



istitutomarangoni



**STUDY ABROAD
FASHION BUSINESS & BUYING
SEMESTER**

Version 01

Programme Information
1. Certification attained

Istituto Marangoni Certificate and Transcript

2. Course structures
Fashion Business and Buying Semester Abroad • October intake

Term 1 • Visual and Emotional Branding unit

| Subjects | Total Hours | Credits* |
|---------------------------|-------------|----------|
| Fashion Psychology | 20 | 15 |
| Interdisciplinary Project | 20 | |
| Brand Insight | 20 | |
| Fashion Digital Lens | 20 | |
| Fashion Promotional Mix | 20 | |

Term 2 • The Contemporary Product unit

| Subjects | Total Hours | Credits* |
|-----------------------------|-------------|----------|
| Product Life | 40 | 15 |
| Contemporary Fashion Trends | 20 | |
| Textile Landscape | 40 | |

Term 1 and 2 • Finance and Management Control unit

| Subjects | Total Hours | Credits* |
|--------------------------------|-------------|----------|
| Finance and Management Control | 30 | 15 |

Fashion Business and Buying Semester Abroad • February intake

Term 2 • The Contemporary Product unit

| Subjects | Total Hours | Credits* |
|-----------------------------|-------------|----------|
| Product Life | 40 | 15 |
| Contemporary Fashion Trends | 20 | |
| Textile Landscape | 40 | |

Term 3 • Fashion Next unit

| Subjects | Total Hours | Credits* |
|------------------------|-------------|----------|
| Project Management | 40 | 15 |
| Green Marketing | 20 | |
| Visionary Research | 20 | |
| Luxury Business Models | 20 | |

Term 2 and 3 • Finance and Management Control unit

| Subjects | Total Hours | Credits* |
|--------------------------------|-------------|----------|
| Finance and Management Control | 30 | 15 |

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

3. Course Learning Outcomes

Students successfully completing the Semester Abroad programme in Fashion Business and Buying will have developed:

LO 1 - A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process and its relevance to fashion buying;

LO 2 - An ability to investigate all aspects of modern organisations operating within the fashion industry taking the process from management, finance and logistics, manufacturing processes and technologies and retailing;

LO 3 - The ability to evaluate the appropriateness of different approaches to problem solving.

LO 4 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry;

Please, check additional information about the academic structure of the Fashion Business & Buying Semester in the Programme Specifications available here:

<https://www.istitutomarangoni.com/en/fashion-courses/undergraduate-programmes/semester-courses/fashion-business-buying-semester/>