutors and Programme Leaders to offer practical advice to resolve specific academic difficulties.
A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.
For matters of pastoral care the Student Support Officers will help in:
• finding their way around;
• managing their time;
• dealing with stress;
• 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 Evaluation
Student feedback is essential to the 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 following:
• informal contact with Programme Leader and subject 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;
• Semester/Term Questionnaire;
• resources Questionnaire (at the end of each academic year);
• 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.
In order to 'close the feedback loop' and to communicate any improvements resulting from participants attedance, at least once in the academic year, programme teams relate back to participants the actions taken in response to their views.
Participants will be asked to answer to a series of questions, for example, if it was clear what they were meant to be learning on the programme, if the teaching had helped them learn effectively and if they have developed new skills or improved the existing ones. The data will be analysed and the Programme Leader will be required to comment on:
• key strengths and issues arising from student performance;
• key strengths and issues arising from student feedback.