



## **Istituto Marangoni Miami**

3700 NE 2nd Avenue, Miami FL 33137

(305) 424-9434

## **Catalog**

# **2017**

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## **WELCOME TO ISTITUTO MARANGONI MIAMI**

### **STATEMENT OF PURPOSE**

The essence of fashion and design: this is what is taught at Istituto Marangoni's international network of schools and training centers worldwide. Professionals who are passionate about their work and willing to share their expertise teach young talent fashion, design and creative.

Where theory is taught alongside practice, students learn that creativity is a gift to be continuously nurtured, nourished and stimulated, with both passion and dedication. It is the same passion for the world of fashion and design with which our teachers teach. Istituto Marangoni Miami programs are designed to respond to the needs of the industry today, and are constantly monitored to ensure these needs are met.

### **MISSION & GOALS**

To excel as a center of professional and creative learning in the Fashion, Art and Design fields; to nourish international industries, providing talented Istituto Marangoni Miami graduates from all over the world.

We strive to achieve this mission by:

- offering an extensive and detailed educational portfolio
- achieving the academic standards with modern and dynamic curricula focused on results; integrating the spirit of 'Italianness' into the experience of students on a daily basis through both curricula and the school experience;
- celebrating the global and multicultural reach of Italian culture through Fashion, Art and Design; supporting and developing the potential of our teaching and administrative staff, by means of constant and punctual training;
- placing Istituto Marangoni Miami at the center of the Fashion, Art and Design cultures, with the support and collaboration from Istituto Marangoni's established network of international school locations in leading world cultural capitals; Milano, Firenze, Paris, London, Shanghai\* and Shenzhen\*
- further strengthening historical and recent connections with the most important companies and personalities in the luxury Fashion, Art and Design market.

Since 1935, this has been the mission of Istituto Marangoni, beginning with fashion and extending to design and fashion business, always with the aim of providing those who choose Istituto Marangoni institutes, schools and centers for their training to express themselves creatively. Today, all Istituto Marangoni schools are part of an established and recognized aesthetic laboratory of European-style culture with a specifically Italian imprint.

\* Training centre

### **VISION**

Following in the footsteps of Istituto Marangoni's international network of schools and training centers worldwide in enhancing talents since 1935, Istituto Marangoni Miami's vision is to always be at the centre of style, to drive student's ambitions and dreams through creativity and innovation, to support creative industries worldwide, and to provide a solid and cross-disciplinary approach to education, research and business solutions in the world of Fashion, Design and Art.

### **OWNERSHIP / LEGAL CONTROL**

Istituto Marangoni Miami is Owned by Istituto Marangoni Miami, Inc

Istituto Marangoni Miami Inc. is a for profit corporation in the state of Florida operated by the President of the Company, Hakan Baykam.

A Board of Directors controls the Istituto Marangoni Miami Inc. It is composed by a President & CEO, and Chief Financial Officer. The academic structure of full time teachers has been entirely recruited within the

Istituto Marangoni's companies in the world headquarters will refer to a School Director. The School Director is a direct report of the Board of Directors.

### ACADEMIC CALENDAR AND HOLIDAYS

<b>Academic year 2018 (SPRING 2018)</b>	
First day of Classes (1 <sup>st</sup> semester start)	January 8, 2018
Drop / Add Period	Jan 8 – Jan 16, 2018
Martin Luther King Jr. Day	January 15, 2018
Drop / Add Period	Jan 8 – Jan 16, 2018
President's Day	February 20, 2018
Spring vacation begins	March 12, 2018
Spring vacation ends	March 18, 2018
Easter /Passover Holiday	March 30, 2018
Last day of Classes (1 <sup>st</sup> semester end)	April 27, 2018 (exams May 14 - 25)
Exam session (Spring 2018)	May 1 - 11, 2018

<b>Academic year 2018 (SUMMER 2018)</b>	
First day of Classes (2nd semester start)	May 14, 2018
Last Day to Add/Drop Courses	May 14 - 21, 2018
Memorial Day Holiday	May 28, 2018
Independence Day Holiday	July 4, 2018
Last day of Classes (2 <sup>nd</sup> semester end)	August 3, 2018
Exam session (Summer 2018)	August 6 – 10, 2018

<b>Academic year 2018 (FALL 2018)</b>	
First day of Classes (3 <sup>rd</sup> semester start)	August 27, 2018
Drop / Add Period	August 27 – September 4, 2018
Labor Day	September 3, 2018
Drop / Add Period	Jan 8 – Jan 16, 2018
Last day of Classes (3 <sup>rd</sup> semester end)	December 7, 2018
Exam session (Fall 2018)	December 10-21, 2018
Winter Break	December 24 – January 2, 2018
<i>*Please note that the academic calendar dates are subject to change. All dates will be confirmed at the beginning of the semester.</i>	

### GENERAL INFORMATION

#### HOURS OF OPERATION

School Hours	Monday to Friday	8:00AM – 9:00PM
	Saturday	9:00AM – 3:00PM
Office Hours	Monday to Friday	9:00AM – 5:00PM
Library	Monday to Friday	9:00AM – 7:00PM
	Saturday	9:00AM – 1:00PM

### LICENSING



Istituto Marangoni Miami Inc. is a private institution organized as a for profit corporation under the Laws of the State of Florida and Licensed by the Commission for Independent Education, Florida Department of Education. Additional information regarding this institution may be obtained by contacting the Commission at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, toll-free telephone number (888)224-6684.

#### **ACCREDITATION**

Istituto Marangoni Miami School is currently not accredited.

#### **SEMESTER CREDIT SYSTEM**

The semester credit system at Istituto Marangoni Miami will run from:

Spring: January to May  
Summer: July to August  
Fall: August to December

#### **ORGANIZATION AND ADMINISTRATION**

##### **OFFICERS OF THE SCHOOL**

The organizational structure of Istituto Marangoni Miami is simple and flexible, allowing the school to expand to fit the diversification of the school programs and new demands based on growth. The school administrators consists of the following:

Hakan Baykam – President Istituto Marangoni Miami Inc

Giorgio Invernizzi – Chief Financial Officer

As the School develops through increased enrollment there will be an increase in leadership and operational position. These positions will cover: directors, faculty, orientation, admissions, student support, and careers development.

The management of Istituto Marangoni Miami activity is divided into two main branches: “Academics” and “Administration”.

**The Academic Team is responsible for the quality of the programs;** it is in charge of designing, developing and delivering programs; it also manages the students’ academic support, the monitoring of the programs and their continuous improvement year on year and for providing students’ pastoral support from their enrolment to graduation and their first contact with the professional world.

Faculty and Program Leaders are members of the Academics Team .

**The Administrative Team is responsible for the organizational part of programs**

##### **GOVERNANCE OF THE SCHOOL**

The Officers of the School manage the operations of the School. The Officers have the authority to conduct the following functions:

- Establish policies and procedures for the school;
- Select the School Director of the school;
- Amend and approval the annual budget of the school;
- Determine the compensation of the School Directors, and other staff members;
- Perform any tasks in the administration of the school.

##### **SCHOOL ADMINISTRATORS**

**President & CEO** Hakan Baykam

The primary responsibilities are to oversee all School functions and all ultimate decision-making); give final approval on all faculty hiring and other major decisions (except those decisions requiring Board approval); network with pertinent industry personnel; promote the School within the community;

modify the purpose and missions of the School as it grows and develops and as the needs of students and the market change over time; and perform other duties as designated by the Board of Directors.

#### **Chief Executive Officer CEO**

The responsibilities of the Executive Officer include the supervision of academic affairs, faculty and student services. The Officer administers the day-to-day operations of the School consistent with the standards and procedures adopted by the School.

#### **Chief Financial Officer CFO** Giorgio Invernizzi

The responsibilities of the Chief Financial Officer are the administration of financial affairs and involvement in public service, networking with pertinent industry personnel, as well as the physical facilities of the School, and the general administration of the School consistent with its adopted standards and procedures. The Chief Financial Officer develops and administers the School budget, and supervises the maintenance of employee records for payroll and benefits and directs the implementation of payroll for all personnel. The CFO performs other duties as designated by the President.

#### **School Director** Pablo Arbelaez

The School Director is the highest level at the School and manages and supervises school operations and the activities of the staff, both Academic and Administrative.

#### **Academic Director/Director of Education** Massimo Casagrande

The Director of Education (DE) is responsible for course selection, quality and content. Furthermore they oversee admissions and assist in developing registration schedules and procedures, analyze academic records, statistics and archives, and direct the preparation of student transcripts. The DE is assisted by the School Director in monitoring the awarding of titles and degrees and in monitoring retention of students. The Director of Education reports directly to the School Director.

#### **Information, Orientation & Admissions** Giulia Camporese


The Information Office provides information on all the courses and programs of Istituto Marangoni Miami, and provides support for every phase of a students' enrolment. An Orientation service offers the possibility to individually discuss which would be the correct program for candidates' talents and interests. During an interview, candidates can present their work or portfolio, especially if they have already attended other schools in the Fashion field. The Orientation service is also available to support students in finding accommodation.

#### **Librarian/Reception**

Desiree Roland is the librarian for the school. The school has also contracted with (Library and Information resources) LIRN to provide the students an extensive sources of information. The Library Service aims to make the learning resources well managed, relevant, up-to-date and easily accessible for students and also to support students in the correct use of these resources and in research practices themselves.

#### **Careers Service**

For participants who are nearing graduation Istituto Marangoni offers a careers service for professional orientation; from the preparation of a Resume / CV and interview techniques, through to contact with companies offering internships and other professional opportunities.

 Job placement is not guaranteed.

#### **FACILITIES & SPACES**

Istituto Marangoni Miami is located at 3704 NE 2nd Avenue, Miami FL 33137.

The space consists of 21,957 square feet. The School facility is equipped to accommodate the needs of the School's students, faculty and staff. Classrooms contain adequate seating and traditional educational equipment applicable to the specific educational area. In addition, several classrooms contain technological and audio-visual devices to provide students with an educational experience. The

School facility also includes labs and small classrooms, where faculty may hold smaller learning sessions. Students have access to the School library's computer lab, which holds computers and high-speed Internet connections.

In particular, classrooms are divided into:

- theory classrooms: for frontal lectures;
- design classrooms: when drawing and designing is the core of the lecture;
- pattern-cutting studios: where sewing machines, irons, dummies and other features can be used for the pattern making lectures;
- computer rooms

### **PARKING & ACCESS**

Two large public parking areas are located next to the school. The school does not have allocated parking.

### **CAMPUS SAFETY & SECURITY**

The school has the utmost concern for the safety of each student, faculty member, and staff. All students, employees, and visitors should promptly report crimes in progress, accidents, and any other emergencies to local law enforcement by dialing 911.

### **CAMPUS SAFETY**

#### **student keycard access**

For security reasons students access the school buildings by showing their student keycard which has to be swiped at the entrance, and on exit, via the bar-code readers provided.

Should the student forget their card, reception staff will allow access only after manual registration and demonstration of validated ID. In case of loss, a one time duplicate card will be issued free of charge. Any additional duplicate cards requested will be subject to an administrative fee of \$20.00 for each card.

In order to keep students, their belongings and the schools resources safe at all times. Istituto Marangoni Miami requests that entry is not allowed to anyone other than Istituto Marangoni students and staff, unless expressed permission has been granted by school staff

### **MAJOR POLICY STATEMENTS**

This section of the school catalog outlines policies and procedures relevant to students enrolled at Istituto Marangoni Miami.

### **HEALTH AND SAFETY**

The school acknowledges that it is its duty to ensure, so far as reasonably practicable, the health, safety and welfare of the students, staff, and anyone else who comes to the school. It is the policy of the school to provide and maintain, as far as reasonably practical, a working environment that is safe and without risk to health.

Consequently, the school will, when reasonably practical:

- provide and maintain safe and healthy working conditions;
- provide and maintain safe machinery;
- provide information, training and supervision to enable staff and students to perform their work safely;
- maintain high standards of health, safety and welfare in all School activities.

### **FREEDOM OF ACCESS / NON DISCRIMINATION**

Istituto Marangoni Miami is open to all students who are qualified according to the published admission standards. The School encourages applications from qualified applicants of both sexes, from all cultural, racial, religious, and ethnic groups. The School is committed to non-discrimination with

respect to race, creed, color, religion, age, disability, sex, sexual orientation, marital status, national origin, veteran status, political affiliations or opinions. All School employees have a responsibility to maintain their work free of discrimination.

All acts of discrimination must be documented in writing, specifying the basis for discrimination. The complainant must enumerate all types of discrimination in the statement, identify the offender, and turn in the complaint to School Officers. In absence of a written complaint, the employee or faculty member who received the complaint must document it in a memorandum to be referred to Student Development or Human Resources, as appropriate. Unless the complainant signs it, it will be an informal complaint.

Istituto Marangoni Miami will investigate all complaints. Investigations may include interviews, preparation of statements, reports with summary of the investigation, description of investigation process, findings and recommendations. Reports will be kept confidential.

The School may attempt conciliation between the parties involved. If conciliation is not achieved, the designated official from the school will issue a formal report. Final reports shall be issued within 60 days of receiving the complaint. The alleged offender and complainant will be notified in writing of the outcomes, and procedures for appeal. Upon this final report, corrective action, including sanctions, will be considered and implemented.

Claims to be found frivolous will result in appropriate sanctions against the complainant, as determined by the program leaders. Possible sanctions may include, but are not limited to written reprimands on the student or employee's record, restriction or loss of privileges, and suspension. Complaints may be withdrawn, but Istituto Marangoni Miami reserves the right to continue investigating as it was made aware of a possible act of discrimination. Any attempt(s) at retaliation shall be treated as a separate allegation of discrimination.

By the time a determination of appropriate disciplinary action or resolution has been reached, all parties will have been contacted and circumstances will have been fully evaluated. However, individuals have five days to appeal determination of sanctions. Such appeals shall be directed to the school director which will re-evaluate the determination as deemed appropriate.

#### **ACADEMIC INTEGRITY POLICY**

Integrity is essential to an educational institution and to the entire educational experience. Individual students, faculty, and staff members must affirm this quality. The importance of integrity and ethics is an integral part of life at Istituto Marangoni Miami.

The Academic Integrity Policy requires that all members of the School conduct themselves honestly in all endeavors. Therefore, cheating, plagiarism and other acts contrary to academic integrity are unacceptable and will not be tolerated at Istituto Marangoni Miami. Appropriate action will be taken against dishonest students, faculty, staff, and administrators.

Self-expression is also an essential component to a rewarding and fulfilling educational experience. A school setting is an ideal forum for self-expression, voicing disagreement and challenging accepted traditions. However, while the goal of the School is to educate and encourage, it also must curtail behavior that adversely affects others. As such, Istituto Marangoni Miami's policies require that such self-expression, although encouraged, must be delivered in a civil manner, exhibiting respect for others at all times.

#### **ALCOHOL AND DRUG USE**

Istituto Marangoni Miami as an institution of higher education is dedicated to the well being of all members of the students, faculty, employees, and administrators. In demonstration of its concern with the misuse of alcohol and other drugs, it is the policy of Istituto Marangoni Miami to prevent substance abuse through education and prevention. The School recognizes alcoholism and drug abuse as an illness or treatable disorder, and it is the School's policy to work with members of the school community to provide channels of education and assistance. However, it is the responsibility of the individual to seek assistance. The School also recognizes that the possession and/or use of certain substances are illegal, and the School is obligated to comply with local, state, and federal laws.

Istituto Marangoni Miami's alcohol and drug policies are as follows:

While on, or engaged in any school related-activity, members of the school community must be in a fit condition to perform appropriately. Being under the influence of alcohol and/or drugs is prohibited and may subject the individual to disciplinary action, including the possibility of dismissal.

#### **TOBACCO USE POLICY**

The School wants to promote a healthful and clean work environment for students, employees, staff and visitors. In accordance with Florida's Clean Air Act (FCIAA), smoking is prohibited in all School buildings. This includes, but is not limited to, any classroom, laboratory, library, faculty office, administrative offices, dining facility, or any other facility owned or controlled by the School. School administrators may subject to disciplinary action as well as any students, faculty members, or staff found in violation of this policy.

#### **POLICY AGAINST SEXUAL HARASSMENT**

It is the intent of Istituto Marangoni Miami to protect all employees and students from sexual harassment. Not only is sexual harassment a violation of Title VII of the Civil Rights Act of 1964, it also undermines the integrity of the employment and academic environment, debilitates morale, and interferes with the effectiveness of employees and students. In accordance with the Equal Employment Opportunity Commission's published guidelines, unwelcome sexual advances, unwanted requests for favors of a sexual nature, and any other unwanted verbal or physical conduct of a sexual nature are considered sexual harassment if:

- Explicit or implicit submission to sexual overtures is made a term or condition of employment;
- Employment decisions are made on the basis of whether submission to or rejection of sexual overtures occurred; and
- Sexually intimidating, hostile, or offensive atmosphere unreasonably interferes with an individual's work performance.

At Istituto Marangoni Miami, sexual harassment of or by employees includes the following:

- Unwelcome or unwanted sexual advances. This includes unwelcome physical contact or sexual advances considered unacceptable by another individual;
- Requests or demands for sexual favors. This includes subtle or blatant pressures or requests for any type of sexual favor, accompanied by an implied or stated promise of preferential treatment or negative consequence concerning one's employment status or student status;
- Verbal abuse that is sexually oriented or considered unacceptable by another individual, as well as sexually derogatory comments. This includes commenting about an individual's body or appearance when such comments go or other tasteless sexually-oriented comments or innuendoes or actions that offend others; Engaging in any type of sexually oriented conduct that would unreasonably interfere with another's work performance. This includes extending unwanted sexual attention to someone that reduces personal productivity or time available to work at assigned tasks; or
- Creating a work environment that is intimidating, hostile, or offensive because of unwelcome or unwanted sexually oriented conversations, suggestions, requests, demands, physical contacts, or attentions.
- Normal, non-coercive interaction that is acceptable to both parties is not considered to be sexual harassment. At Istituto Marangoni Miami, sexual harassment by employees of students is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when:
  - Submission to such conduct is made to appear to be a term or condition of enrollment, attendance, or participation in a class;
  - Submission to or rejection of such conduct affects academic decisions;

- Such conduct has the purpose or effect of unreasonably interfering with a student's academic performance or creating an intimidating, hostile, or offensive academic environment;
- Unwelcome physical contact, including but not limited to, patting, pinching, or touching; or Offensive or demeaning sexual remarks, jokes, or gestures.

Students aggrieved by a violation of this policy may file a grievance by reporting the conduct to the School Director. All allegations of sexual harassment of or by a student, faculty member, or any other School personnel will be promptly and thoroughly investigated by the School Officers.

Istituto Marangoni Miami recognizes sexual harassment as an insidious practice and will not tolerate sexual harassment in any manner or form. Persons sexually harassing others will be dealt with swiftly and vigorously. Any individual who violates any portion of this policy shall be subject to disciplinary action up to and including discharge.

It is improper conduct for an Istituto Marangoni Miami faculty member to engage in a romantic or sexual relationship with a student enrolled in the faculty member's class or for an employee to engage in a romantic or sexual relationship with a student that is under the employee's supervision. Romantic or sexual relationships between any faculty member and a student then enrolled in the faculty member's class (including supervised student activities for which academic credit is given) or between any school employee and a student enrolled in the school may appear to be coercive and are discouraged. Even when no coercion is present, such relationships create an appearance of impropriety and favoritism, which can impair the academic experience of all students in the school environment. At Istituto Marangoni Miami, romantic and sexual relationships between a faculty member or an employee and a student are subject to the prohibition against sexual harassment.

#### **POLICY AGAINST HAZING**

In compliance with Florida law, Istituto Marangoni Miami defines hazing as any act whether physical, mental, emotional or psychological, which subjects another person, voluntarily or involuntarily, to anything that may abuse, mistreat, degrade, humiliate, harass, or intimidate him or her, or which may in any fashion compromise his/her inherent dignity as a person. Hazing is inherently in conflict with the purpose and goals of Istituto Marangoni Miami. Therefore, such conduct will not be tolerated. Every effort will be made by Istituto Marangoni Miami to guarantee that hazing will not victimize students.

#### **LIBRARY USE POLICY**

The library's policy regarding student borrowing and return of items is posted in the library. Students are allowed and encouraged to borrow materials from the library's general collection. Students are allowed to borrow materials for up to 24 hours. These materials may also be renewed for a period of 24 hours. Fines and late fees are assessed for late items at the rate of 25 cents per book per day. Students are charged replacement value up to a cost of \$50 for any item that is lost. These fees are collected before the student is allowed to register for the next semester's classes.

#### **COMPUTER USE POLICY**

Istituto Marangoni Miami's computing facilities are provided for the use of registered users. All computer users are responsible for using the facilities in an effective, efficient, ethical and lawful manner. The School views the use of computer facilities as a privilege, not a right, and seeks to protect legitimate computer users by imposing sanctions on those who abuse the privilege.

This policy provides guidelines for the appropriate and inappropriate use of the computing resources of Istituto Marangoni Miami. It applies to all users of the School's computing resources, including students, faculty, employees, alumni and guests of the School. Computing resources include all computers, related equipment, software, data and local area networks for which the School is responsible.

The computing resources of Istituto Marangoni Miami are intended for the legitimate business of the School. All users must have proper authorization for the use of the School's computing resources. Users are responsible for seeing that these computing resources are used in an effective, ethical and legal

manner. Users must apply standards of acceptable academic and professional ethics and considerate conduct to their use of the School's computing resources. Users must be aware of the legal and moral responsibility for ethical conduct in the use of computing resources. Users have a responsibility not to abuse the network and resources and to respect the privacy, copyrights and intellectual property rights of others.

Computer hardware and software is the property of Istituto Marangoni Miami and the student is responsible for taking precautions against importing computer viruses or doing other harm to the computer. It is prohibited to copy school-purchased or leased software.

#### **EMAIL AND INTERNET POLICY**

All email communications sent or received at the school should be considered official school correspondence. Such correspondence is subject to standards of good taste, propriety, courtesy and consideration. The school under certain circumstances, such as an internal investigation, may retrieve emails, as they are subject to subpoena and discovery in legal proceedings. Respect for others' privacy dictates that students should not try to access another individual's messages without the individual's permission.

Most computers at Istituto Marangoni Miami have access to the Internet. It is expected that all individuals using Istituto Marangoni Miami's computers will use good judgment in determining the sites visited and the amount of time spent using the Internet.

#### **RULES REGARDING THE USE OF COMPUTERS**

The following rules apply to all users of the Istituto Marangoni Miami's computers. Violations of any of these rules may be possibly unlawful. An individual's computer use privileges may be suspended immediately upon the discovery of a possible violation of these rules:

1. Computer users agree to use facilities and accounts for School related activities only.
2. Accounts are considered the property of Istituto Marangoni Miami.
3. An Istituto Marangoni Miami Officer must approve all access to central computer systems, including the issuing of passwords.
4. Authorization for the use of the accounts is given for specific academic purposes.
5. Attempts to use accounts without authorization or to use accounts for other than their intended purposes are all violations of the School's rules.
6. Electronic communications facilities, such as E-MAIL are for Istituto Marangoni Miami related activities only. Fraudulent, harassing or obscene messages and/or materials are not to be sent or stored.
7. Computer users agree to the proprietary rights of software. Computer software protected by copyright is not to be copied from, into, or by using Istituto Marangoni Miami computers.
8. Computers users are required to abide by federal copyright laws and Istituto Marangoni Miami's policy regarding the use of all digital materials, including peer-to-peer file sharing.

The School Director will address inappropriate conduct and violations of this policy. In cases where a user violates any of the terms of this policy, the School may, in addition to other remedies, temporarily or permanently deny access to any and all Istituto Marangoni Miami's computing resources and appropriate disciplinary actions may be taken.

#### **REGISTERING COMPLAINTS AGAINST SCHOOL STAFF GRIEVANCE PROCEDURES**

If any student deems it necessary to file a grievance against an Istituto Marangoni Miami employee, he or she must report such incident to the Academic Service & Student Support Office. Every effort will be

made to protect the privacy of any parties involved. The student is entitled and encouraged to have an informal discussion with the Director of Education as a first step. If an informal conversation does not result in a satisfactory resolution, or if you are not comfortable speaking about the matter with the Director of Education, then the student should discuss the situation with the School Director. In cases of discrimination or sexual harassment, Istituto Marangoni Miami encourages the student to go directly to the School Director. Any complaint that is not in writing, that is, a verbal complaint, is considered an informal complaint.

After an informal discussion, if the student wishes to file a formal grievance, he/she may submit such in writing to the School Director. However, before filing a formal charge, the complaining party should first make a good faith effort to meet and confer with the party against whom he or she has a complaint in an effort to resolve the matter. The formal report should contain a statement of the problem or complaint, the facts and details of the situation, pertinent dates and the names and positions of the parties involved. The grievance must be signed and dated. Also, the student may withdraw a complaint at any time during the complaint process. A withdrawal must be made in writing to the School Director.

Upon receipt of a written formal complaint by a student, the School Director will consider the complaint. After such an investigation, the School Director will make a determination as to whether the grievance has merit as alleged. If the alleged grievance is deemed justified, Istituto Marangoni Miami will take whatever steps it deems appropriate to correct any grievance suffered by the complaining student.

Istituto Marangoni Miami recognizes that students may have legitimate complaints relating to their course, the services or facilities provided, other students, or the staff and it will take such complaints seriously and deal with them in confidence and without recrimination. All students have also a right to appeal to review their results.

Please, note that all students should access their IM email account on a regular basis, as it will be used to communicate important information regarding their course, tuition fees, award ceremonies and other matters, including Exceptional Factors claims, complaints, and appeals.

Istituto Marangoni Miami wants students to experience good learning opportunities and services. It expects that they will inform academic staff when any aspect of the learning opportunities or services it provides do not match what they were led to believe they would experience. The School views complaints by students as important feedback: when things are not right it encourages students to complain constructively, so that it can remedy matters as quickly as possible, so that the School can enhance what it offers students and so that the effects on students' learning and progress are minimized.

- Grievance Procedure Response Time Frame: 30 days from Initial Investigation and 60 days for final determination.
- Students who feel a grievance is unresolved may refer their grievance to Executive Director, Commission for Independent Education, 325 West Gaines Street, Suite #1414, Tallahassee, FL 32399-0400, 850.245.3200 or toll free at 888.224.6684."

## **REMEDIES**

If it is determined that such grievance has appropriate support, the persons or departments that are responsible for such violation will be dealt with in an appropriate manner by the supervisors or directors of such persons or programs, in accordance with applicable provisions, if any, of contracts, employment regulations, faculty and employee handbooks, or the like.

## **REVIEW BY A REPRESENTATIVE COMMITTEE**

The student may appeal this determination to an appeals committee consisting of members of the administration, faculty and student body. This committee has the right to review the determinations and to reverse or amend such decisions.

## **STUDENT CONDUCT**



## **STUDENT CONDUCT CODE**

The following are examples of misconduct for which students and/or student organizations are subject to disciplinary action by Istituto Marangoni Miami. This list should not be considered inclusive.

Dishonesty, such as cheating, plagiarism, or knowingly furnishing false information to the School.

Forgery, alteration, or misuse of School documents, records, or identification.

Theft of and/or damage to property of the School, of a member of the School community or of a visitor to the School.

Unauthorized entry to, or use of, School facilities, which are locked, closed to student activities or otherwise restricted as to use.

Tampering with fire equipment, exit lights, fire alarms, or any other Safety equipment or structures.

Disorderly, lewd, indecent, or obscene conduct or expression on School owned property or at School sponsored or supervised activities.

Abusive behavior - Any action or situation which produces mental or physical discomfort for any member of the School community, or which places the individual or group in danger of physical or mental injury. This behavior includes but is not limited to:

Sexual Harassment - inappropriate or unwelcome sexual attention to coerced sexual relations or sexual assault (also see policy on Sexual Harassment).

Verbal Harassment-statements incorporating abusive, obscene or threatening language.

Physical Harassment - use of, or threatened use of, physical force or violence.

Stalking - willfully, maliciously, and repeatedly following or harassing another person.

Any harassment on the basis of race, ethnicity, gender, disability, religion, or sexual orientation.

Forging, altering, possessing, duplicating, or using documents, keys, records, or identifications without consent or authorization.

Failing to comply with a judicial sanction, to include violation of specific probationary statutes.

Purporting to or representing another person, an organization, or the School improperly without the consent or authority.

Lying or perjuring self to School official.

Attendance during the commitment of a violation of the School student conduct code constitutes permission or condoning of the act.

Possessing, consuming, dispensing, or being under the influence of alcoholic beverages or illegal drugs in violation of the State of Florida Law or Istituto Marangoni Miami's policy.

Violating the School smoking tobacco use policy in specified facilities.

Soliciting/selling for personal or organizational profit without proper consent of School officials.

Disruption of the normal activities of the institution, including physical violence or abuse of any person or conduct which threatens or endangers the health or safety of persons, the deliberate interference with academic freedom and freedom of speech.

Possession of weapons, which include firearms (or replicas), guns, sling shot devices, grenades, knives, explosives, flammable materials or any other instrument that may be used to cause injury to body or damage to property.

Violation of other published School policies, rules or regulations.

## **ACADEMIC DISHONESTY**

## CHEATING AND PLAGIARISM

Istituto Marangoni Miami refers to the Turnitin Online Platform. Turnitin's Originality Check helps instructors check students' work for improper citation or potential plagiarism by comparing it against the world's most accurate text comparison database. All student work will be verified for authenticity before it is submitted to the professor. Cheating is defined as the attempt, successful or not, to give or obtain aid and/or information by illicit means in meeting any academic requirements, including examinations. Cheating includes falsifying reports and documents. Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws.

An incident of Cheating or Plagiarism upon which a faculty member may take action will be an event which the faculty member witnesses or has written evidence to support. A faculty member must observe this evidence directly and may not take action solely on the report of another party.

Academic Misconduct refers to any form of academic cheating and collusion.

Examples include:

- Plagiarism (presenting the work of others as if it were your own);
- Submitting assignments downloaded from the internet;
- Commissioning another person to produce a piece of work without acknowledgement;
- Cheating in examinations;
- Colluding with others to submit work (including friends or family).

Plagiarism is the most common form of cheating and is defined as stealing another person's ideas and presenting them as though they were your own.

Some examples include:

- Copying from a textbook, journal article, thesis, essay or website without providing adequate reference to the author;
- Reproducing original artwork, designs, film, sound or performance and presenting them as though they were your own;
- Copying someone else's program, database, webpage or multimedia presentation without acknowledging their work.

Throughout studies, students will be encouraged to reference the work of other artists, writers, designers or performers.

Faculty will expect to find reference to the sources of your ideas in supporting documentation, such as sketchbooks or initial drafts. This is an essential and valuable part of your education.

As long as the source of the ideas is acknowledged, this is not plagiarism.

There are different ways of doing this, for example:

- In an essay or assignment, when quoting another person's words "put their words in quotation marks" and properly reference the author within the text and in the bibliography;
- In computer software show where the information has come from in the acknowledgements or credits, e.g. 'program design – A. Brown', or 'graphics – J. Smith';
- When using an artifact, put a caption against the object, e.g. 'original photograph by Cartier-Bresson';
- If presenting an original piece of work based on an existing design or work of art, quote the source, e.g. 'after Rodin', 'after Eckersley';

- If using a strategy of 'appropriation' (i.e. the deliberate and conscious use of the style and images of another artist) make sure you tell your Faculty what you are doing and why and acknowledge the strategy when submitting work for assessment;
- In a group project make sure all the members of the group are listed. If individuals undertake specific work within the project, make sure that this is acknowledged;
- In examinations do not copy another person's work. Do not quote passages from a textbook or journal without acknowledging the source.

Failure to acknowledge the use of another person's ideas in your work may be considered a breach of the School's Academic Regulations; it may also constitute a breach of intellectual property rights, e.g. copyright. Such an offense is likely to lead to failure of that assignment and/or unit and serious or repeated offences may lead to failure of the whole stage of the course, suspension or even expulsion.

In addition, a breach of copyright may lead to legal action.

### **PROCEDURES FOR HANDLING CHEATING AND PLAGIARISM**

Any faculty member discovering a case of suspected cheating or plagiarism should make a responsible effort to confront the student with the evidence within five (5) working days. If the student can explain the incident to the satisfaction of the faculty member, no further action is warranted.

If the student denies cheating and the faculty member continues to believe cheating has occurred, the faculty member will send an Academic Dishonesty Form to the Program Leader (or director of education) of the appropriate area of study. This form is available in the office of the Director of Education. The Director of Education will hold a hearing in which the faculty member will present the evidence against the student, the student will also be present at the meeting. The Director of Education will decide who, in addition to the above, may be present at the hearing. The Director of Education will determine whether or not the evidence indicates that cheating/plagiarism has taken place.

If the student has admitted or has been found guilty of cheating or plagiarism, the following records will be kept:

- The faculty member will send an Academic Dishonesty Form to the Director of Education.
- The Director of Education will inform the student in writing that these forms have been sent.
- Records of the incident will be kept in the Office of the Director of Education.

This record shall be destroyed upon graduation or other forms of separation from the School if no further incidents of cheating or plagiarism occur.

If the records, in the Office of the Director of Education, indicate that the student has committed two offenses, both incidents become part of the student's permanent academic record.

The faculty member shall decide how the student will be graded for the course in which cheating or plagiarism occurred. The student may be required to resubmit the assignment or take a new examination. The student may receive a failing grade on the assignment or examination in question. The student may receive a failing grade for the course.

For a second or subsequent offense, the student shall be subject to suspension or dismissal from Istituto Marangoni Miami.

The student may appeal any of the above decisions in writing to the Director of Education within ten (10) working days.

### **RESPONSIBILITIES STUDENTS CONCERNING ACADEMIC DISHONESTY**

Students are responsible for knowing the policies regarding cheating and plagiarism and the penalties for such behavior. Failure of an individual faculty member to remind the student as to what constitutes cheating and plagiarism does not relieve the student of this responsibility. Students must take care not

to provide opportunities for others to cheat. Students must inform the faculty member if cheating or plagiarism is taking place.

#### **DISCIPLINARY STANDINGS**

A student's status with regard to discipline is regulated by the following definitions, which are reflected in each student's record kept at the Registration Department.

#### **GOOD STANDING**

The status of good standing indicates that a student has been duly enrolled in the School and is eligible to participate in all activities of the School. A student is presumed to be in good standing unless the student engages in an established misconduct.

#### **WARNING**

This status indicates that a student has been through the judicial process due to the seriousness of his/her conduct and has been cautioned that further behavior of the same or similar type will be cause for further disciplinary action by Istituto Marangoni Miami.

#### **DISCIPLINARY PROBATION**

This status indicates that the student's behavior has raised serious questions concerning the student's status as a member of the School community. The student will be given a stated period during which his/her conduct will establish whether he/she is to be returned to good standing by having met definite requirements in behavior or whether he/she is to be suspended or dismissed from Istituto Marangoni Miami. The Director of Education may impose the sanction of disciplinary probation on a student.

A statement of offense and decision will be placed in the student's file in the Registration Department. If while on disciplinary probation a student is found responsible for a further infraction of School policies/regulations, the student will be subject to the possibility of suspension/expulsion from Istituto Marangoni Miami.

#### **SUSPENSION**

The status of suspension indicates the suspension/separation of the student from Istituto Marangoni Miami for a stated time due to serious or repeated violations of the rules or for undesirable conduct on the part of the student. A student will be permitted to re-register for courses after a semester probation period. The Director of Education may impose suspension.

Statement of offense and decision will be placed in the student's file in the Registration Department.

#### **EXPULSION**

The School Director reserves the right to expel a student in cases of serious infraction of disciplinary rules.

This status, the most serious disciplinary action taken by the School, indicates the immediate, involuntary and permanent separation of a student from Istituto Marangoni Miami because of established gross misconduct on the part of a student.

After notice of expulsion, a student must leave the campus immediately. The expelled student does not have the privilege to apply for readmission to Istituto Marangoni Miami. Statement of offense and decision will be placed in the student's file in the Registration Department. A student's transcript will include documentation of expulsion.

#### **APPEALS TO DISCIPLINARY STANDINGS**

A student may appeal any of the above decisions in writing to the Director of Education within 10 working days.

#### **DISCIPLINARY RECORDS**

Istituto Marangoni Miami will retain disciplinary records for one year after graduation. The School reserves the right to keep records for a longer period of time if so specified in the sanction letter.

## **STUDENT SERVICES**

Under the supervision of the Director of Education, the School student services are in place to assist students with their various needs. The goal of effective and worthwhile student services is to assist students and to directly involve the students in the affairs of the institution, fostering a sense of community among students, faculty and administration.

Istituto Marangoni Miami provides Student Service Officers, who can act as the first point of contact for students who may require counseling on personal issues.

At the beginning of each semester, Student Service Officer and the Librarian will give presentations on various aspects of the study at Istituto Marangoni Miami, e.g. examinations, attendance monitoring, library resources, managing their time, dealing with stress, exam tips.

## **ACADEMIC ADVISING**

As previously mentioned, Istituto Marangoni Miami is an institution that emphasizes not only academic and professional growth, but also personal development and the nurturing of each student. Coordinators serve as liaisons between students and the faculty/administration. It is the role of the Student Service Officers and Program Leaders to advise and mentor students with regards to academic and professional decisions. In addition, each faculty member is receptive to developing a professional, yet personal relationship with each student. As such, the students should feel comfortable, if the need arises, to seek advice of a faculty member with regards to academic and professional matters.

## **PLACEMENT SERVICES**

Istituto Marangoni Miami Career Service Office provides career support for students at undergraduate and postgraduate level. The purpose of the Career Service is to bridge the gap between Istituto Marangoni Miami and the job market. To do so, mentoring and counseling activities are organized throughout the academic year. These comprise of workshop to be delivered within the classrooms, and individual meetings with eligible students.

During these individual meetings, Resumes / CVs and portfolios are revised and students are encouraged to talk about their career goals and expectations, while being advised on professional paths and on strategies to tackle the working world. In order to further enhance job market knowledge, the Career Service organizes seminars and round table discussions with fashion professionals, HR managers and head-hunters, usually on specific topics such as: career paths, personnel research methods and job figures. Internship opportunities may be offered to graduates. Upon successful completion of studies, the Career Service supports alumni in the search for opportunities and recruitment initiatives for one year after their graduation. Companies addressing their recruitment needs to Istituto Marangoni Miami Career Service are offered a pre-selection of profiles that are suitable for their vacancies.

The Career Service also researches and develops additional contacts within the working world, for collaborations and resume/CV proposals to companies. Istituto Marangoni Miami does not guarantee employment.

## **STUDENT WITH DISABILITIES**

Istituto Marangoni Miami does not discriminate on the basis of disability in the admission or access to, or operations of, its programs or activities.

This notice is provided as required by Title II of the Americans with Disabilities Act of 1990. Accommodations are granted on a case-by-case basis for those students who are eligible by showing sufficient documentation of disability in compliance with all Federal and State Laws. The school administrators will handle provisions of accommodations for students with disabilities in compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. Reasonable and specific accommodations are developed with each student based on current documentation from an appropriate licensed professional. All accommodations are individualized, flexible, and confidential based on the nature of the disability and the academic environment.

The school currently provides handicap access in its classrooms and facilities. Requests for other accommodations must be made to the Director of Education. On occasion, the Director of Education may work together with the School Director to resolve requests concerning academic adjustments.

With the goal of promoting integration and equality among the student population, the School provides individual assistance to students with documented disabilities. Disclosure of disability is voluntary. Students with disabilities must request adjustments or other accommodations prior to the admissions/enrollment time frame of each semester, and provide appropriate documentation to the Director of Education. Documentation received may be questioned if proper credentials are not provided, or if the diagnosis is without supporting data. The School maintains all records as confidential.

Upon review of the documentation, the Director of Education will develop a letter of acknowledgement of the disability and the appropriate accommodations that will be provided to the student. The Director of Education will contact the student's professors to notify them of the authorized adjustments. In case the adjustments do not work, the student must notify Director of Education in order to ensure timely arrangements.

Students that require extra time for testing may take examinations under the supervision of the Director of Education, in agreement with the course professor. Students should allow two to three weeks for processing of additional aids or educational materials. The School provides these auxiliary aids and services on an individual basis. These aids and services may include, but are not limited to: registration assistance, approval of reduced course load, letters to instructors outlining accommodation needs, note takers, testing accommodations, classroom and other facility accommodations, and assistance with accessibility issues.

Istituto Marangoni Miami will take into account the dates of requests for adjustments in the evaluation of grade appeals. Students should keep in mind that arrangements are provided to aid in the completion of course requirements, not to provide excuses for missing assignments or other coursework. All students may appeal grades. For this process, please refer to Procedure for Grade Appeals.

#### **APPEAL DISABILITY DOCUMENTATION DECISION**

The student may appeal any decision related to a requested accommodation or auxiliary aid to the Director of Education who will respond to the students appeal not later than ten (10) days upon submission of a students appeal. Such an appeal must be made in writing to the Director of Education not later than ten (10) days following the decision as to a requested accommodation or aid. Any position paper, brief, medical documentation or other written material, which the student desires to be reviewed by the Director of Education, shall be submitted together with the notice of appeal. The Director of Education shall investigate and respond to the notice of appeal in writing, stating the decision, together with the reasons for either affirming or reversing the previous decision as to an accommodation or auxiliary aid.

#### **FINANCIAL AIDS / SCHOLARSHIPS**

Istituto Marangoni Miami is not currently offering Financial Aid or Scholarship.

#### **UNDERGRADUATE PROGRAMS ADMISSIONS**

- High school diploma, GED, or evidence of secondary education
- Completed enrollment agreement,
- \$100 non-refundable application fee,
- Updated resume/cv,
- Personal statement that describes the applicant's professional accomplishments and goals.
- Copy of valid government issued ID, for example passport

#### **ACADEMIC REGISTRATION, REGULATIONS AND COURSE SELECTION**

A schedule of courses is published and distributed at the Student Services approximately one week prior to advance registration for each semester. Please note that the information contained in the schedule is subject to change at any time. Students should confirm the information prior to registration.

Returning students may register during early registration period or regular registration periods. Please consult the Academic Calendar for the dates. On the dates set forth in the Academic Calendar, students must register for courses offered by the School. Before students are eligible for registration, they must have undergone academic advisement.

Students may register by completing the registration forms and delivering such forms in person to the Admissions Office.

**DROP/ADD PERIOD**

Students may make schedule changes by filing a drop/add request form with the Registration Department during the drop/add period. The end of the first week of classes is the last day for adding and changing courses. Please see the academic calendar for specific dates.

**UNDERGRADUATE TUITION, FEES AND OTHER EXPENSES**

Program	Credit Hours	Total Per Credit Hour	Total Cost	Application Fee	Graduation Fee	Total Including Fees *
Bachelor of Arts Fashion Design	120	\$ 1200	\$ 144,000	\$ 100	\$ 250	\$144,350
Bachelor of Arts Fashion Business	120	\$ 1200	\$ 144,000	\$ 100	\$ 250	\$144,350
Bachelors of Arts Fashion Styling	120	\$ 1200	\$ 144,000	\$ 100	\$ 250	\$144,350
Associates of Art Fashion Studies	60	\$ 1200	\$ 72,000	\$ 100	\$ 250	\$ 72,350

\* See Academic Calendar for dates. An initial registration after the end of the Drop/Add period will incur a \$100 late registration fee.

Tuition and other registration fees are due on or before the last day to register for any given semester. Students should consult the Academic Calendar regarding the deadline. Students will not be officially enrolled in Istituto Marangoni Miami until all fees are fully paid. Any students owing money to Istituto Marangoni Miami, regardless of the debt, will not be permitted to register.

**Books and materials for BA programs**

Students on full-time programs will need to cover the cost of books and materials for an estimated cost from \$1,000 / \$1,500 per year. Year 3 and year 4 Fashion Design programs include the development of collections and/or portfolios, all additional material costs are covered by the student.

**Secondary fees (2017/18)**

- Application fee \$100 (non-refundable)
- Late Payment Fee\* \$100
- Late Registration Fee\* \$100
- Reinstatement fee \$100
- Graduation fee \$250
- Transfer courses review fee \$350
- Library Item loss fee \$50
- Student Card second duplicate fee \$20
- Official Transcript request fee \$25
- Non-official Transcript request fee \$5

\* See Academic Calendar for dates. An initial registration after the end of the Drop/Add period will incur a \$100 late registration fee.

**PAYMENT METHODS**

The Academic Calendar will indicate the Payment Due Date for tuition and fees. Tuition and fees may be paid by credit card, check or money order at the Admissions Department. On or before the last day of the Registration Period, the students should have paid in full.

Payment by installments is currently not accepted at the Istituto Marangoni Miami School. In exceptional circumstances an alternative payment schedule may be discussed and agreed at the discretion of the School Director.

The application fee must be paid upon initial enrollment. For other students the payment of the tuition fee should be received:

- no later than 30 days before the first day of courses starting Fall 2017
- no later than 30 days before the first day for courses starting Spring 2018

The application fee is not refundable.

Textbooks are not included in the tuition fee. Students will be given advance notice to purchase any required textbooks for study. A full list of books and recommended reading can also be found on the Program Outlines.

### **REGISTRATION CANCELLATION FOR NON PAYMENT**

Failure to pay tuition in full by the payment due dates set forth by the individual student will result in the School's cancellation of the student's registration for that year.

Students cancelled for non-payment of fees have the following options: Reinstatement requires immediate fee payment in full using a Webcheck or credit card plus a \$100 late payment and a \$100 reinstatement fee. Reinstatement after the cancellation of classes requires an appeal to be filed with the Admissions Office.

### **ACADEMIC REGULATION AND PROCEDURES**

#### **DROP/ADD PERIOD**

Students who drop individual courses during the drop/add period specified in the Academic Calendar will receive a total refund for the tuition and fees for the course.

For fall and spring semesters, students may add or drop courses during the first week of the term without incurring a fee and without receiving a "W" on the transcript for dropped courses. The Friday of the first week of the semester is typically the last day for adding/dropping courses and changing sections, but refer to the Academic Calendar, as the last day for the drop/add period may vary.

#### **AFTER DROP/ADD PERIOD**

Students who drop a course after the drop/add period will not receive a refund unless the drop takes place due to exceptional circumstances, such as illness, military conscription or death of an immediate family member. Situations such as employment changes, relocation of home, transportation problems, dislike for the instructor/course, etc., are not considered "exceptional circumstances."

#### **DROP/ADD PROCEDURE**

To drop an individual course or courses but remain enrolled in the School, students must complete and file a change of status from the Admissions Office.

#### **CANCELLATION AND REFUND POLICY**

Students are advised that if they choose to make monthly tuition payments, the student must complete payments for the entire semester prior to the subsequent registrations being accepted. Should the student either drop a course(s) or withdraw from a course, the student is required to notify the Records/Registrar's office by using the appropriate form and submitting that form to the aforementioned office. Should the student be terminated or cancel their registration for any reason, the student understands that all refunds will be made according to the following refund schedule:

Should a student's enrollment be terminated or cancelled for any reason, all funds will be made according to the following refund schedule:



1. Cancellation can be made in person, by electronic mail, by Certified Mail or by termination.
2. All monies will be refunded if the School does not accept the applicant or if the student cancels within three (3) Business Days after signing the Enrollment Agreement, and making initial payment.
3. Cancellation after the third (3rd) Business Day, but before the first class, will result in a refund of all monies paid, with the exception of the registration fee, not to exceed \$150.00.
4. Full-time students: cancellation after attendance has begun follows the drop/add procedure. Students who drop a course after the drop/add period (one week from the start of classes) will not receive a refund unless the drop takes place due to exceptional circumstances, such as illness, military conscription or death of an immediate family member. Situations such as employment changes, relocation of home, transportation problems, dislike for the instructor/course, etc., are not considered "exceptional circumstances." (For more information, see paragraph 10. Exceptional Circumstance Withdrawal below.)
5. Students other than full-time: cancellation after attendance has begun, but prior to 20% completion of the coursework the student is enrolled for, will result in a Pro Rata refund computed on the percentage of coursework completed.
6. Students other than full-time: cancellation after completing 20% of the program will not receive a refund unless the cancellation takes place due to exceptional circumstances.
7. Termination Date: When calculating the refund due to a student, the last date of actual attendance by the student is used in the calculation unless earlier written notice was received.
8. Refunds will be made within 30 days of termination of the student's enrollment or receipt of a Cancellation Notice from the student.
9. Under a Pro Rata Refund Calculation, the School is entitled to retain only the percentage of charges (tuition, fees, used books, etc.) proportional to the period of enrollment completed by the student.
10. Exceptional Circumstance Withdrawal (also includes Medical Withdrawal, with Doctors note)

#### **COURSE LOAD**

**Undergraduate Students** - Full time students are those students who are registered for at least 12 credit hours in the fall and spring semester. Three quarter time students are those who are registered for a minimum of 9 credits and a maximum of 11 credits. Half time students are those who are registered for a minimum of 6 credits and a maximum of 8 credits. Less than half time students are those who are registered for a minimum of 1 credit and a maximum of 5 credits. In the summer semester, those students who are registered for at least 12 credit hours will be deemed full time students.

Students who drop courses during a semester and reduce their course load, will be classified in accordance with their reduced course load.

**Graduate Students** - Full time students are those students who are registered for at least 8 credit hours in the fall and spring semester. Half time students are those who are registered for a minimum of 4 credit hours. Less than half time students are those who are registered for a minimum of 1 credit and a maximum of 3 credits. In the summer semester, those students who are registered for at least 9 credit hours will be deemed full time students.

#### **ATTENDANCE POLICY**

Students are expected to attend all scheduled School classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Enrolled students are permitted no more than 2 "free" absences in one semester. Students missing 3-5 classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than 6 classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.

As our courses are heavily taught practical subjects missing class can have consequences on student learning and eventually assessment and progression. A register will be taken in each class session. This data will be considered when for monitoring student engagement.

Students are responsible for informing the School of any unforeseen circumstances preventing their attendance of a scheduled class by emailing: [miami@Istitutomarangoni.com](mailto:miami@Istitutomarangoni.com)

Students can be administratively withdrawn from the school based on poor engagement and/or if s/he withdraw herself/himself.

In case of students requiring a visa to study, the School is legally bound to notify the Authorities in the case of a poor attendance.

For more information, please contact Admissions Office.

#### **ATTENDANCE EXCEPTIONAL FACTORS**

By Exceptional Factors\* it is meant serious illness or other exceptional and unpredictable cause of absence that may generate a negative effect on the student's academic performance concerning his/her attendance or evaluation.

Everyday life presents difficulties and issues that cause minor seasonal illnesses with which the student has to cope during his/her studies as they can also occur in the workplace or at home. It is advisable that the student takes appropriate measures in order to alleviate the effects of such minor seasonal illnesses, since such events will not be accepted as valid Exceptional Factors.

If students do not consider themselves capable of judging if the events that occurred may be accepted as valid Exceptional Factors, they may consult the Director of Education.

#### **Exceptional Factors are (for example)\*:**

- Serious illness/ injury/hospitalization
- Bereavement (Close relative)
- Victim of a Crime
- Court Attendance

#### **Exceptional Factors are not (for example)\*:**

- Time management
- problems (missing deadline, oversleeping)
- Non-availability of books or other resources
- Loss of coursework
- Financial problems
- Moving house, family celebrations, medical appointments, holidays or other events that the student can plan in advance
- Postal problems
- Work Commitments
- Misinterpretation of the exam timetable
- Colds, headaches and other minor conditions
- Daily transportation problems

#### **STUDENT TARDINESS POLICY**

A student is considered tardy if the student comes to class 5 minutes late. A student can be tardy up to 15 minutes after class has started. After 15 minutes the student will be considered absent. A student is considered to have left the class early if the student leaves before the end of class time. With three tardies or having left the class early three times, the student accumulates one full absence. If the student leaves early and misses half of the class period, it is considered a full absence. When a student has more than 6 tardies or has left class early 6 times, the instructor will contact the Director of Education to request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to manage time. Lateness for classes, tutorials, workshops, exam sessions, handins and any other appointments deemed necessary by the school will be viewed as "unprofessional behavior". In contemporary teaching methods the first few minutes of a lesson is often given to the outlining of the sessions' tasks or lesson plan of the class, therefore it is essential that all students arrive in a timely manner. Frequent poor time management may be considered academic misconduct. Time management is a skill that is required by all areas of the fashion industry. As it is one of our aims to produce industry professionals at the highest level we require a demonstration of this essential skill.

### **SYSTEM OF EVALUATION**

For every course offered at Istituto Marangoni Miami, the professor is to provide to the students at the beginning of the course a course syllabus that contains the following written information: (i) the method of evaluation and (ii) course requirements and value towards the final grade.

### **TRANSFERABILITY OF CREDITS**

Students seeking to transfer credits earned at another postsecondary institution to Istituto Marangoni Miami or from Istituto Marangoni Miami to other institutions should note that the transferability of credits is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not another institution of the student's choice will accept credits. The policy of the School regarding the evaluation of course content from other universities to determine its equivalency with a course offered at Istituto Marangoni Miami is that approximately three-fourths of the course content must match the content of the course offered at Istituto Marangoni Miami if it is to be accepted for transfer. No more than 75% of courses can be transfer credits for a degree to be awarded from Istituto Marangoni Miami.

For evaluation purposes, students must provide a copy of the course description for the course to be evaluated and the school catalog for the time period during which the course was taken. Evaluations are handled on a case-by-case basis. Courses must have been taken within the last ten years. Students who request an evaluation to transfer credits from universities or colleges must pay a fee of \$350 for the evaluation of the course, before any evaluation of transfer credits can take place.

Students are encouraged to submit official transcripts as soon as possible. Istituto Marangoni Miami recognizes credits from accredited higher education degree granting institutions, and relevant study undertaken at Istituto Marangoni's network of schools and training centres, and will not transfer credits for courses below college level. Evaluation of transferability of credits is performed by the Admissions Office. On occasion, the Admissions Office may seek the advice of the Director of Education, Program leader or faculty member in a specific discipline to perform course evaluations.

A grade of C or higher is required to receive transfer credit. However, grades for classes that were transferred from another school are shown as "T" on the transcript and will not be used in computing the student's grade point average.

### **SATISFACTORY ACADEMIC PROGRESS (SAP)**

#### **DEFINITION OF SATISFACTORY ACADEMIC PROGRESS DEFINITION**

Definition of Satisfactory Academic Progress:

Each student enrolled must demonstrate that he or she is making satisfactory academic progress toward the completion of his or her chosen program of study. The criteria that each student must meet to qualify as making "Satisfactory Academic Progress" are defined below. A student who is failing to meet this criterion at any point outlined below will not meet the standard of "Satisfactory Academic Progress". Any of three

remedies may be applied if a student is not making Satisfactory Academic Progress. These are as follows: academic probation, restricted class load status and/or termination from the program of study.

The definition of Satisfactory Academic Progress has both qualitative and quantitative criteria that must be met. The student must meet both of these sets of criteria to make Satisfactory Academic Progress. Unmet satisfactory academic progress also affects scholarship eligibility.

**QUALITATIVE CRITERIA FOR SATISFACTORY ACADEMIC PROGRESS**

Under the qualitative criteria, to make Satisfactory Academic Progress, the student must comply with the following two criteria:

1. Demonstrate a minimum overall cumulative grade point average of 2.0 at the end of the student's second term of enrollment, and at the end of each subsequent term thereafter.
2. Demonstrate successful completion of the required percentage of the total cumulative Clock Hours he or she has attempted in the program of study.

To maintain Satisfactory Academic Progress, a student must establish and maintain at least a 2.0 overall cumulative grade point average by the end of the student's second term of enrollment and all subsequent terms of enrollment. Also, to maintain Satisfactory Academic Progress, the student must complete the required percentage of coursework attempted.

Any student who fails to establish or maintain Satisfactory Academic Process must meet with the Director of Education.

A student who fails to establish or maintain Satisfactory Academic Progress will be placed on academic probation and maintain this status of academic probation during the following semester. At the end of the semester in which the student is on probation, the student's overall GPA and Clock Hours Completion Percentage will be recalculated. A student will be removed from academic probation only if the student completes the appropriate percentage of coursework and earns a "C" or better in all courses attempted during the semester in which he or she is on academic probation and earns a cumulative GPA of 2.0 or higher.

	Minimum Overall Cumulative GPA:	Required percentage of completion of coursework attempted:
Interval I: End of the second term:	2.0/3.0	70%
Interval II: End of the student's third and any subsequent term:	2.0/3.0	70%
Interval III: The total maximum for completion as timeframe described under "Quantitative Criteria" below.	2.0/3.0	70%

**CALCULATION OF THE CLOCK HOUR COMPLETION PERCENTAGE**

The Clock Hours completion ratio or percentage is calculated by dividing the total number Clock Hours successfully completed by the student in his or her program by the total number of Clock Hours attempted by the student. For the purposes of calculation, Clock Hours attempted by the student include:

- A. all courses taken while the student is enrolled in his or her program of study or
- B. a different program of study, if:
  - 1) The subject matter of a course or courses in that different program of study is substantially the same as a course in his or her current program of study, or
  - 2) If a course or courses count toward the satisfaction of any of the coursework requirement in the current program

**CONDITIONS THAT MAY RESULT IN PROBATION, RESTRICTED COURSE LOAD STATUS OR TERMINATION**

The following describes the conditions under which a student may be placed on probation, restricted course load or terminated completely from a program of study.

1. Termination automatically applies to any student not making Satisfactory Academic Progress at the end of the semester, unless the student appeals the determination of the lack of Satisfactory Academic Progress in writing to the Director of Education. The Director of Education may grant the student's appeal if all the requirements specified below under Academic Probation and Restricted Course Load sections are met. If the appeal is granted, the student will be placed on probation or restricted course load status during the student's next semester of attendance. Such action is not automatic, but at the discretion of the Institution.
2. Termination automatically applies to any student not making Satisfactory Academic Progress at the end of the following, unless the student appeals the determination of the lack of Satisfactory Academic Progress in writing to the Director of Education. The Director of Education may grant the student's appeal if all the requirements specified below under Restricted Course Load sections are met. If the appeal is granted, the student will be placed on Restricted Course Load status during the student's next semester of attendance.
3. At the end of following semester, if the student is not making Satisfactory Academic Progress, he or she will be terminated from his or her program of study.

**CALCULATION OF OVERALL CUMULATIVE GRADE POINT AVERAGE**

The calculation of a student's overall GPA in his or her program of study will include the following:

- The grade or grades earned by the student during each course in which he or she was enrolled in the program of study at the school.
- The grade or grades earned by the student during which he or she was enrolled in a different program of study at the school.
- If the course or the content matter of any course taken in another program of study is substantially the same as a course in the student's current program of study, that course satisfies the coursework requirement of his or her current program of study.

**QUANTITATIVE CRITERIA FOR SATISFACTORY ACADEMIC PROGRESS**

All student must maintain a satisfactory overall GPA and successfully complete a minimum percentage of coursework (66.7% of hours attempted) each academic year. Additionally, a student must complete the program within a maximum timeframe of attempted Clock Hours.

The Maximum Time Frame for the Completion of any program of study is 150% of the Clock Hours designated for the program. A student is not be making Satisfactory Academic Progress if the school determines that the student is unable to obtain a diploma from his or her program without exceeding the Maximum Time Frame for Completion. In such case, the student will be terminated from his or her program of study.

The calculation of the Maximum Time Frame for Completion includes all courses taken while the student is enrolled in his or her program of study or a different program of study, if the subject matter of a course or courses in that different program of study is substantially the same as a course in his or her current program of study, or if a course or courses count toward the satisfaction of any of the coursework requirement in the current program. Authorized leave of absence periods will not be counted toward maximum time frame calculation.

**MAXIMUM TIME FRAME FOR SATISFACTORY ACADEMIC PROGRESS**

Program	Program Credits / Hours	Maximum Time Frame Per Program (MTF)
Bachelor of Arts Fashion Design	120 Credits	180 Credits
Bachelor of Arts Fashion Business	120 Credits	180 Credits

Bachelors of Arts Fashion Styling	120 Credits	180 Credits
Associates of Art Fashion Studies	60 Credits	90 Credits
Fashion & Luxury Brand Management	36 Credits	58 Credits

### **ACADEMIC PROBATION**

All students enrolled must demonstrate that he or she is making satisfactory academic progress toward the completion of his or her chosen program of study. The criteria that each student must meet to qualify as making "Satisfactory Academic Progress" are defined below. A student who is failing to meet this criterion at any point outlined below will not meet the standard of "Satisfactory Academic Progress". Any of three remedies may be applied if a student is not making Satisfactory Academic Progress. These are as follows: academic probation, restricted class load status and/or termination from the program of study. The definition of Satisfactory Academic Progress has both qualitative and quantitative criteria that must be met. The student must meet both of these sets of criteria to make Satisfactory Academic Progress. Unmet satisfactory academic progress also affects scholarship eligibility.

### **RESTRICTED COUSE LOAD**

Student who, during the semester of probation, still does not earn a C in every course or a 2.0 cumulative GPA is required to meet with his or her coordinator to determine whether a reduced course load may be appropriate for the student. If the coordinator determines that a reduced course load may be favorable for the student, then the student may register the next semester for only half of the number of Clock Hours normally taken by a full-time student. If, during the semester in which the student is on Restricted Course Load, the student still does not earn at least a "C" or better in all courses and earn a cumulative grade point average of 2.0, then the following semester, the student must register only for those courses in which he or she did not receive a "C" or better. If, during that semester, the student still does not earn a "C" or better for those courses, he or she will be terminated from the program of study and suspended from the Institution for unsatisfactory academic performance. A suspended student is eligible to apply for readmission after a minimum of one semester, and, if permitted to return, will be on academic probation and/ or restricted course load status.

A student who, during the semester of probation, still does not earn a B- in every course or a 3.0 cumulative GPA is required to meet with his or her coordinator to determine whether a reduced course load may be appropriate for the student. If the coordinator determines that a reduced course load may be favorable for the student, then the student may register the next semester for only half of the number of Clock Hours normally taken by a full-time student. If, during the semester in which the student is on Restricted Course Load, the student still does not earn at least a "B-" or better in all courses and earn a cumulative grade point average of 3.0, then the following semester, the student must register only for those courses in which he or she did not receive a "B-" or better. If, during that semester, the student still does not earn a "B-" or better for those courses, he or she will be terminated from the program of study and suspended from the Institution for unsatisfactory academic performance. A suspended student is eligible to apply for readmission after a minimum of one semester, and, if permitted to return, will be on academic probation and/ or restricted course load status.

### **INCOMPLETE GRADE IN A COURSE**

If a student receives a grade of A, B, C in any course, the student will have successfully completed that course. If the student receives a grade of "I", he or she must successfully complete the required work for that course within a specified time arranged by the instructor and communicated to the student, but no later than the end of the semester following the semester in which the "I" was received. It is the student's responsibility to follow up with the instructor to complete the course work. If the course work is not completed by the arranged time, the "I" becomes an "F".

### **REPEAT COURSES**

A student may repeat a course to improve the overall cumulative grade point average. If a student has an "F" and repeats the course and receives a better grade, for example, an "A", then only the "A" is counted in the

calculation of the cumulative grade point average. Clock Hours attempted and earned for the second attempt are counted in lieu of those earned for the initial attempt.

Though both attempts remain part of the student's permanent record, the cumulative grade point average will reflect only the grade earned on the second attempt.

A student who earns grade of "F" in any course included in his or her program of study must repeat that course and complete it successfully before taking any course with respect to which the failed course is a prerequisite and before graduation.

A student who has successfully completed a course, but wishes to improve the grade received in the course, may also repeat the course. If the course is repeated, the grade earned for the last time the course is taken replaces the previous grade when the overall GPA is calculated. All grades for all courses attempted will remain on the student's transcript, however.

### **CHANGE OF PROGRAM**

Students who contemplate a change from one program to another should discuss this possibility with the Director of Education to determine the effect such a change would make on the student's satisfactory academic progress. This institution defines satisfactory academic progress as completion of the total program in no more than 1.5 times the number of semesters described in this catalog for the program. All Clock Hours attempted count toward the total program length of 1.5 times the number of semesters required for completion of the program. If a student changes his/her program only the Clock Hours that are common to both programs may be accepted toward the new program.

### **ADDITIONAL PROGRAM**

Students who wish to enroll in an additional program must re-apply for admission. Upon acceptance, courses which count toward the new program completion requirements will be transferred. A student may only transfer courses with a final grade of "C" or higher. Clock Hours attempted and grades earned in the student's new program of study will count towards determining satisfactory academic progress.

### **WITHDRAWAL FROM A COURSE**

Students may withdraw from a course during the drop/add period. If the student withdraws a course during the drop/add period, they will receive a "W" grade in the course. The last day of physical attendance determines whether or not grades are recorded for the semester. If the last day of attendance is within the first half of the semester, a grade of "W" is given. If the last day of attendance is within the second half of the semester, the student will receive a final letter grade. The grade of "W" has no effect on the student's cumulative GPA. However, the grade of "W" is added to hours attempted within the specified maximum time frame.

\*Financial Obligations for withdrawing from a course will be as stated in the Refund Policy.

### **READMISSION AFTER SUSPENSION FOR UNSATISFACTORY ACADEMIC PROGRESS**

If the student was not making satisfactory academic progress in his or her program of study as of the last semester enrolled, the student will not be readmitted into the same or a different program, unless the student makes an appeal in writing concerning the institution's determination to the Director of Education (as provided below in the Appeal section) and the Director of Education grants the student's appeal. The Director of Education will consider mitigating circumstances in addressing the appeal. If the Director of Education grants the appeal, then the student will be placed on either academic probation or restricted course load status (at the Director of Education discretion, as appropriate) during the student's next semester of attendance in any program of study.

If the student is given permission for readmission, the student must agree in writing to the terms for readmission outlined by the institution and must execute a new Enrollment Agreement. The student must also pay all current tuition, fees and any other costs associated with the student's program of study.

### **APPEALING A DETERMINATION OF UNSATISFACTORY PROGRESS**

If it is determined that a student is failing to make satisfactory academic progress in his or her program of study, the student may appeal the determination in writing to the Director of Education. The student's appeal must provide details concerning the circumstances affecting the student's academic progress (such as serious illness or injury befalling the student, the death of a close relative of the student or any other special

circumstances) that may influence the institution's decision to terminate or not to readmit the student into his or her program of study.

The Director of Education will consider the appeal to determine whether the special circumstances explained in the student's written appeal are mitigating circumstances that will allow the student to remain enrolled in or readmitted to his or her program of study despite the student's failure to conform to the requirements of Satisfactory Academic Progress. The determination of the student's appeal will be made by the discretion of the Director of Education in conformity to the principles and standards described in this catalog and will be final and binding on the student. If the Director of Education decides in favor of the student's appeal, the student will be placed either on academic probation or restricted course load status during the student's next semester of attendance in a program of study.

#### **PROCEDURE FOR GRADE APPEALS**

There is a committee, the purpose of which is to address requests for revision of academic grade(s). This Committee, known as the "Grades Committee," consists of the Director and two instructors. The Grades Committee members are proposed every semester by the Director and approved by the President. The Committee establishes its internal decision-making procedure that will be made public.

The instructor responsible for the course is the only person who may make a grade change and he or she must notify the Registration Department when and if the change is made. When a student appeals a grade, the student will provide the faculty member with a copy of all petitions. A challenge to a grade received in a course, comprehensive examination, or other graduation requirement will be considered only when the student alleges that the grade received reflects other than appropriate academic criteria, that is, achievement and proficiency in the subject matter as stated in the course syllabus.

A student who deems it appropriate to challenge a grade will proceed as follows:

If the grade challenged is in a course, the student will first discuss the matter with the instructor teaching the course in an effort to resolve the grievance informally.

If the grievance is not settled, the student may then file the Grade Appeal Form with the Director.

The form must be filed no later than ninety (90) calendar days after the date on which the grade was due in the Registrar's Office.

The Director will make an informal investigation, hearing both the student and the instructor, and attempt an informal reconciliation.

The Director will render a decision within thirty (30) calendar days and inform the student and instructor in writing.

If the student wishes to appeal the decision of the Director, he or she may request that the Grades Committee investigate the decision.

The Grades Committee will make a formal investigation, hearing both the student and instructor.

The Committee will reach a decision within thirty (30) calendar days and notify the student, the instructor, and the Director in writing.

The decision will be either that the grade will stand, or that the faculty member will change the grade as recommended by the Grades Committee.

The student and/or the faculty member may appeal the decision of the Grades Committee to the Director no later than five (5) working days after the Committee's decision.

The Director decision shall be final.

#### **GRADING SCALE**

The grading scale for academic performance appears below. Unless otherwise indicated, each grade earned is calculated into the student's cumulative grade point average (CGPA) and the credits assigned for the course taken are included in the calculation of total clock hours attempted.

#### **GRADE POINT AVERAGE (GPA)**

Each letter grade has a point value. To compute the grade point value for a course, multiply the grade point value by the number of clock hours. For example, a "B" in a 24-hour course is equal to 72 points (clock hours). To calculate a GPA, add the total grade point values for all courses and divide that figure by the total number of credit hours attempted.



## GRADING SYSTEM

The grading system for academic performance appears on the following page. Unless otherwise indicated, each grade earned is calculated into the student's cumulative grade point average (CGPA) and the credits assigned for the course taken are included in the calculation of total clock hours attempted.

\* The highest letter Grade a student may receive is an **A**.

Letter Grade	Numerical Value	GPA	
A	94-100%	4.00	
A-	90-93%	3.70	
B+	87-89%	3.33	
B	83-86%	3.00	
B-	80-82%	2.70	
C+	77-79%	2.30	
C	73-76%	2.00	
C-	70-72%	1.70	
D+	67-69%	1.30	
D	60-66%	1.00	
F	0-59%	0.00	
I	-	-	Incomplete*
TR	-	-	Transfer Credit*
W	-	-	Withdrawal**

\* Grade not calculated into cumulative grade point average (CGPA) but course hours are included in total credits attempted.

\*\* Grade not calculated in CGPA and course hours are not included in total credits attempted.

### Repeated Courses

The new grade for a failed course that has been repeated will not replace the prior grade. Both the grade earned and the credits taken for the repeated course will be included in the SAP calculations.

### Incompletes (Grades of I)

At the discretion of the instructor, a student may be assigned a temporary grade of incomplete (I) to allow the student more time to complete missing coursework or to take a required exam. Upon completion of the work or exam, the earned grade replaces the grade of "I" and is calculated into the grade average for the level and for the CGPA. If the missing work or exam is not completed within two weeks from the last day of the course, a grade of "F" will be assigned and computed into the final grade average for the course and into the CGPA.

### TR Grade

A grade of TR is assigned for a student's successful transfer of credits earned from an accredited institution. Neither the grade nor the credits are included in the CGPA or credits attempted calculations. The total number of credits transferred is deducted from the total number of credits

needed for program completion. The maximum time frame (MTF) for a transfer student will be 1.5 times the total hours needed for program completion.

#### **W Grade**

A student who formally withdraws from the institution before the mid-point (50% or half-way point) of a course will be assigned a grade of W for the course. The W grade is not included in the calculation of the CGPA and the credits for the course are not included in the determination of total credits attempted.

#### **WP Grade**

A student who formally withdraws from the institution after the mid-point of a course and who had earned an overall score of 2.5 or higher by the time of the withdrawal will be assigned a grade of WP for the course. The WP grade is not included in the calculation of the CGPA and the credits for the course are not included in the determination of total credits attempted.

#### **WF Grade**

A student who formally withdraws from the institution or who stops attending after the mid-point of a course and who has earned less than an overall score of 2.5 or higher by the time of the withdrawal will be assigned a grade of WF for the course. The WF grade is included in the calculation of the CGPA and the credits for the course are included in the determination of total credits attempted.

### **GRADUATION POLICY**

Undergraduate students who have maintained at least a 2.0 GPA and have completed all the required coursework for their major and have satisfied all of their financial obligations are eligible for graduation.

Application for graduation must be made to the Admissions office by the end of the fifth week of classes in the student's final term. The Student Services Office will provide students with a diploma upon satisfactory completion of all remaining coursework. Students who have applied for graduation but do not meet the minimum requirements will receive a letter within five (5) working days after the Application for Graduation was received. This letter will provide the student with specific information about their progress to date, and any remaining requirements that must be met.

### **FINAL SHOW REGULATIONS AND SELECTION**

Selection of students to participate in any final fashion show or degree show is limited and cannot be guaranteed (menswear / womenswear fashion and accessories collections).

A committee made up of the School Director, Director of Education, Program Leader, 1 faculty member and up to 2 external advisers will make the selections during the final term.

### **STUDENT RECORDS**

Students should be aware that student records submitted to the School become the property of the School and shall not be released to third parties. The school reserves the right to use the records, as it deems appropriate. A hold shall be placed on the records of any student that owes an obligation to the School. A student may not register or receive a transcript from the School until the obligation is paid in full to the School and the hold is properly removed. Removal of a hold may take approximately two (2) business days.

### **TRANSCRIPT REQUESTS**

Provided a hold does not exist, a student may request a transcript from the admission office by completing and delivering a transcript request form. The School will release the transcript to the student. Transcript requests may be made in person or by mail. The School will charge \$25.00 for official transcripts, and \$5.00 per non-official transcript. Official and non-official transcript request may take approximately five (5) to ten (10) business days to process.

### **STUDENTS' RIGHT TO KNOW**

The School has policies that ensure that students have access to records as provided under federal and state law. Istituto Marangoni Miami is in compliance with Student Right to Know Act (PL 101-542). The following policies describe student rights in this regard. Please contact the Student Services Office for further

questions regarding a student's rights to access his/her records.

**AMENDMENT OF RECORDS**

A student who believes that information contained in his or her records is inaccurate, misleading, or in violation of the privacy or other rights of the student, may request that the Istituto Marangoni Miami official who maintains the records amend them. The official who maintains the records has a responsibility to consult with appropriate officials of the School for further determination or confirmation. If the School decides to refuse to amend the education records of the student in accordance with the request, it will so inform the student of the refusal, and advise the student of the right to a hearing.

**HEARING PROCEDURES**

Should the request for a change in the student's records be denied, the student may appeal the decision to the School Director within thirty (30) days and ask for a hearing. School Director shall designate a hearing committee, which will include one administrator other than the one who has denied the request, the Director of Education and two faculty members of Istituto Marangoni Miami.

The decision of the Hearing Committee shall be final, except that final appeal to the School Director of the School remains open. The challenge to be considered in such hearings may extend only to the material in the respective School file, e.g., it may extend to the correct recording of a grade, but not to the appropriateness of the grade.

Students, dissatisfied with the results of a hearing may place a statement in the education record in question commenting upon the information therein, and/or setting forth any reason for disagreement with the School's decision not to correct or amend the record. Such a statement shall become a part of the information contained in the education record and will be disclosed with it.

**MAINTENANCE OF STUDENT RECORDS**

Official academic records are maintained in the Registration Department. Included are admission applications and associated documentation, the registration forms for each semester in residence; the records of grades and credits received in courses at this institution or accepted here from other institutions; and other documents directly relating to the student's academic progress and status.

Student records are kept in its original copy for 5 years. After that period only electronic copy will be stored.

**COURSE NUMBERING SYSTEM**

The course numbering system uses alphanumeric identifiers. The letters represent the type of course and the numbers represent the sequence or order of the courses that will be taught.

Fashion Studies AA	Fashion Design BA	Fashion Styling BA	Fashion Business BA	Fashion & Luxury Brand Managment MA
ARH100	ARH100	ADV400	ARH100	LBM511
BSC105	BSC105	ARH100	BSC105	LBM512
BUS200	BUS200	BSC105	BUS200	LBM513
COM100	BUS305	BUS200	BUS300	LBM514
COM200	COM100	COM100	BUS305	LBM515
DRA100	COM200	COM200	BUS310	LBM516
DRA200	COM300	COM310	BUS315	LBM517
ECO200	COM305	COM315	BUS320	LBM518
ENC101	COM400	COM410	BUS325	LBM519
ENC202	DRA100	COM415	BUS400	LBM521
ENV209	DRA200	COM420	BUS405	LBM522
FAS100	DRA300	DRA100	BUS410	LBM523
HIS100	DRA305	DRA200	BUS415	LBM524
MAC105	DRA400	ECO200	BUS420	LBM525
MAC114	ECO200	ENC101	BUS425	LBM601
PSY201	ENC101	ENC202	COM100	
SOC200	ENC202	ENV209	COM200	

SPC201	ENV209	FAS100	COM430	
TEX200	FAS100	FAS300	DRA100	
WHO100	HIS100	FAS305	DRA200	
	HIS300	FAS400	ECO200	
	MAC105	HIS100	ENC101	
	MAC114	HIS300	ENC202	
	PAT300	HIS400	ENV209	
	PAT305	MAC105	FAS100	
	PAT400	MAC114	HIS100	
	PAT405	PHI300	HIS300	
	PAT410	PHI305	MAC105	
	PHI300	PHO300	MAC114	
	PHI305	PHO305	PHI300	
	PRO400	PSY201	PHI305	
	PRO405	RES410	PRO420	
	PSY201	SOC200	PSY201	
	RES300	SPC201	SOC200	
	RES400	STA300	SPC201	
	SOC200	TEX200	STA300	
	SPC201	TRE300	TEX200	
	STA300	VME400	TRE300	
	TEX200	WHO100	VME400	
	WHO100	WRI400	WHO100	

### CREDIT HOURS

Istituto Marangoni Miami awards credit in the form of, a credit hour, as defined as an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each class for approximately the duration of the module for credit, or the equivalent amount of work over a different amount of time; or (2) At least an equivalent amount of work as required by academic standards to meet compliance of other academic activities as established by the institution including laboratory work, internships, practical, studio work, presentations, research, and other academic work leading to the award of credit hour completion.

\* One credit hour equals, 15 classroom hours of lecture, 30 hours of laboratory, and 45 hours of practicum. The formula for calculating the number of semester credit hours for each course is: (hours of lecture/15) + (hours of lab/30) + (hours of practicum/45).

## UNDERGRADUATE PROGRAMS

### FASHION STUDIES (ASSOCIATE OF ARTS)

PROGRAM DATA	
Program Title: Fashion Studies	
Credential Issued: Associate of Arts	
Program Delivery:	On Campus
Program Length	Credit Hours: 60

ENTRANCE/ADMISSION REQUIREMENTS:
<ul style="list-style-type: none"><li>• High school diploma, GED, or proof secondary education</li><li>• Completed enrollment agreement,</li><li>• \$100 nonrefundable application fee,</li><li>• Updated resume/cv,</li><li>• Personal statement that describes the applicant's professional accomplishments and goals.</li><li>• Copy of valid government issued ID, for example passport</li></ul>

PROGRAM OBJECTIVE
<p>The Associate of Arts (AA) program in Fashion Studies aims to provide a solid base in three key disciplines of the fashion industry: Fashion Design, Fashion Business and Fashion Styling.</p> <p>Alongside general education requirements the program provides an introduction into all three areas giving students the chance to engage in the fashion industry from both a creative and business perspective. This unique program forms multidisciplinary profiles capable of pursuing and developing careers in the areas of design, management, marketing and communication, and styling, meeting a growing demand for creative and business skills in the fashion industry - the mastermind that is both designer and manager.</p> <p>Over the course of two years students are presented with exciting new challenges that will improve their critical independent thinking, develop their creative and business skills, and help them identify exactly where their true passion lies.</p>

PROGRAM DESCRIPTION
<p>Fashion Studies: Fashion Design, Business &amp; Style.</p> <p>The program provides important skills in three main course disciplines of the fashion industry; Design, Business and Styling, as well as key notions in art history and research.</p> <p>From basic drawing techniques in shape, light and shadow, students move on to study stylized fashion design and the human figure, as well as digital design techniques. The study of fabrics and materials takes an in-depth look at fabric properties and how they are used in the industry. Cultural and historical analysis of art and dress further contextualizes and underpins the development of creative skills.</p> <p>Students gain an understanding of the business of fashion, looking at marketing principles, practices and communication strategies. Managers with both design and management skills are rare. Today companies recognize and acknowledge the way designers 'think' as a strategic asset; an alternative to traditional management methods and approaches toward company growth.</p> <p>Style and research, key to innovative design and creative ideas, is paramount throughout the program. Students are introduced to the role of the fashion stylist, and to visual representation as an 'art'; presenting products or communicating a vision in order to attract and engage the fashion consumer. Through creative and visual research students discover the world of trends, and the role and influence of visual representation.</p> <p>This stimulating course prepares students with the key skills for entry onto any of the BA Major programs in Fashion Design, Fashion Business, and Fashion Styling.</p> <p>Areas of study include:</p> <ul style="list-style-type: none"><li>• Digital Design (CAD)</li><li>• Basic Drawing</li></ul>

- Fashion Design & Illustration
- Fabrics & Materials Analysis
- History of Dress & Costume
- Fashion Styling
- Visual Research
- Fashion Business and Marketing

PROGRAM BREAKDOWN BY COURSE		
Course Number	Course Title	Credit Hours
ARH100	HISTORY OF ART*	3
BSC105	BIOLOGY*	3
BUS200	FASHION MARKETING: PRINCIPLES & PRACTICES	3
COM100	DIGITAL DESIGN	3
COM200	ADVANCED DIGITAL DESIGN	3
DRA100	DRAWING I	3
DRA200	FASHION DRAWING I	3
ECO200	PRINCIPLES OF ECONOMICS*	3
ENC101	ENGLISH COMPOSITION I*	3
ENC202	ENGLISH COMPOSITION II*	3
ENV209	ENVIRONMENTAL SCIENCE*	3
FAS100	FASHION STYLING: VISUAL RESEARCH	3
HIS100	HISTORY OF DRESS AND COSTUME	3
MAC105	COLLEGE MATHEMATICS I*	3
MAC114	COLLEGE MATHEMATICS II*	3
PSY201	PSYCHOLOGY*	3
SOC200	SOCIOLOGY*	3
SPC201	SPEECH*	3
TEX200	FABRICS & MATERIALS	3
WHO100	WORLD HISTORY*	3
<b>TOTAL</b>		<b>60</b>

### FASHION DESIGN (BACHELOR OF ART)

PROGRAM DATA	
Program Title: Fashion Design	
Credential Issued: Bachelor Of Art	
Program Delivery:	On Campus
Program Length	Credit Hours: 120

ENTRANCE/ADMISSION REQUIREMENTS:
<ul style="list-style-type: none"> <li>• High school diploma, GED, or evidence of secondary education,</li> <li>• Completed enrollment agreement,</li> <li>• \$100 non-refundable application fee,</li> <li>• Updated resume/cv,</li> <li>• Personal statement that describes the applicant's professional accomplishments and goals.</li> <li>• Copy of valid government issued ID, for example passport</li> </ul>

PROGRAM OBJECTIVE:
<p>The 4-year Bachelor of Arts program in Fashion Design aims to form future professionals for the engaging fashion industry.</p> <p>Today's fashion designers are catalysts of creativity, forming new trends, responding to consumer demands, industry developments and new technology, from initial design right through to the finished garment. Students learn a breadth of skills and knowledge in design, pattern cutting and garment technology, for womenswear, menswear, and elements of fashion accessories design. The program encourages students to develop an individual style, necessary to build a solid future in fashion.</p>

They will be equipped to deal with existing and emerging technologies in today's apparel manufacturing and retailing environments, and have an understanding of business practices within the global clothing industry. In the final year students work as independent practitioners, completing the course with the necessary skills to progress onto industry placement, postgraduate study, or as independent self-employed professionals.

**PROGRAM DESCRIPTION:**

This program trains skilled fashion designers capable of using techniques in clothing manufacture, as well as being able to respond to new demands in the fashion and luxury industry. The fashion designer is the source of creative ideas and new trends, not only in clothing, but also in textiles, fabrics and accessories. Starting with skills in sketching and fashion drawing, this course moves on to address key notions and advanced techniques in fashion design and fabric and clothing manufacturing, as well as cultural studies in the history of dress, and the fashion system. Working directly from their own illustrated ideas students progress on to collection design and garment making; selecting the most appropriate materials, analysing fabrics, applying draping and pattern cutting techniques, and final garment construction. Students learn how to create collections and work on an accurate analysis of materials and fabrics, integrating communication codes and influences that may come from personal experiences, art, cinema and design to name just a few. Research approaches to creative and original product development are key throughout. Students are also encouraged to experiment with new approaches in the industry that are evolving today, including renewable and sustainable resources, innovative materials and new technologies, building an individual style and nurturing creative and professional abilities to design womenswear and menswear collections, with an eye constantly attuned to new style codes, key production methods are also covered. They understand the fashion business and know how to calculate production costs to meet the needs of the target consumer and anticipate trends, while respecting the brand's image or client brief. The study of trends encourages students to create an innovative and contemporary individual collection. In the final year of the course, the best collections may be showcased.

Course Number	Course Title	Credit Hours
ARH100	HISTORY OF ART*	3
BSC105	BIOLOGY*	3
BUS200	FASHION MARKETING: PRINCIPLES AND PRACTICES	3
BUS305	PRODUCT DEVELOPMENT	3
COM100	DIGITAL DESIGN	3
COM200	ADVANCED DIGITAL DESIGN	3
COM300	DIGITAL ILLUSTRATION	3
COM305	PORTFOLIO AND VISUAL COMMUNICATION I	3
COM400	PORTFOLIO AND VISUAL COMMUNICATION II	3
DRA100	DRAWING I	3
DRA200	FASHION DRAWING I	3
DRA300	FASHION DRAWING II	3
DRA305	FASHION DRAWING III	3
DRA400	FASHION COLLECTION	3
ECO200	PRINCIPLES OF ECONOMICS*	3
ENC101	ENGLISH COMPOSITION I*	3
ENC202	ENGLISH COMPOSITION II*	3
ENV209	ENVIRONMENTAL SCIENCE*	3
FAS100	FASHION STYLING: VISUAL RESEARCH	3
HIS100	HISTORY OF DRESS AND COSTUME	3
HIS300	FASHION HISTORY & CONTEMPORARY PERSPECTIVE	3
MAC105	COLLEGE MATHEMATICS I*	3
MAC114	COLLEGE MATHEMATICS II*	3

PAT300	PATTERN CUTTING I	3
PAT305	PATTERN CUTTING II	3
PAT400	ATELIER I	3
PAT405	EXPERIMENTAL CUTTING	3
PAT410	ATELIER II	3
PHI300	ETHICS*	3
PHI305	CRITICAL THINKING*	3
PRO400	INDUSTRY PROJECT	3
PRO405	FINAL COLLECTION - THESIS	3
PSY201	PSYCHOLOGY*	3
RES300	RESEARCH AND DESIGN	3
RES400	CREATIVE RESEARCH	3
SOC200	SOCIOLOGY*	3
SPC201	SPEECH*	3
STA300	STATISTICS*	3
TEX200	FABRICS & MATERIALS	3
WHO100	WORLD HISTORY*	3
<b>TOTAL</b>		<b>120</b>

PROGRAM DATA	
Program Title: Fashion Styling	
Credential Issued: Bachelor Of Art	
Program Delivery:	On Campus
Program Length	Credit Hours: 120

ENTRANCE/ADMISSION REQUIREMENTS:
<ul style="list-style-type: none"> <li>• High school diploma, GED, or evidence of secondary education</li> <li>• Completed enrollment agreement,</li> <li>• \$100 non-refundable application fee,</li> <li>• Updated resume/cv,</li> <li>• Personal statement that describes the applicant's professional accomplishments and goals.</li> <li>• Copy of valid government issued ID, for example passport</li> </ul>

PROGRAM OBJECTIVE
<p>The 4-year Bachelor of Art program in Fashion Styling forms future professionals and 'creatives' with the ability to work within the fashion system in areas of visual communication such as publishing, advertising, visual merchandising, trend or style forecasting and blogging.</p> <p>The fashion stylist is an expert in fashion communication and must be able to define and produce a winning combination of component parts in order to create an image or 'look' to emphasize the style of a brand, a magazine or a person.</p> <p>This can be achieved through the careful use of clothes, accessories, hair and make-up, through atmosphere and location and through the knowledge and analysis of contemporary and future trends. The skills lie in interpreting the soul of an article of clothing, or product, and communicating it through a unique style.</p> <p>The Fashion Styling program aims to provide students with creative, transferable skills and subject specific expertise in trend forecasting, analysis and interpretation of style and brands, visual communication and merchandising: they will learn to apply these skills to the present and emerging technologies in today's fashion communication industry, while also gain an understanding of operations and business practices within the global fashion, luxury and design industry.</p>



**PROGRAM DESCRIPTION**

Presenting contemporary and future trends, enhancing the collections of designers, informing and inspiring their readers: this is the exciting mission of the fashion stylist. By the end of the program students will gain the ability to recognize different styles and trends, clearly define their personal vision of a product, and propose innovative and professional ideas successfully.

By understanding the role and responsibilities of the professional stylist students learn how to pull together, organize and lead a team of experts to ensure the direction of what goes in the fashion magazines, appears online, or on the catwalk, communicates the right messages, at the right time, and to the right target audience.

From a solid base in styling, this course moves onto explore multiple areas of the fashion industry where management of the creative process is core practice. Students are encouraged to develop their own ideas and experiment in producing a different variety of visual outcomes, such as fashion editorials, viral videos, brand image and restyling proposals, interactive and print advertising campaigns, and social media visual contents.

The course covers key skills in fashion copywriting, PR and media planning, fashion production management, business planning, time management, and advertising deadlines and budgets. Cultural studies in the history of design, dress and fashion culture provide the necessary skills to make a critical assessment of a brand or client's lifestyle and legacy.

Students are encouraged to decode stereotypes and to think about image positioning from a different perspective in order to discover their own unique personal style. The ultimate goal is the independent creation of a professional styling portfolio that fully expresses the personality and skills of the student.

Course Number	Course Title	Credit Hours
ADV400	ADVERTISING IN STYLING	3
ARH100	HISTORY OF ART*	3
BSC105	BIOLOGY*	3
BUS200	FASHION MARKETING: PRINCIPLES AND PRACTICES	3
COM100	DIGITAL DESIGN	3
COM200	ADVANCED DIGITAL DESIGN	3
COM310	GRAPHIC DESIGN I	3
COM315	GRAPHIC DESIGN II	3
COM410	GRAPHIC DESIGN III	3
COM415	DIGITAL PORTFOLIO	3
COM420	MULTIMEDIA	3
DRA100	DRAWING I	3
DRA200	FASHION DRAWING I	3
ECO200	PRINCIPLES OF ECONOMICS*	3
ENC101	ENGLISH COMPOSITION I*	3
ENC202	ENGLISH COMPOSITION II*	3
ENV209	ENVIRONMENTAL SCIENCE*	3
FAS100	FASHION STYLING: VISUAL RESEARCH	3
FAS300	FASHION STYLING I	3
FAS305	FASHION STYLING II	3
FAS400	FASHION STYLING AND EDITORIAL	3
HIS100	HISTORY OF DRESS AND COSTUME	3
HIS300	FASHION HISTORY AND CONTEMPORARY PERSPECTIVE	3
HIS400	PHOTOGRAPHIC STYLE ANALYSIS	3
MAC105	COLLEGE MATHEMATICS I*	3
MAC114	COLLEGE MATHEMATICS II*	3
PHI300	ETHICS*	3
PHI305	CRITICAL THINKING*	3
PHO300	PHOTOGRAPHY I	3
PHO305	PHOTOGRAPHY II	3

PSY201	PSYCHOLOGY*	3
RES410	TREND RESEARCH AND CREATIVE RESEARCH DEVELOPMENT	3
SOC200	SOCIOLOGY*	3
SPC201	SPEECH*	3
STA300	STATISTICS*	3
TEX200	FABRICS AND MATERIALS	3
TRE300	TREND FORECASTING	3
VME400	VISUAL MERCHANDISING	3
WHO100	WORLD HISTORY*	3
WRI400	ADVANCED FASHION WRITING - THESIS	3
<b>TOTAL</b>		<b>120</b>

## FASHION BUSINESS (BACHELOR OF ART)

PROGRAM DATA	
Program Title: Fashion Business	
Credential Issued: Bachelor Of Art	
Program Delivery:	On Campus
Program Length	Credit Hours: 120

ENTRANCE/ADMISSION REQUIREMENTS:
<ul style="list-style-type: none"> <li>• High school diploma, GED, or evidence of secondary education</li> <li>• Completed enrollment agreement,</li> <li>• \$100 nonrefundable application fee,</li> <li>• Updated resume/cv,</li> <li>• Personal statement that describes the applicant's professional accomplishments and goals.</li> <li>• Copy of valid government issued ID, for example passport</li> </ul>

PROGRAM OBJECTIVE:
<p>The 4-year Bachelor of Art program in Fashion Business aims to provide students with a thorough knowledge and understanding of the different methods, processes, and types of businesses that are part of the wider picture of the global fashion industry.</p> <p>The fashion business manager studies the fashion scene, analyses the competition, and evaluates product development, planning, promotion and sales channels, collaborating with all business areas including design, production, marketing and sales departments. Fashion business professionals are able to evaluate the intrinsic characteristics of the garment or product, the evolution of consumer habits, lifestyles and the needs of the market. They understand techniques of sales and marketing, the target audience and setting a price range, and are skilled in coordinating business partners and employees.</p> <p>The overall aim of the Fashion Business program is to provide students with an in depth understanding of the principles of business practice, management and marketing, via an in depth exploration of how these principles operate within the confines of fashion and luxury.</p>

PROGRAM DESCRIPTION:
<p>This program addresses all issues related to the marketing and development strategies of a brand, identifying the values that characterize the fashion identity of a company (equity).</p> <p>From a strategic and market oriented blend of the main perspectives in fashion business, the course covers; business strategy, budgeting, finance, product development, fashion marketing, communication, branding, retail operations management, global distribution channels, as well as customer relationship management and CSR. Fashion is an industry in constant evolution; therefore both time-tested and contemporary marketing strategies are analyzed in order to achieve business goals. Students learn brand marketing and development strategies, identifying the values that characterize the identity and 'signature' of a product or brand. By studying cultural, sociological and historical dynamics in fashion, they understand the influence of trends in different countries and realities and their impact on sales performance. The course looks at current issues in the industry including sustainability and new media digital marketing (virtual platforms, e-commerce, social media) working to define a commercial proposal that meets the demands of the fashion industry of</p>

today. Key focus is also given to competitor evaluation and analysis techniques. Through the principles of economics and finance, students are able to measure profitability and ensure compliance with budgets and strategies, and implement specific cost control systems.

At the end of the program, students undertake a research project resulting in a business plan for a start-up, or for existing brand development. This course teaches real-world business skills.

Course Number	Course Title	Credit Hours
ARH100	HISTORY OF ART*	3
BSC105	BIOLOGY*	3
BUS200	FASHION MARKETING: PRINCIPLES AND PRACTICES	3
BUS300	FASHION COMMUNICATION	3
BUS305	PRODUCT DEVELOPMENT	3
BUS310	MICROECONOMICS	3
BUS315	BRAND AND BRANDING STRATEGIES	3
BUS320	FASHION BUYING	3
BUS325	SUPPLY CHAIN MANAGEMENT	3
BUS400	MERCHANDISING	3
BUS405	FASHION RETAIL MANAGEMENT	3
BUS410	FINANCE AND MANAGEMENT CONTROL	3
BUS415	STRATEGIC MANAGEMENT IN FASHION	3
BUS420	LUXURY BUSINESS MANAGEMENT	3
BUS425	MANAGEMENT AND STRATEGIC LEADERSHIP	3
COM100	DIGITAL DESIGN	3
COM200	ADVANCED DIGITAL DESIGN	3
COM430	DIGITAL MARKETING AND E-COMMERCE	3
DRA100	DRAWING I	3
DRA200	FASHION DRAWING I	3
ECO200	PRINCIPLES OF ECONOMICS*	3
ENC101	ENGLISH COMPOSITION I*	3
ENC202	ENGLISH COMPOSITION II*	3
ENV209	ENVIRONMENTAL SCIENCE*	3
FAS100	FASHION STYLING: VISUAL RESEARCH	3
HIS100	HISTORY OF DRESS AND COSTUME	3
HIS300	FASHION HISTORY & CONTEMPORARY PERSPECTIVE	3
MAC105	COLLEGE MATHEMATICS I*	3
MAC114	COLLEGE MATHEMATICS II*	3
PHI300	ETHICS*	3
PHI305	CRITICAL THINKING*	3
PRO420	FASHION ENTREPRENEURSHIP - THESIS	3
PSY201	PSYCHOLOGY*	3
SOC200	SOCIOLOGY*	3
SPC201	SPEECH*	3
STA300	STATISTICS*	3
TEX200	FABRICS AND MATERIALS	3
TRE300	TREND FORECASTING	3
VME400	VISUAL MERCHANDISING	3
WHO100	WORLD HISTORY*	3
<b>TOTAL</b>		<b>120</b>

#### GRADUATE PROGRAMS ADMISSIONS

Applicants will be considered for admission if they satisfy the following:

Submit evidence of a completed Bachelors Program,

Submit a completed enrollment agreement application form.

Admissions application,

Submit a \$100 nonrefundable application fee,

Submit an updated resume/cv,

Submit a personal statement that describes the applicant's professional accomplishments and goals.

Copy of valid government issued ID, for example passport

- The selection process of the school will allow for admission of graduate students on the basis of the applicants' academic credentials in addition to a review of all the information contained in the application, both academic and personal. For that reason, applicants may also submit letters of recommendation in order to give the Institution a complete picture of the applicant, as a student and as a person.
- Admissions requirements to specific graduate programs may vary - students should refer to the program descriptions found in the Catalog for additional information.

Meeting the minimum requirements does not guarantee admission to the institution. An applicant's total undergraduate record including grades, educational objective and pattern of courses completed, as well as personal and professional goals will be considered

#### GRADUATE TUITION, FEES AND OTHER EXPENSES

Program	Credit Hours	Total Per Credit Hour	Total Cost	Application Fee	Graduation Fee	Total Including Fees *
Master of Arts Fashion & Luxury Brand Management	36	\$ 1100	\$ 39,600	\$ 100	\$ 250	\$39,950

#### GRADUATE PROGRAM

Applicants will be considered for admission if they satisfy the following:

- Submit evidence of a completed Bachelors Program,
- Submit a completed enrollment agreement application form.
- Admissions application,
- Submit a \$100 nonrefundable application fee,
- Submit an updated resume/cv,
- Submit a personal statement that describes the applicant's professional accomplishments and goals.  
Copy of valid government issued ID, for example passport

#### FASHION & LUXURY BRAND MANAGEMENT (MASTER OF ARTS)

PROGRAM DATA	
Program Title: Fashion & Luxury Brand Management	
Credential Issued: Master Of Arts	
Program Delivery	On Campus
Program Length	Credit Hours: 36

ENTRANCE/ADMISSION REQUIREMENTS:
Applicants will be considered for admission if they satisfy the following:

- Submit evidence of a completed Bachelors Program,
- Submit a completed enrollment agreement application form 2017-18.
- Admissions application,
- Submit a \$100 nonrefundable application fee,
- Submit an updated resume/cv,
- Submit a personal statement that describes the applicant's professional accomplishments and goals.
- Copy of valid government issued ID, for example passport

**PROGRAM OBJECTIVE:**

The Master of Arts (MA) program in Fashion & Luxury Brand Management aims to provide in-depth knowledge of management and branding, specifically for the fashion and luxury goods industries.

This program is for participants that have previous undergraduate level study or proven work experience, completing the program with advanced branding and management skills for various positions within the fashion, luxury and creative industries.

Over the course of two years participants are taught how to motivate, create desire, and build consumer loyalty through various channels in merchandising, marketing and communication in order to meet the expectations of a luxury brand's vision and strategy.

**PROGRAM DESCRIPTION:**

The task of the brand manager is not only to attract and retain consumers, but also to improve the practical and organisational management of a brand within the fashion organisation - this course addresses both areas; luxury branding together with business management and organisation skills.

Participants learn how to adapt communication, marketing and promotional techniques to reach goals and sales targets, and fully apply the key strategies of luxury businesses. As well as concentrating on the intangible elements: customer relationships, the impact of social media and the consumer 'experience', the course makes a critical analysis of the more tangible elements of branding: product attributes (quality, features, and design), and the difference between brand image and brand identity, packaging and labelling.

A successful brand manager works on all of these aspects. They become experts in making key branding decisions including brand extension and brand repositioning, and learn how to detect any weaker products in a collection. Analysis of the target audience and marketing mix provides a solid grounding for brand strategy development together with research on how companies in the fashion and luxury market develop their own interpretation of brand positioning and devise innovative strategies.

The impact of social media has changed the face of communication and this course looks at finding the right balance between corporate brand image, enabling participants to network through new media and viral platforms – key to the success of luxury brands today. Along with the study of past styles and the analysis of current trends and forecasts related to "future-fashion", participants are able to question how aesthetic expressions and interpretations of social and cultural trends influence positioning and brand image.

This stimulating course prepares participants with specialised knowledge in Brand Management to support a future career in the fashion, luxury and creative industries.

At MA level, intensive coursework and home study may be assigned.

Areas of study include:

- Luxury brand analyses and marketing strategies
- Strategic branding and innovation management
- Media planning and digital communication
- Product creativity and production
- Contemporary issues in fashion
- Performance management, growth and market entry
- Commercialisation and retail in luxury
- Research methodologies

**PROGRAM BREAKDOWN BY COURSE**

Course Number	Course Title	Credit Hours
LBM511	FUTURE OF FASHION	2

LBM512	STRATEGIC MARKETING AND RETAIL ANALYSIS	3
LBM513	COMMUNICATION STRATEGIES	3
LBM514	RESEARCH METHODS	2
LBM515	DEVELOPING BRAND IDENTITIES	1
LBM516	ROLE OF DESIGN AND CREATIVITY	2
LBM517	FASHION PRODUCT DEVELOPMENT	3
LBM518	COMMERCIALIZATION AND RETAIL	1
LBM519	BRANDS AND BRANDING STRATEGIES	3
LBM521	INTELLECTUAL PROPERTY RIGHTS	1
LBM522	BUSINESS OF LUXURY	3
LBM523	MANAGING LUXURY	3
LBM524	CREATING, COMMUNICATING AND DELIVERING LUXURY	1
LBM525	FASHION ENTREPRENEURS	2
LBM601	CAPSTONE PROJECT	6
<b>TOTAL:</b>		<b>36</b>

## UNDERGRADUATE PROGRAM(S) COURSE DESCRIPTIONS

<b>Program Title: Fashion Studies</b>		
<b>Credential Issued: Associate Of Arts</b>		
<b>Course Number</b>	<b>Course Title</b>	<b>Course Description</b>
ARH100	HISTORY OF ART*	This course introduces students to the historical and intellectual content of western art through an evolution of History of Art from ancient times to the end of Late Middle Ages in Europe. The analysis is set in an extended historical, social, political and cultural context. The relationship between art and society, in centuries, is also studied to elaborate comparisons between past history and the contemporary cultural world.
BSC105	BIOLOGY*	This course is for non-science majors to provide students with the basic biology concepts; selected topics will include: cell concept, evolution, genetics and ecology. The students are expected to use the scientific method of thinking to analyze and make informed decisions about the environment.
BUS200	FASHION MARKETING: PRINCIPLES & PRACTICES	Through the recognition and understanding of the principles and practices of the main marketing tools, students develop a professional approach to the various marketing communications strategies that are applied in the fashion industry. The course takes a look at creative marketing in the contemporary fashion industry, considering traditional methods to online digital techniques in advertising and promotion.
COM100	DIGITAL DESIGN	This course teaches the basic notions of digital graphics for the field of Fashion Design. Through the study and the use of a variety of computer applications, students acquire the tools to work on photographic retouching and elaboration of images, with the purpose of presenting their creative ideas to a client or professional public. Students also learn how to use key software packages to create visual documents and presentations.
COM200	ADVANCED DIGITAL DESIGN	This course helps students extend their knowledge of multimedia; web and digital design, analysing the basic components of digital design tools, among which vector graphics and animation. By combining an overall creative vision and web design techniques, students will be able to produce a final project consisting in the creation of their own home page. Prerequisite COM100
DRA100	DRAWING I	In this course students learn basic drawing techniques by working on direct observation, and using nature, objects and architecture as a source of study. Basic elements include: the representation of shape, light and shadow, and the study of space, depth and proportions. In order to develop new ideas, both traditional research tools and digital resources are used.
DRA200	FASHION DRAWING I	The course analyses how to draw the human figure, both female and male with particular focus on anatomy analysis, proportions and the stylized drawing of the selected figure. Details of the body and its movement in space are further elements of study. Students are supplied with the fundamental tools to communicate and develop a fashion drawing, using different methods of hand illustration. Prerequisite DRA100
ECO200	PRINCIPLES OF ECONOMICS*	The class has the aim of studying the Production Companies as subjects, which develop an economic activity of market transformation, showing their structural and functioning aspects. In order to do so, there will be illustrated the prevalent and innovative methods of Organization, Management tools and Control principles. At the end of the class the student will have learnt main knowledge about

		Manufacturing Company System, which will help him to develop insights in topics of sectorial interest. There will be in-depth analysis through the "Case Study".
ENC101	ENGLISH COMPOSITION I*	This first required college level writing course introduces students to effective written communication through mastery of the writing process to include personal and professional contexts to include strategies for discussing, reviewing, development and structure, rhetorical strategies, organizational approaches, interpretive modes, of various written forms. Students will begin academic research skills to connect to their own writing and interests. This course fulfills a Gordon Rule requirement.
ENC202	ENGLISH COMPOSITION II*	This second required college level writing course focuses on the research process and advanced strategies for the analysis and evaluation of sources. Students will increase their knowledge of the writing process by composing informative and persuasive essays using a research process. Additionally, this course will emphasize the need for writing accuracy and the revision process using the conventions of standard edited American English. This course fulfills a Gordon Rule requirement.
ENV209	ENVIRONMENTAL SCIENCE*	This course provides students with an introduction to environmental factors and provides a foundation for real life issues for the scientific aspects affecting sustainability, environmental policies, economics and the awareness of personal choices.
FAS100	FASHION STYLING: VISUAL RESEARCH	Style and research, key to innovative design and creative ideas, is paramount throughout the course. Students are introduced to the role of the fashion stylist, and to visual representation as an 'art'; presenting products or communicating a vision in order to attract and engage the fashion consumer. Through creative and visual research students discover the world of trends and the role and influence of visual representation. The course will develop the students' ability to analyse, interpret and reference visual information, which is essential within the fashion industry.
HIS100	HISTORY OF DRESS AND COSTUME	This course cover the evolution of the History of Dress from ancient times to the present. Students study a wide historical, political, social and cultural context looking at aspects involved in sartorial cutting and construction, as well as the development of the productive systems of materials, accessories, jewels, hairstyles and makeup. The relationships between art and fashion are analysed though the course of history, to finally make a comparison between past and contemporary fashion, dress and costume.
MAC105	COLLEGE MATHEMATICS I*	This course introduces students the basic concepts of college mathematics to include algebra and will follow a logical sequence for students to gain confidence in polynomials, equations, inequalities, the straight line, Cartesian coordinates, functions and graphs, systems of linear equations, logarithms and exponentials, matrix algebra, limit of a function, and derivate of a function and integral.
MAC114	COLLEGE MATHEMATICS II*	This course introduces the basic concepts of Euclidean geometry and non-Euclidean geometry utilizing a problem-solving approach relevant to all majors. Students will explore the inductive method and review the foundations of geometric points, lines, segments; coverage of all 2-D figures; and an analysis of coordinates, vectors, and trigonometric relations.
PSY201	PSYCHOLOGY*	This introductory course will provide students with engaging research and experiential knowledge. Individual focused topics will include learning and memory, emotions, perception, personality, motivation and behavior.
SOC200	SOCIOLOGY*	This course will provide students with a basic understanding of how society functions. It will examine social phenomena in terms of social forces, group relations and social structures. Sociological topics will include the social construction of knowledge, socialization and culture.
SPC201	SPEECH*	This course provides students with oral communication skills needed to develop stronger personal, professional and educational presentation and experiential use of speaking. Students will apply theory and techniques to individual and group settings. Fulfills a Gordon Rule requirement.
TEX200	FABRICS & MATERIALS	Students learn how to recognize, manipulate and 'read' the materials and fabrics used in the fashion industry. Fibres are classified and studied together with the main techniques of fabric manufacturing. The knowledge of their intrinsic properties including weaving, finishing and printing techniques, allows students to acquire the basic skills in order to identify a fabric and apply it to works in the fashion industry. The world of yarns, leather and 2.0 materials is explored, with the aim of understanding the variety of technical/creative possibilities
WHO100	WORLD HISTORY*	This course provides students with a general understanding of the changes that have taken place in the world since the appearance of human kind. This course covers the breakup of the Old World, the events of the Middle Ages in Europe, the rise of industrialization, the growth of imperialism, the two world wars, the changes in the post war world, and globalization. This course also introduces students to the economic, political and social processes in the world of today.

<b>Program Title: Fashion Design</b>		
<b>Credential Issued: Bachelor Of Art</b>		
<b>Course Number</b>	<b>Course Title</b>	<b>Course Description</b>
ARH100	HISTORY OF ART*	This course introduces students to the historical and intellectual content of western art through an evolution of History of Art from ancient times to the end of Late Middle Ages in Europe. The analysis is set in an extended historical, social, political and cultural context. The relationship between art and society, in centuries, is also studied to elaborate comparisons between past history and the contemporary cultural world.
BSC105	BIOLOGY*	This course is for non-science majors to provide students with the basic biology concepts; selected topics will include: cell concept, evolution, genetics and ecology. The students are expected to use the scientific method of thinking to analyze and make informed decisions about the environment.
BUS200	FASHION MARKETING: PRINCIPLES AND PRACTICES	Through the recognition and understanding of the principles and practices of the main marketing tools, students develop a professional approach to the various marketing communications strategies that are applied in the fashion industry. The course takes a look at creative marketing in the contemporary fashion industry, considering traditional methods to online digital techniques in advertising and promotion.
BUS305	PRODUCT DEVELOPMENT	This course teaches students how different types of fashion organizations manage product design and development through studying supply chain and logistics, manufacturing processes and technology, and distribution and retailing. They will become familiar with different steps in supply chain management for the production of a fashion product, and will identify and manage critical business factors in the design, planning, development and production of a fashion collection.
COM100	DIGITAL DESIGN	This course teaches the basic notions of digital graphics for the field of Fashion Design. Through the study and the use of a variety of computer applications, students acquire the tools to work on photographic retouching and elaboration of images, with the purpose of presenting their creative ideas to a client or professional public. Students also learn how to use key software packages to create visual documents and presentations.
COM200	ADVANCED DIGITAL DESIGN	This course helps students extend their knowledge of multimedia; web and digital design, analysing the basic components of digital design tools, among which vector graphics and animation. By combining an overall creative vision and web design techniques, students will be able to produce a final project consisting in the creation of their own home page. Prerequisite COM100
COM300	DIGITAL ILLUSTRATION	This course provides students with the essential tools needed for the digital development of fashion illustrations and technical sheets. Through the use of the Adobe Photoshop and Illustrator software, students will have the chance to elaborate their own illustrations, also applying the latest rendering techniques. Different illustration styles will be covered through the artistic analysis of the most important illustrators. Time is dedicated to the study of layouts, useful for the development of technical drawings for garments.
COM305	PORTFOLIO AND VISUAL COMMUNICATION I	This course provides students with advanced technical and digital notions for the presentation and communication of a portfolio collection project. Creating layout with specific software offers the student the opportunity to present accurately and in detail, all the technical and creative aspects of their work. Prerequisite COM300
COM400	PORTFOLIO AND VISUAL COMMUNICATION II	The course discusses the creation of a Personal Portfolio based on the student's visual identity. According to their career objectives, projects are selected and presentation methodologies are defined. They study their own personal brand identity as well as the design of appropriate packaging. Materials, formats and different methodologies of print are analysed with the aim of presenting work to a professional level. Prerequisite COM305
DRA100	DRAWING I	On this course students learn basic drawing techniques by working on direct observation, and using nature, objects and architecture as a source of study. Basic elements include: the representation of shape, light and shadow, and the study of space, depth and proportions. In order to develop new ideas, both traditional research tools and digital resources are used.
DRA200	FASHION DRAWING I	The course analyses how to draw the human figure, both female and male with particular focus on anatomy analysis, proportions and the stylized drawing of the selected figure. Details of the body and its movement in space are further elements of study. Students are supplied with the fundamental tools to communicate and develop a fashion drawing, using different methods of hand illustration.



		Prerequisites DRA100
DRA300	FASHION DRAWING II	This course introduces students to colouring techniques used for the communication of ideas, concepts and details in a fashion product. The study and analysis of the main methodologies of manual rendering allows for a correct representation of matt and glossy effects, transparencies and textures of several fashion fabrics. By means of practical examples and a study based on observation of photographic images, fashion shows and illustrations, students acquire the fundamental techniques of fashion drawing using a variety of tools.
DRA305	FASHION DRAWING III	This subject allows students to evolve and extend their knowledge and skills in fashion drawing. Proportions and details are analysed for the professional representation of garments in 2D. The use of advanced colouring techniques and further experimentation with proportions allow students to build on their own individual illustration style, at a level suitable for publication. Prerequisite DRA300
DRA400	FASHION COLLECTION	The main purpose of the course is to create an original collection with a strong individual imprint and personality by means of research and innovative creative experimentation. Importance is given to the aspects of aesthetic and image study. With an orientation towards marketing, students become conscious of markets and international trends, making their project highly professional and concrete. Prerequisite DRA305
ECO200	PRINCIPLES OF ECONOMICS*	The class has the aim of studying the Production Companies as subjects, which develop an economic activity of market transformation, showing their structural and functioning aspects. In order to do so, there will be illustrated the prevalent and innovative methods of Organization, Management tools and Control principles. At the end of the class the student will have learnt main knowledge about Manufacturing Company System, which will help him to develop insights in topics of sectorial interest. There will be in-depth analysis through the "Case Study".
ENC101	ENGLISH COMPOSITION I*	This first required college level writing course introduces students to effective written communication through mastery of the writing process to include personal and professional contexts to include strategies for discussing, reviewing, development and structure, rhetorical strategies, organizational approaches, interpretive modes, of various written forms. Students will begin academic research skills to connect to their own writing and interests. This course fulfills a Gordon Rule requirement.
ENC202	ENGLISH COMPOSITION II*	This second required college level writing course focuses on the research process and advanced strategies for the analysis and evaluation of sources. Students will increase their knowledge of the writing process by composing informative and persuasive essays using a research process. Additionally, this course will emphasize the need for writing accuracy and the revision process using the conventions of standard edited American English. This course fulfills a Gordon Rule requirement..
ENV209	ENVIRONMENTAL SCIENCE*	This course provides students with an introduction to environmental factors and provides a foundation for real life issues for the scientific aspects affecting sustainability, environmental policies, economics and the awareness of personal choices.
FAS100	FASHION STYLING: VISUAL RESEARCH	Style and research, key to innovative design and creative ideas, is paramount throughout the course. Students are introduced to the role of the fashion stylist, and to visual representation as an 'art'; presenting products or communicating a vision in order to attract and engage the fashion consumer. Through creative and visual research students discover the world of trends and the role and influence of visual representation. The course will develop the students' ability to analyse, interpret and reference visual information, which is essential within the fashion industry.
HIS100	HISTORY OF DRESS AND COSTUME	This course cover the evolution of the History of Dress from ancient times to the present. Students study a wide historical, political, social and cultural context looking at aspects involved in sartorial cutting and construction, as well as the development of the productive systems of materials, accessories, jewels, hairstyles and makeup. The relationships between art and fashion are analysed through the course of history, to finally make a comparison between past and contemporary fashion, dress and costume.
HIS300	FASHION HISTORY & CONTEMPORARY PERSPECTIVE	This course looks at contemporary developments in Fashion Studies from 1900 to the present day. They discover Modernism and its impact on Fashion, together with the European avant-garde movement in art. Fashion and politics takes at look at World War I and World War II and their impact on the fashion world, through to studying the most important couturiers of 20th century and their importance for the fashion world today: Paul Poiret, Madeleine Vionnet and her impact on the work of John Galliano, Gabrielle Chanel, Elsa Schiaparelli and her collaboration with the Surrealists: Salvador Dali and Jean Cocteau.
MAC105	COLLEGE MATHEMATICS I*	This course introduces students the basic concepts of college mathematics to include algebra and will follow a logical sequence for students to gain confidence in polynomials, equations, inequalities, the straight line, Cartesian coordinates, functions and graphs, systems of linear equations, logarithms and exponentials, matrix algebra, limit of a function, and derivate of a function and integral.

MAC114	COLLEGE MATHEMATICS II*	This course introduces the basic concepts of Euclidean geometry and non-Euclidean geometry utilizing a problem-solving approach relevant to all majors. Students will explore the inductive method and review the foundations of geometric points, lines, segments; coverage of all 2-D figures; and an analysis of coordinates, vectors, and trigonometric relations.
PAT300	PATTERN CUTTING I	This course encourages students to understand the importance of research in the field of fashion design and pattern making. They learn the fundamental methods of creative research and gain the key skills to interpret, develop and elaborate their own research in order to create silhouettes and design details. Students work with a variety of tools to create two-dimensional ideas and transform them in 3-D shapes. The basic techniques of pattern making applied to the construction of simple garments such as skirts, trousers or dresses, provide a more technical understanding to the design approach.
PAT305	PATTERN CUTTING II	This course aims to analyse all the phases involved in the construction and production of a fashion garment. Initially the course focuses on the basic techniques of pattern making for the creation of shirts and jackets, on the analysis of shape, proportion and detail. Subsequently, all aspects involved in garment making are considered both at artisan and industrial level. Analysis on new production technologies which characterise contemporary industry, is also undertaken. Prerequisite PAT300
PAT400	ATELIER I	This course moves forward on the development of silhouettes. Silhouettes are used as a base for the construction of the garments that compose the students final creative individual project. After the phases of pattern making, prototypes, and the various phases of fitting, final garments are made in fabric with the help of professional dressmakers and atelier workshops. Prerequisite PAT305
PAT405	EXPERIMENTAL CUTTING	This course has the objective to encourage students to experiment innovative shapes and silhouettes, using traditional construction techniques, as well as alternative methods. These are the bases for the study of the silhouettes for the creative personal project, which will be the starting point for the construction of final outfits. Students acquire independence in the making of toiles and participate in the different fitting phases. Prerequisite PAT305
PAT410	ATELIER II	This course evolves from the development of garment prototypes. Through a reorganization of their design work, students are encouraged to perfect and develop their pattern making techniques and creative ideas, resulting in the creation of a professional design collection that is suitable for presentation to the general public. Prerequisite PAT400
PHI300	ETHICS*	This course will provide students with critical thinking skills while studying major theories of ethics. Ethics will be defined and analyzed to understand different points of view to include: values, cultural, socio-economic and other influences allowing students to demonstrate effective reasoning skills to make decisions.
PHI305	CRITICAL THINKING*	This course, students will explore and help develop strategies for “learning to think” and “thinking for learning” using the process of deductive argument and the notion of validity. Students are expected to use methods for analyzing and evaluating their beliefs by developing an ideological framework.
PRO400	INDUSTRY PROJECT	The course assists students in the planning of a project that mirrors the needs of the fashion industry. By means of an accurate research, the student must be able to analyse markets and trends, elaborate the correct connections and conceptualise the creative development. The final objective of the process is to create personalised collections, with a style that can be associated to the brand DNA. Students will work on the principles of time management, work organization, problem solving, multi-disciplinary collaborations, and teamwork.
PRO405	FINAL COLLECTION - THESIS	This course allows students to develop an individual and professional collection for a Fashion Show. Through research they work on evolving and completing their final collection, making it highly professional and contemporary on the base of critical analysis. The project must include innovative and original creative solutions with an eye to the future. The subject prepares students for a profession in the fashion industry, allowing them to acquire the skills to manage a workload in an independent and organized way. Prerequisite DRA400
PSY201	PSYCHOLOGY*	This introductory course will provide students with engaging research and experiential knowledge. Individual focused topics will include learning and memory, emotions, perception, personality, motivation and behavior.
RES300	RESEARCH AND DESIGN	This course discusses the basic steps involved in the design of a fashion idea. Starting with an accurate analysis of international fashion trends, students will learn how to plan and develop a range of products built on a deep secondary and primary research. While working on their project, they study an existing brand from a social, economic, global and ethic perspective. Students are encouraged to research materials, to manipulate fabrics and to study colour palettes. On

		completion of the course students are able to correctly organise a collection.
RES400	CREATIVE RESEARCH	On this course students independently experiment with garment creation based on their own interpretation of a fashion theme. They start experimenting with shapes and materials, with the aim of designing innovative outfits with a particular focus on individual image and style. Throughout the whole creative process they develop a fashion 'taste' and style, suitable for contemporary trends, and strengthen their own 'creative personality'. Prerequisite RES300
SOC200	SOCIOLOGY*	Students should understand their role in society and be capable of interpreting the social phenomena surrounding them. This course provides students with a basic understanding of how the society functions, and specifically how groups work.
SPC201	SPEECH*	This course helps a student develop his or her abilities and skills in expression and the spoken language. Students apply the techniques of oral exposition and learn to distinguish between the different techniques used in organized oral discussions.
STA300	STATISTICS*	The purpose of this course is to provide the students with the knowledge to make intelligent judgments and informed decisions by interpreting statistics and analyzing data. Among the topics studied are: collecting data, descriptive methods, probability material and inferential techniques.
TEX200	FABRICS AND MATERIALS	Students learn how to recognize, manipulate and read the materials and fabrics used in the fashion industry. Fibres are classified and studied together with the main techniques of fabric manufacturing. The knowledge of their intrinsic properties including weaving, finishing and printing techniques, allows students to acquire the basic skills in order to identify a fabric and apply it to works in the fashion industry. The world of yarns, leather and 2.0 materials is explored, with the aim of understanding the variety of technical/creative possibilities.
WHO100	WORLD HISTORY*	This course provides students with a general understanding of the changes that have taken place in the world since the appearance of human kind. This course covers the breakup of the Old World, the events of the Middle Ages in Europe, the rise of industrialization, the growth of imperialism, the two world wars, the changes in the post war world, and globalization. This course also introduces students to the economic, political and social processes in the world of today.

<b>Program Title: Fashion Styling</b>		
<b>Credential Issued: Bachelor Of Art</b>		
<b>Course Number</b>	<b>Course Title</b>	<b>Course Description</b>
ADV400	ADVERTISING IN STYLING	This course analyses the most important advertising campaigns in the luxury and mass-market fashion sectors, through the study of the fundamentals of contemporary communication. Students will learn all concepts related to developing, promoting and selling an idea through styling. They will research, develop and plan industry standard campaigns and catalogue pages for hypothetical clients in reaction to advertising briefs. Students will design, create and edit their own projects in relation to the brief utilising the skills gained in graphic design.
ARH100	HISTORY OF ART*	This course introduces students to the historical and intellectual content of western art through an evolution of History of Art from ancient times to the end of Late Middle Ages in Europe. The analysis is set in an extended historical, social, political and cultural context. The relationship between art and society, in centuries, is also studied to elaborate comparisons between past history and the contemporary cultural world.
BSC105	BIOLOGY*	The purpose of this course is to provide students with the basic knowledge in Biology; topics will include: cell structure and function, evolution, genetics and ecology. The students are expected to use the scientific method of thinking to analyze and relate concepts to the environment.
BUS200	FASHION MARKETING: PRINCIPLES AND PRACTICES	Through the recognition and understanding of the principles and practices of the main marketing tools, students develop a professional approach to the various marketing communications strategies that are applied in the fashion industry. The course takes a look at creative marketing in the contemporary fashion industry, considering traditional methods to online digital techniques in advertising and promotion.
COM100	DIGITAL DESIGN	This course teaches the basic notions of digital graphics for the field of Fashion Design. Through the study and the use of a variety of computer applications, students acquire the tools to work on photographic retouching and elaboration of images, with the purpose of presenting their creative ideas to a client or professional public. Students also learn how to use key software packages to create visual documents and presentations.
COM200	ADVANCED DIGITAL DESIGN	This course helps students extend their knowledge of multimedia; web and digital design, analysing the basic components of digital design tools, among

		which vector graphics and animation. By combining an overall creative vision and web design techniques, students will be able to produce a final project consisting in the creation of their own home page. Prerequisite COM100
COM310	GRAPHIC DESIGN I	This course teaches students the basics of visual design communication and presentation skills using Photoshop and InDesign software to create and present their ideas. Final work produced during the Fashion Styling 1 course will also be retouched and edited in this course.
COM315	GRAPHIC DESIGN II	This course teaches students how to create a magazine that encompasses their own graphic vision; by providing an understanding of how digital publishing is changing magazine design, learning how to retouch and edit images and how to output the magazine to print and/or digital media. Students will be proficient in the use of computer aided design software, e.g. Photoshop, Illustrator and InDesign and will become skilled in producing a professionally fashion magazine layout. The magazine will contain all the final project outcomes created in Fashion Styling 2 and Photography 2. Prerequisite COM310
COM410	GRAPHIC DESIGN III	Students will use all their acquired knowledge and abilities in Graphic Design (Photoshop and InDesign) to produce and present their final portfolio to a professional level. Students will work on the presentation, and explanation, of all their fashion editorials with a strong personal and individual visual identity. Prerequisite COM315
COM415	DIGITAL PORTFOLIO	On this course students learn how to develop concepts for web design projects. They will design and create a personal interactive online portfolio which will include their fashion editorials and written work prepared in Graphic Design III. Prerequisite COM410
COM420	MULTIMEDIA	This course introduces students to the basic elements of visual storytelling. The focus is on understanding the mechanisms of narration as much as on the knowledge that is required to produce a convincing narrative. Through an in-depth analysis of the different aspect of storytelling students will explore the world of moving images, aiming to understand what it is needed to create a coherent, meaningful and aesthetic work. This course allows students to develop their own fashion styling subject and encourages personal direction using contemporary media. On this course students will edit short fashion videos. Prerequisite COM410
DRA100	DRAWING I	On this course students learn basic drawing techniques by working on direct observation, and using nature, objects and architecture as a source of study. Basic elements include: the representation of shape, light and shadow, and the study of space, depth and proportions. In order to develop new ideas, both traditional research tools and digital resources are used.
DRA200	FASHION DRAWING I	The course analyses how to draw the human figure, both female and male with particular focus on anatomy analysis, proportions and the stylized drawing of the selected figure. Details of the body and its movement in space are further elements of study. Students are supplied with the fundamental tools to communicate and develop a fashion drawing, using different methods of hand illustration. Prerequisites DRA100
ECO200	PRINCIPLES OF ECONOMICS*	The class has the aim of studying the Production Companies as subjects, which develop an economic activity of market transformation, showing their structural and functioning aspects. In order to do so, there will be illustrated the prevalent and innovative methods of Organization, Management tools and Control principles. At the end of the class the student will have learnt main knowledge about Manufacturing Company System, which will help him to develop insights in topics of sectorial interest. There will be in-depth analysis through the "Case Study".
ENC101	ENGLISH COMPOSITION I*	This first required college level writing course introduces students to effective written communication through mastery of the writing process to include personal and professional contexts to include strategies for discussing, reviewing, development and structure, rhetorical strategies, organizational approaches, interpretive modes, of various written forms. Students will begin academic research skills to connect to their own writing and interests. This course fulfills a Gordon Rule requirement.
ENC202	ENGLISH COMPOSITION II*	This second required college level writing course focuses on the research process and advanced strategies for the analysis and evaluation of sources. Students will increase their knowledge of the writing process by composing informative and persuasive essays using a research process. Additionally, this course will emphasize the need for writing accuracy and the revision process using the conventions of standard edited American English. This course fulfills a Gordon Rule requirement.
ENV209	ENVIRONMENTAL SCIENCE*	This course provides students with an introduction to environmental factors and provides a foundation for real life issues for the scientific aspects affecting sustainability, environmental policies, economics and the awareness of personal choices.
FAS100	FASHION STYLING: VISUAL RESEARCH	Style and research, key to innovative design and creative ideas, is paramount throughout the course. Students are introduced to the role of the fashion stylist, and to visual representation as an 'art'; presenting products or communicating a

		vision in order to attract and engage the fashion consumer. Through creative and visual research students discover the world of trends and the role and influence of visual representation. The course will develop the students' ability to analyse, interpret and reference visual information, which is essential within the fashion industry.
FAS300	FASHION STYLING I	Students will be provided with an introduction to professional aspects of the fashion styling industry. They will gain a real understanding of the diversity of professional roles undertaken by a stylist. Students will get their first experience of organising a fashion photo-shoot, namely a still life editorial and a fashion editorial. The course also includes an introduction to the basic style 'wardrobe' through an historical and cultural analysis of information.
FAS305	FASHION STYLING II	This course is a learning and practice platform that allows students to research, plan and organize photo shoots inspired by individual interests in the social, and/or cultural spheres. Students will work through a series of 'styling challenges' in a highly critical and exciting context learning how to question, reflect, provoke, work on error, and produce, through an often surprising process of personal and creative development. Students will take inspiration from a variety of different sources such as exhibitions, films, music, politics, society etc., and transform this inspiration into concepts for their fashion 'stories'. This course also provides an introduction to other professional aspects of the fashion styling industry including client awareness, competitors, markets and consumers. Prerequisite FAS300
FAS400	FASHION STYLING AND EDITORIAL	This course gives students the possibility to work from a self-initiated brief which in turn provides an opportunity to display to their personal skills and knowledge. Independence at this level is essential and collaborating in a team is crucial for students wishing to work in the area of styling within the fashion industry. The variety of outcomes required presents a unique opportunity for the student to create a portfolio of work expressing their individualism and professionalism. Students will plan, organize and realize contemporary fashion editorials; all edited and presented in their final portfolio. Prerequisite FAS305
HIS100	HISTORY OF DRESS AND COSTUME	This course cover the evolution of the History of Dress from ancient times to the present. Students study a wide historical, political, social and cultural context looking at aspects involved in sartorial cutting and construction, as well as the development of the productive systems of materials, accessories, jewels, hairstyles and makeup. The relationships between art and fashion are analysed though the course of history, to finally make a comparison between past and contemporary fashion, dress and costume.
HIS300	FASHION HISTORY AND CONTEMPORARY PERSPECTIVE	This course looks at contemporary developments in Fashion Studies from 1900 to the present day. They discover Modernism and its impact on Fashion, together with the European avant-garde movement in art. Fashion and politics takes a look at World War I and World War II and their impact on the fashion world, through to studying the most important couturiers of 20th century and their importance for the fashion world today: Paul Poiret, Madeleine Vionnet and her impact on the work of John Galiano, Gabrielle Chanel, Elsa Schiaparelli and her collaboration with the Surrealists: Salvador Dali and Jean Cocteau.
HIS400	PHOTOGRAPHIC STYLE ANALYSIS	This course develops students visual literacy by learning the basic vocabulary used in the analyses of visual arts, and understanding the composition and 'content' of photographic material. Students discover key periods and styles in photographic history, and analyze important and emerging fashion photographers. They will investigate an artist's inspiration in image creation, and use pictures as a starting point of discussion, rather than arriving at a 'synthetic' or literal interpretation.
MAC105	COLLEGE MATHEMATICS I*	This course introduces students the basic concepts of college mathematics to include algebra and will follow a logical sequence for students to gain confidence in polynomials, equations, inequalities, the straight line, Cartesian coordinates, functions and graphs, systems of linear equations, logarithms and exponentials, matrix algebra, limit of a function, and derivative of a function and integral.
MAC114	COLLEGE MATHEMATICS II*	This course introduces the basic concepts of Euclidean geometry and non-Euclidean geometry utilizing a problem-solving approach relevant to all majors. Students will explore the inductive method and review the foundations of geometric points, lines, segments; coverage of all 2-D figures; and an analysis of coordinates, vectors, and trigonometric relations..
PHI300	ETHICS*	This course will provide students with critical thinking skills while studying major theories of ethics. Ethics will be defined and analyzed to understand different points of view to include: values, cultural, socio-economic and other influences allowing students to demonstrate effective reasoning skills to make decisions.
PHI305	CRITICAL THINKING*	This course, students will explore and help develop strategies for "learning to think" and "thinking for learning" using the process of deductive argument and the notion of validity. Students are expected to use methods for analyzing and evaluating their beliefs by developing an ideological framework
PHO300	PHOTOGRAPHY I	This course provides an introduction to the fundamentals of fashion photography highlighting photographic compositions, lighting and the use of the environment (studio). Students will also work on and create different visual assignments

		(editorials).
PHO305	PHOTOGRAPHY II	Students will plan, organize and realize fashion photo shoots (womenswear, menswear, trends and beauty) assigned in Fashion Styling 2 and learn how to collaborate effectively with photographers, makeup artists, hair stylists, and model agencies in managing and coordinating their projects. Students will also learn how to move forward in unfamiliar and unpredictable situations, e.g. model agencies cancelling models, changes in location availability, and will understand how to manage workloads and meet deadlines. Prerequisite PHO300
PSY201	PSYCHOLOGY*	This introductory course will provide students with engaging research and experiential knowledge. Individual focused topics will include learning and memory, emotions, perception, personality, motivation and behavior.
RES410	TREND RESEARCH AND CREATIVE RESEARCH DEVELOPMENT	This course provides the fundamentals of fashion trend forecasting, analysis and research. Students will collect and analyse data in order to produce trend books for the fashion industry. Students will gain the ability to forecast trends by looking at sub-cultures, street style, trend spotting, photo blogging, in both a fashion and non-fashion culture, and trend diversity. Students will plan and produce a fashion editorial project that demonstrates the identity of a fashion magazine using a chosen sub-concept trend, developed within trend books.
SOC200	SOCIOLOGY*	Students should understand their role in society and be capable of interpreting the social phenomena surrounding them. This course provides students with a basic understanding of how the society functions, and specifically how groups work.
SPC201	SPEECH*	This course helps a student develop his or her abilities and skills in expression and the spoken language. Students apply the techniques of oral exposition and learn to distinguish between the different techniques used in organized oral discussions.
STA300	STATISTICS*	The purpose of this course is to provide the students with the knowledge to make intelligent judgments and informed decisions by interpreting statistics and analyzing data. Among the topics studied are: collecting data, descriptive methods, probability material and inferential techniques.
TEX200	FABRICS AND MATERIALS	Students learn how to recognize, manipulate and read the materials and fabrics used in the fashion industry. Fibres are classified and studied together with the main techniques of fabric manufacturing. The knowledge of their intrinsic properties including weaving, finishing and printing techniques, allows students to acquire the basic skills in order to identify a fabric and apply it to works in the fashion industry. The world of yarns, leather and 2.0 materials is explored, with the aim of understanding the variety of technical/creative possibilities.
TRE300	TREND FORECASTING	This course introduces students to the role of the trend forecaster, looking at trend prediction, as well as the various methods of forecasting in the Fashion and luxury industries. The theories, concepts and methods constitute a framework that will facilitate the student to understand, interpret and anticipate developments and change for the near future. Researching seasonal trends, color, social and economic trends, consumer preferences and cultural indicators increase student's ability in successful analysis and review.
VME400	VISUAL MERCHANDISING	This course covers Visual Merchandising within a fashion retail context, its strategies and purpose. Students will also explore the idea of visual merchandising aligned to the subject of fashion styling, contextualising and using relevant processes in visual branded design for VM installations and outcomes. Students will research, design and present a Fashion Retail Window Concept and an Instore Retail Concept.
WHO100	WORLD HISTORY*	This course provides students with a general understanding of the changes that have taken place in the world since the appearance of human kind. This course covers the breakup of the Old World, the events of the Middle Ages in Europe, the rise of industrialization, the growth of imperialism, the two world wars, the changes in the post war world, and globalization. This course also introduces students to the economic, political and social processes in the world of today.
WRI400	ADVANCED FASHION WRITING - THESIS	Students in this course gain a historical overview of the emergence of 'critique', or disciplined, systematic analysis of a written or oral works. They will be introduced to the practical side of the critic (blogger, national press, and fashion and art magazines) and learn key tools of the trade in order to put together a well-researched written critique. Students study and use semiotics as an analytical tool to understand what is conveyed in a visual image, and will learn how to research, plan and produce articles, fashion reviews, reportages, profiles (interviews) and press releases for exhibitions and fashion events. This courses develops both visual and written communication skills.

<b>Program Title: Fashion Business</b>		
<b>Credential Issued: Bachelor Of Art</b>		
<b>Course Number</b>	<b>Course Title</b>	<b>Course Description</b>

ARH100	HISTORY OF ART*	This course introduces students to the historical and intellectual content of western art through an evolution of History of Art from ancient times to the end of Late Middle Ages in Europe. The analysis is set in an extended historical, social, political and cultural context. The relationship between art and society, in centuries, is also studied to elaborate comparisons between past history and the contemporary cultural world.
BSC105	BIOLOGY*	The purpose of this course is to provide students with the basic knowledge in Biology; topics will include: cell structure and function, evolution, genetics and ecology. The students are expected to use the scientific method of thinking to analyze and relate concepts to the environment.
BUS200	FASHION MARKETING: PRINCIPLES AND PRACTICES	Through the recognition and understanding of the principles and practices of the main marketing tools, students develop a professional approach to the various marketing communications strategies that are applied in the fashion industry. The course takes a look at creative marketing in the contemporary fashion industry, considering traditional methods to online digital techniques in advertising and promotion.
BUS300	FASHION COMMUNICATION	This course provides an in depth explanation of the principles and practices of the main communication tools used in the fashion and luxury industry today. Following on from the Fashion Marketing Principles and practices, students develop a more professional and systematic approach to the communication strategies that are applied in industry, as well as the influence of communication tools in fashion and luxury marketing.
BUS305	PRODUCT DEVELOPMENT	This course teaches students how different types of fashion organizations manage product design and development through studying supply chain and logistics, manufacturing processes and technology, and distribution and retailing. They will become familiar with different steps in supply chain management for the production of a fashion product, and will identify and manage critical business factors in the design, planning, development and production of a fashion collection.
BUS310	MICROECONOMICS	This course introduces students to the world of business and economics in a fashion business context. Students learn key business and economic theories, looking at their influences and application via a Micro economic analysis of the fashion business and its industrial environments.
BUS315	BRAND AND BRANDING STRATEGIES	The course introduces students to the world of brands; to branding strategies and their application within the world of fashion and luxury. During the course students will examine the different theoretical frameworks and complex nature of brands, gaining a solid understanding of brand management, and analysing the influence that brands have on the success of a fashion organization; from mass markets and fast fashion, through to luxury. Prerequisite BUS300
BUS320	FASHION BUYING	This course takes an indepth look at the buying process, working from 'concept to consumer' in relation to varied customer and market environments. Students analyze the buying function, looking at different buyers' responsibilities; learning how to determine what assortments to buy and which resources to select to produce a successful buying strategy. Prerequisite BUS305
BUS325	SUPPLY CHAIN MANAGEMENT	Building on an understanding of fashion theory, innovation and digitization in the buying and product development process, this course provides an understanding of supply chain management strategies for luxury brands and fashion products. Students investigate the design, planning, execution, control, and monitoring of supply chain activities, and by understanding the role of the supply chain manager they learn how products travel from the design studio, to the showroom and store. Prerequisite BUS305
BUS400	MERCHANDISING	This course provides students with an advanced knowledge and understanding of the role and responsibilities of the Fashion Merchandiser within different fashion organizations. Students are introduced to the terminology of operating statements, inventory retail methods, planning seasonal purchases, calculating markups, turnover, stock-sales ratios, open-to-buy, markdowns and terms of sale. Prerequisite BUS325
BUS405	FASHION RETAIL MANAGEMENT	This course provides students with an advanced knowledge and understanding of the role and responsibilities of the retailer by analysing successful retail strategies across varied fashion organizations. Students will develop astute commercial awareness of retail theories and practices required in the management of fashion products for todays markets.
BUS410	FINANCE AND MANAGEMENT CONTROL	This course provides an in-depth understanding of Business Finance and Management Control, with the aim of developing students' skills in financial analysis, and their ability to relate accounting, finance, and costings within a fashion context. The topics discussed capitalize on the principles of business, of economics and accounting, with a more in depth focus on finance and management control. Prerequisite BUS310

BUS415	STRATEGIC MANAGEMENT IN FASHION	This course provides students with the tools to critically examine the impact of evolving macro and micro environmental factors, on the competitive strategies of fashion organizations. Students will analyse the key stages in formulating, developing and implementing various strategies in marketing, operations, finance, and human resources, and plan and recommend an appropriate course of action within a given scenario as part of an assessed group project.
BUS420	LUXURY BUSINESS MANAGEMENT	This course introduces to students the luxury business, its management techniques, and strategies for the creation, communication and delivery of luxury products and services. Participants learn how to adapt communication, marketing and promotional techniques to reach sales goals and apply the key strategies of luxury businesses. The course addresses two areas: luxury branding together with business management and organization skills.
BUS425	MANAGEMENT AND STRATEGIC LEADERSHIP	This course provides an in-depth understanding of the management theories and a strategic vision of a leader in a fast changing fashion business world. Students will also learn negotiation skills and how to make decisions as well as other relevant business skills that a leader needs.
COM100	DIGITAL DESIGN	This course teaches the basic notions of digital graphics for the field of Fashion Design. Through the study and the use of a variety of computer applications, students acquire the tools to work on photographic retouching and elaboration of images, with the purpose of presenting their creative ideas to a client or professional public. Students also learn how to use key software packages to create visual documents and presentations.
COM200	ADVANCED DIGITAL DESIGN	This course helps students extend their knowledge of multimedia; web and digital design, analysing the basic components of digital design tools, among which vector graphics and animation. By combining an overall creative vision and web design techniques, students will be able to produce a final project consisting in the creation of their own home page. Prerequisite COM100
COM430	DIGITAL MARKETING AND E-COMMERCE	This course critically analyses the role of digital marketing within business strategies of organizations operating in the fashion and luxury industries. Students will learn the latest E-commerce theories and practices that has changed the face of today's retail business, and will look at digital marketing's influence on product sales, and consumer behavior.
DRA100	DRAWING I	On this course students learn basic drawing techniques by working on direct observation, and using nature, objects and architecture as a source of study. Basic elements include: the representation of shape, light and shadow, and the study of space, depth and proportions. In order to develop new ideas, both traditional research tools and digital resources are used.
DRA200	FASHION DRAWING I	The course analyses how to draw the human figure, both female and male with particular focus on anatomy analysis, proportions and the stylized drawing of the selected figure. Details of the body and its movement in space are further elements of study. Students are supplied with the fundamental tools to communicate and develop a fashion drawing, using different methods of hand illustration. Prerequisite DRA100
ECO200	PRINCIPLES OF ECONOMICS*	The class has the aim of studying the Production Companies as subjects, which develop an economic activity of market transformation, showing their structural and functioning aspects. In order to do so, there will be illustrated the prevalent and innovative methods of Organization, Management tools and Control principles. At the end of the class the student will have learnt main knowledge about Manufacturing Company System, which will help him to develop insights in topics of sectorial interest. There will be in-depth analysis through the "Case Study".
ENC101	ENGLISH COMPOSITION I*	This first required college level writing course introduces students to effective written communication through mastery of the writing process to include personal and professional contexts to include strategies for discussing, reviewing, development and structure, rhetorical strategies, organizational approaches, interpretive modes, of various written forms. Students will begin academic research skills to connect to their own writing and interests. This course fulfills a Gordon Rule requirement.
ENC202	ENGLISH COMPOSITION II*	This second required college level writing course focuses on the research process and advanced strategies for the analysis and evaluation of sources. Students will increase their knowledge of the writing process by composing informative and persuasive essays using a research process. Additionally, this course will emphasize the need for writing accuracy and the revision process using the conventions of standard edited American English. This course fulfills a Gordon Rule requirement..
ENV209	ENVIRONMENTAL SCIENCE*	This course provides students with an introduction to environmental factors and provides a foundation for real life issues for the scientific aspects affecting sustainability, environmental policies, economics and the awareness of personal choices.
FAS100	FASHION STYLING: VISUAL RESEARCH	Style and research, key to innovative design and creative ideas, is paramount throughout the course. Students are introduced to the role of the fashion stylist, and to visual representation as an 'art'; presenting products or communicating a vision in order to attract and engage the fashion consumer. Through creative and



		visual research students discover the world of trends and the role and influence of visual representation. The course will develop the students' ability to analyse, interpret and reference visual information, which is essential within the fashion industry.
HIS100	HISTORY OF DRESS AND COSTUME	This course cover the evolution of the History of Dress from ancient times to the present. Students study a wide historical, political, social and cultural context looking at aspects involved in sartorial cutting and construction, as well as the development of the productive systems of materials, accessories, jewels, hairstyles and makeup. The relationships between art and fashion are analysed though the course of history, to finally make a comparison between past and contemporary fashion, dress and costume.
HIS300	FASHION HISTORY & CONTEMPORARY PERSPECTIVE	This course looks at contemporary developments in Fashion Studies from 1900 to the present day. They discover Modernism and its impact on Fashion, together with the European avant-garde movement in art. Fashion and politics takes at look at World War I and World War II and their impact on the fashion world, through to studying the most important couturiers of 20th century and their importance for the fashion world today: Paul Poiret, Madeleine Vionnet and her impact on the work of John Galliano, Gabrielle Chanel, Elsa Schiaparelli and her collaboration with the Surrealists: Salvador Dali and Jean Cocteau.
MAC105	COLLEGE MATHEMATICS I*	This course introduces students the basic concepts of college mathematics to include algebra and will follow a logical sequence for students to gain confidence in polynomials, equations, inequalities, the straight line, Cartesian coordinates, functions and graphs, systems of linear equations, logarithms and exponentials, matrix algebra, limit of a function, and derivate of a function and integral.
MAC114	COLLEGE MATHEMATICS II*	This course introduces the basic concepts of Euclidean geometry and non-Euclidean geometry utilizing a problem-solving approach relevant to all majors. Students will explore the inductive method and review the foundations of geometric points, lines, segments; coverage of all 2-D figures; and an analysis of coordinates, vectors, and trigonometric relations.
PHI300	ETHICS*	This course will provide students with critical thinking skills while studying major theories of ethics. Ethics will be defined and analyzed to understand different points of view to include: values, cultural, socio-economic and other influences allowing students to demonstrate effective reasoning skills to make decisions.
PHI305	CRITICAL THINKING*	This course, students will explore and help develop strategies for "learning to think" and "thinking for learning" using the process of deductive argument and the notion of validity. Students are expected to use methods for analyzing and evaluating their beliefs by developing an ideological framework.
PRO420	FASHION ENTREPRENEURSHIP - THESIS	The aim of this course is to develop and launch a new brand or business concept within the fashion industry; to identify a gap in the market and apply appropriate business theories and processes in order to develop a suitable business plan. The structure and content of a business plan depends on the nature of the business initiative and the target audience of the document. Students will undertake and manage a self-directed business project as a major component of their degree in Fashion Business.
PSY201	PSYCHOLOGY*	This introductory course will provide students with engaging research and experiential knowledge. Individual focused topics will include learning and memory, emotions, perception, personality, motivation and behavior.
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		strategies and purpose. Students will also explore the idea of visual merchandising aligned to the subject of fashion styling, contextualising and using relevant processes in visual branded design for VM installations and outcomes. Students will research, design and present a Fashion Retail Window Concept and an Instore Retail Concept.
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## GRADUATE PROGRAM(S) COURSE DESCRIPTIONS

Program Title: Fashion & Luxury Brand Management		
Credential Issued: Master Of Arts		
Course Number	Course Title	Course Description
LBM511	FUTURE OF FASHION	It is essential for students who study Fashion and Luxury Brand Management to be aware of the context in which the industry operates and the key drivers that impact that industry. This forward-looking course supports a core understanding of the world of luxury fashion, from micro and macro trends and forecasting, to the significant social and cultural movements that affect the industry, such as digitality, innovation, sustainability and ethical considerations, as well as emerging international fashion centres.
LBM512	STRATEGIC MARKETING AND RETAIL ANALYSIS	This course provides a strong theoretical framework from which to understand and apply fashion marketing techniques. Students will study marketing segmentation, targeting, positioning, planning and the marketing mix with particular reference to the retail environment, as well as analysing fashion consumer markets and the principles of consumer behaviour. Students will develop an understanding of different perspectives to fashion marketing and apply these to real world situations through project work.
LBM513	COMMUNICATION STRATEGIES	This course explores the ever-evolving world of marketing communication strategies, drawing on fashion industry case studies to help students to develop a deeper understanding of success factors. Media planning and strategy, public relations, sales promotions, direct marketing, CSR, the digital landscape of communications, fashion advertising and creative communication strategies, as well as laws and regulations associated with marketing communications are included amongst the topics.
LBM514	RESEARCH METHODS	Research Methods supports students in developing the core competencies and academic rigour required for study at postgraduate level. Through a series of lectures and activities, students will be able to gain the theoretical and practical understanding needed to create effective coursework and capstone project proposals. Lectures will cover the reflective process, the review of literature, research methodologies, structuring research
LBM515	DEVELOPING BRAND IDENTITIES	Well produced, brand-appropriate presentation of work is considered a benchmark of professionalism in the luxury fashion industry. This course will support students in developing the ability to make sound judgements about how work may be persuasively presented and the different visual strategies that may be employed. An understanding of the principles of visual communication for a specialist and non-specialist audience are addressed through workshops in Adobe Photoshop, Illustrator and InDesign.
LBM516	ROLE OF DESIGN AND CREATIVITY	Creative flair coupled with market awareness are advantageous in luxury brand management. This course supports students' ability to think critically and creatively in the proposal of innovative fashion products for a specified luxury brand. Based on in-depth brand and market research, students will generate and justify a well devised, brand-appropriate collection, building on trend forecasts and the application of personal design research, collection of fabric samples, developing a colour story and mood board and producing technical information for the range.
LBM517	FASHION PRODUCT DEVELOPMENT	In order to develop a successful branded product and take it to market, students need a good understanding of the processes involved. In this course, they will develop essential product development skills for a given market. This course works in conjunction with The Role of Creativity to form a cohesive package of specialist learning. The range will be presented from concept to consumer, enabling students to further develop their understanding of the application of creative thinking, brand analysis and the interpretation of key brand aesthetics, through to product development and production. The importance of developing effective strategies for supply chain management will also be addressed, and the growing imperative for sustainable sourcing.
LBM518	COMMERCIALISATION AND	New and evolving landscapes of the fashion retail environment are explored, through the analysis of innovative visual merchandising strategies for online

	RETAIL	retailing, bricks and mortar retailing and omni-channel retailing, as key to contemporary commercialisation strategies.
LBM519	BRANDS AND BRANDING STRATEGIES	Students will study the strategic brand management process. This starts with conducting brand audits to identify strengths and weaknesses of brands, developing brand strategies, setting key performance indicators and defining execution plans. Branding topics such as brand equity, brand personality, brand identity and brand extensions will be studied and students will be given the opportunity to research and critically analyse the application to luxury brands identifying key success factors and pitfalls. The Unit also explores contemporary branding topics such as digital branding, brand experience as well as rebranding, corporate social responsibility and globalisation. The application of branding by fashion and luxury brands is an art which students will be able to master by being exposed to various frameworks, theories, case-studies and live projects. Students will develop their analytical, critical, research and communications skills but most importantly become creative problem solvers.
LBM521	INTELLECTUAL PROPERTY RIGHTS	Essential to the contemporary fashion brand, the concept of authorship is explored, as well as licensing rights and the protection of intellectual property. Other contractual instruments for developing brands are explored: joint ventures agreements, co-operation agreements, distribution and agency, agreements, other relevant provisions. The challenges of counterfeiting are also expounded.
LBM522	BUSINESS OF LUXURY	This course investigates the various meanings of luxury and provides an in-depth analysis of the main pitfalls, similarities and differences between Premium and Luxury concepts. The course looks at how luxury brands evolve to respond to changing habits and trends in consumption, without losing their DNA and their codes. Using examples and cases from the world of luxury, there is a strong focus on the main business models adopted by various luxury brands to grow within a global conglomerates or as independent.
LBM523	MANAGING LUXURY	This course covers various aspects of luxury brand management, through understanding the concepts and strategies of brand valuations, performance management, growth, and market entry. A range of tools, methods and techniques will be discussed and analysed in the context of their usefulness to integrate theory into real life examples and cases from the luxury world. Together with the Business of Luxury, this course assesses the current opportunities and challenges facing luxury brands through a deep understanding of the critical success factors needed to succeed and grow in the luxury industry.
LBM524	CREATING, COMMUNICATING AND DELIVERING LUXURY	This course will apply strategies for the creation, communication and delivery of luxury, based on a critical analysis of the visual and experiential language of luxury. Students will explore the main ingredients required to create luxury, identify brand codes for communications strategies as well as formulating operating procedures to deliver coherent brand experiences at every touch point. How the luxury service culture strive to deliver wow experiences online and offline will be analysed. Furthermore, students will examine the strong links between luxury brands, the arts and philanthropy. Here students will be given the opportunity to be entrepreneurial and revive or create a luxury brand.
LBM525	FASHION ENTREPRENEURS	Complementing the course in Creating, Communicating and Delivering Luxury, this course supports the development of entrepreneurial skills. The ability to identify and exploit professional opportunities is essential to work with luxury brands or for those who wish to establish their own brands. Concepts of self-branding and the strategic development of professional networks are also covered in this course.
LBM601	CAPSTONE PROJECT	The capstone project represents the culmination of a student's academic learning and may take a variety of forms. Students may select a course of personal and professional interest and relevance, and conduct and document an in depth investigation into the topic. Students will meet with a designated supervisor to support them through the development of their project. Outcomes may be a final collection, a product, a presentation, a short film or an academic paper that will be presented and orally defended to a panel of tutors and experts in the field.

## FACULTY LISTING

<u>INSTRUCTOR/DEGREES</u>	<u>CODE</u>	<u>COURSE TITLE</u>	
<b>RENE ALVAREZ</b> MBA BA English	LBM522	BUSINESS OF LUXURY	
	LBM523	MANAGING LUXURY	
	LBM519	BRANDS AND BRANDING STRATEGIES	
	BUS315	BRAND & BRANDING STRATEGIES	
	ECO200	PRINCIPLES OF ECONOMICS	
	BUS310	MICROECONOMICS	
	LBM518	COMMERCIALISATION AND RETAIL	
	BUS415	STRATEGIC MANAGEMENT IN FASHION	
	PRO420	FASHION ENTREPRENEURSHIP: THESIS	
	<b>JUDITH ANDERSON</b> Ed.D. Org Leadership Ed.D. Org Leadership BA English	SPC201	SPEECH
LBM514		RESEARCH METHODS	
STA300		STATISTICS	
BUS300		FASHION COMMUNICATION	
BUS425		MANAGEMENT & STRAT. LEADERSHIP	
<b>MILAGROS BELLO</b> PhD Art History MS Sociology BS Sociology	ARH100	HISTORY OF ART	
	WHO100	SOCIOLOGY	
<b>MARIO BRAGHIERI</b> MA Higher Education BA Fashion Design	PAT300	PATTERN CUTTING 1	
	PAT305	PATTERN CUTTING 2	
	PAT400	ATELIER	
	PAT405	EXPERIMENTAL CUTTING	
	PAT410	ATELIER 2	
<b>MASSIMO CASAGRANDE</b> MFA Fashion Design BA Fashion Design	DRA200	FASHION DRAWING 1	
	LBM517	FASHION PRODUCT DEVELOPMENT	
	LBM524	CREATING, COMM & DELIVERY LUXURY	
	LBM516	ROLE OF DESIGN AND CREATIVITY	
	LBM525	FASHION ENREPERNEURS	
	LBM601	CAPSTONE PROJECT	
	TRE300	TREND FORECASTING	
	TRE300	TREND FORECASTING	
	DRA300	FASHION DRAWING 2	
	RES300	RESEARCH AND DESIGN	
	DRA305	FASHION DRAWING 3	
	DRA400	FASHION COLLECTION	
	RES400	CREATIVE RESEARCH	
	PRO400	INDUSTRY PROJECT	
	PRO405	FINAL COLLECTION-THESIS	
	TRE300	TREND FORECASTING	
	LBM511	FUTURE OF FASHION	
	HIS300	F. HISTORY & CONTEMP. PERSPECTIVES	
	<b>DANIELE D'ORAZI</b> MA Media Communication BA Political Science	BUS430	DIGITAL MARKETING & E-COMMERCE
		BUS420	LUXURY BRAND MANAGEMENT
LBM512		STRATEGIC MKTING & RETAIL ANALYSIS	
LBM513		COMMUNICATIONS STRATEGIES	
LBM515		DEVELOPING BRAND IDENTITIES	
COM420		MULTIMEDIA	
<b>MILVA DI LORENZO</b> MA Higher Education BA Fashion Design	TEX200	FABRICS & MATERIALS	
<b>FEDLINE FERJUSTE</b> JD Law	PHI300	ETHICS	
	LBM521	INTELLECTUAL PROPERTY RIGHTS	

MS Taxation BS Accounting	BUS410	FINANCE AND MANAGEMENT CONTROL
<b>SHERIE GACHE</b> PhD Film Communications MFA Creative Writing BA Journalism	ENC101 SOC200 WRI400	ENGLISH COMPOSITION 1 ENGLISH COMPOSITION 2 ADVANCED FASHION WRITING: THESIS
<b>LUCREZIA MANCINI</b> Higher education Cert BA Fashion Styling	FAS100 WME400 FAS300 FAS305 ADV400 FAS400 HIS400 RES410 VME400	FASHION STYLING VISUAL RESEARCH VISUAL MERCHANDISING FASHION STYLING FASHION STYLING 2 ADVERTISING IN STYLING FASHION STYLING & EDITORIAL PHOTOGRAPHIC STYLE ANALYSIS TREND RES. & CREATIVE RES. DEVELOP. VISUAL MERCHANDISING
<b>PRISCA MILLIANCE</b> MA Fashion Studies BA Fashion Merchandising	BUS305 BUS400 COM300 BUS320 BUS405 BUS325	PRODUCT DEVELOPMENT MERCHANDISING DIGITAL ILLUSTRATION FASHION BUYING FASHION RETAIL MANAGEMENT SUPPLY CHAIN MANAGEMENT
<b>ALBENA PETRUS</b> MFA Graphic Design BA Graphic Design	COM315 COM410 COM400 COM415	GRAPHIC DESIGN 2 GRAPHIC DESIGN 3 PORTFOLIO & VISUAL COMM 2 DIGITAL PORTFOLIO
<b>LINDA PHELPS</b> MFA Visual Arts BA Photography	DRA100 PHO305 PHO300	DRAWING 1 PHOTOGRAPHY 2 PHOTOGRAPHY 1
<b>HILDA RODRIGUEZ</b> PhD Biology MS Biology BS Biology	BSC105 ENV209	BIOLOGY ENVIRONMENTAL SCIENCE
<b>ALECIA SACHS</b> MS Mathematics BS Mathematics	MAC105 MAC114 PHI305	COLLEGE MATHEMATICS 1 COLLEGE MATHEMATICS 2 CRITICAL THINKING
<b>ANDRES SUAREZ</b> MFA Interior Design BS Interior Design	COM100 COM200 COM305 COM310	DIGITAL DESIGN ADVANCED DIGITAL DESIGN PORTFOLIO & VISUAL COMM 1 GRAPHIC DESIGN 1
<b>DOLLEEN VIGUIE</b> MA Humanities BA Fashion Merchandising	HIS100 WHO100 BUS200	HISTORY OF ART & DRESS WORLD HISTORY F. MARKETING PRINCIPLES & PRACTICE
<b>REBECCA WANG</b> PhD Clinical Psychology MS Psychology BS Psychology	PSY201	PSYCHOLOGY