



**istitutomarangoni**



**EXECUTIVE SHORT COURSES  
FASHION PRODUCTION &  
SUSTAINABILITY**

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 short executive courses provide an opportunity to broaden horizons and update expertise in all areas of the business.

### 1. Certification attained

Istituto Marangoni Certificate

### 2. Course Learning Outcomes

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

- adopt sustainability as an essential quality for building a reputation as a credible player in the international fashion system;
- develop a strategic approach to the concept of sustainability improving product and production;
- organize the strategic communication tools that can be used to foster an increase in the corporate brand value.

### 3. Course Description & Assessment Methodology

#### Course description:

The fashion manager must be capable of interpreting how the market is evolving and optimising the competitive advantages of the product. Today, sustainability is an essential quality that must be present in order to appear credible in the international scene and the world of fashion is paying close attention to the themes related to sustainable development, from the improvement of the production process to its communication.

**Weekend 1:** participants in the course will analyse sustainability as an essential quality for building a reputation as a credible player in the international fashion system. They will study in close detail the series of initiatives launched in the textile, clothing and accessories sectors which have led to the creation of the ethical garment as the component of an aesthetic and social lifestyle.

**Weekend 2:** adopting a strategic approach to the concept of sustainability, the participants will analyse the impact of this on the production process and on the changes required to implement a new sustainable company policy. Participants will examine the production chain to study in depth the production systems of eco-sustainable fibres and fabrics, their uses and properties, analysing cases of companies that have adopted sustainability as a key factor of success and innovation.

**Weekend 3:** participants will analyse the sociological aspects of the consumption of the fashion product and this will lead them to investigate the evolution of the supply chain and how to design a sustainable fashion collection.

The life cycle of the fashion product has changed over the years, continuously increasing the frequency of purchase based on the fact that products quickly become obsolete.

**Weekend 4:** participants will study the strategic communication tools that can be used to foster an increase in the corporate brand value, using the consolidation of sustainable production processes as a competitive edge. The classroom lessons will be alternated with workshops and presentations by companies from the industry.

#### Assessment:

Depending on the nature of the executive course, the following assessment methodology may be referred to:

#### 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 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.

#### 4. Educational Aims

The educational aims are:

- to develop flexible approaches to programme delivery and participant support, which reflect the needs and expectations of learners at the appropriate level;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the, creativity, 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, reflective practice and engagement within the fashion, design, and creative industries.

#### 5. Study Areas / subjects covered

Main study areas

Main study areas

Process Product

Project Development

Seminar

#### 6. Tutor/lecturer 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 Participant 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.

#### 7. Participant Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the participant experience, in an 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;

#### Participant Support Officers

Istituto Marangoni provides Faculty Participant Support Officers, who act as the first point of contact for participants for pedagogical counselling. For any other matters the Participant Support Officers help in:

- managing time;
- dealing with stress;
- exam tips;
- getting the best from the 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.

## 8. 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.