Milano School

istitutomarangoni
enhancing talent since 1935

Design Management & Strategic Innovation

PRODUCT DESIGN

COURSE TYPE

Master's Degree

AFAM / 60 CFA equivalent to 60 ECTS credits

Recognized by the Italian Ministry of University and Research.

OVERVIEW

The Master's Course in Design Management & Strategic Innovation trains students to **lead design processes inside companies and creative organisations**. The course focuses on how design can shape business value, guide decision making and drive innovation.

Students learn to **read markets**, **understand user behaviour** and **analyse cultural and technological shifts**, turning insights into actionable strategies. Through project work, they practice **managing multidisciplinary teams**, **planning design roadmaps** and **coordinating communication** between designers, stakeholders and technical teams.

The course covers branding, product strategy, service and system design, and the tools used in research, trend analysis and innovation management. **Workshops** and **industry collaborations** expose students to real business contexts, helping them understand how companies bring new ideas to market.

By the end, students can manage complex design projects, translate creative visions into clear strategic directions and support organisations in **developing future oriented products**, **services** and **experiences**.

Careers opportunities:

- DESIGN/BRAND MANAGER
- ART DIRECTOR
- STRATEGIC COMMUNICATION SPECIALIST
- STORE/SHOWROOM MANAGER
- STRATEGIC DESIGN CONSULTANT

WHY MILAN?

As a global capital of design, luxury and innovation, the City of Milan offers privileged access to **leading brands**, **design studios**, **exhibitions**, **trade fairs** and **industry events**. The city becomes an extended classroom where students can observe and interact with excellence in craftsmanship, hospitality and contemporary living.

KEY OUTCOMES

- Students will be able to translate research insights into strategic design directions, using trend analysis, user understanding and cultural interpretation to guide product, service and brand development.
- Students will be able to manage and coordinate complex design projects, working across multidisciplinary teams and aligning designers, business stakeholders and technical partners toward a shared vision.
- Students will master tools and methods used in design management, including innovation frameworks, design roadmapping, branding strategy, service blueprints and communication techniques for pitching and decision making.
- Students will be able to define and execute innovation strategies inside organizations, supporting companies in shaping future oriented products, services and experiences through a clear, structured and design driven approach.

INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's **strong ties with leading luxury companies** and its diverse international student community, Istituto Marangoni Milano offers a unique methodology that allows students to work on projects under the supervision of the most prestigious fashion and beauty brands, gaining valuable global perspectives.

Some high-value collaborations include:

CASSINA

ZANOTTA

MDF ITALIA

TRUSSARDI CASA

FACULTY

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections. Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.

PLAN OF STUDY

SUBJECT	DESCRIPTION	ECTS
BRAND COMMUNICATION	Students learn how brands communicate through visual and verbal language. They study tone of voice, storytelling, identity systems and cross channel communication. The course teaches how to define a brand's core message and express it consistently across products, services and digital platforms.	**2**
MARKETING	This course introduces the principles of market analysis, segmentation, consumer behaviour and competitive strategy. Students learn how to identify user needs, analyse context and translate insights into strategic opportunities. They study how products and experiences succeed in different markets and how design supports positioning and differentiation.	**2**
CORPORATE IDENTITY	Students examine how companies build and maintain their identity over time. They learn to design identity systems that express values, mission and positioning. The course covers brand architecture, internal culture and how identity guides products and services.	**2**
HISTORY AND CRITICISM OF CONTEMPORARY DESIGN	This course builds the cultural foundation of the programme. Students study major movements, key designers and the evolution of contemporary design languages. Through critical analysis, they learn how aesthetic choices express values, respond to social change and shape brand identity. This perspective helps them understand how design decisions influence perception, culture and market relevance.	**3**
COMMUNICATION TOOLS AND TECHNIQUES	Coaching and practical exercises improve public speaking, storytelling, time management and audience awareness. Emotional intelligence and active listening support professional communication and networking.	**1**
ECONOMICS AND BUSINESS MANAGEMENT	Students explore how companies operate, how value is created and how design contributes to business performance. The course explains business models, budgeting, organisational structures and strategic planning. By understanding these dynamics, students learn to position design as a driver of growth and innovation inside organisations.	**3**
PROJECT MANAGEMENT	This course trains students to manage design projects from briefing to delivery. They learn planning tools, workflow organization, time management and team coordination. The focus is on leading multidisciplinary groups, aligning stakeholders and ensuring that strategy, design and execution stay coherent.	**2**
ART DIRECTION 1	These courses merge strategy and creativity. Students learn to guide design vision, oversee brand expression and manage the full creative process. They combine strategic insight with clear aesthetic direction, preparing them to lead innovation within companies and creative teams.	**2**
TECHNIQUES OF VISUAL COMMUNICATION	Develops visual languages and compositional techniques to communicate ideas clearly and effectively.	**4**
COMMUNICATION SKILLS AND TECHNIQUES	Strengthens written, oral, and visual communication skills applied to professional and design contexts.	**2**
ART DIRECTION 2	These courses merge strategy and creativity. Students learn to guide design vision, oversee brand expression and manage the full creative process. They combine strategic insight with clear aesthetic direction, preparing them to lead innovation within companies and creative teams.	**4**
DESIGN MANAGEMENT	These courses merge strategy and creativity. Students learn to guide design vision, oversee brand expression and manage the full creative process. They combine strategic insight with clear aesthetic direction, preparing them to lead innovation within companies and creative teams.	**2**
DIGITAL VIDEO	Focuses on digital video production for storytelling, branding, and visual communication.	**4**
MULTIMEDIA	Explores the integration of different media to design interactive and cross-platform communication projects.	**4**
COMMUNICATION STRATEGIES	Develops strategic approaches to planning and managing communication across audiences, media, and channels.	**4**
GRAPHIC DESIGN	Students build a personal visual identity and portfolio and learn to use social networks to strengthen a personal brand.	**3**
INTERNSHIP	Internship.	**10**
DISSERTATION	Final written thesis.	**6**