istitutomarangoni
enhancing talent since 1935



Fashion & Luxury Brand Management for Hospitality

LUXURY HOSPITALITY AREA

COURSE TYPE

Master Course

AFAM / 60 CFA equivalent to 60 ECTS credits

Recognized by the Italian Ministry of University and Research.

OVERVIEW

Students explore **hospitality business models**, **consumer psychology**, and **sustainability dynamics** while gaining **technical skills** in Adobe-based communication design, media planning, and digital marketing for branded hospitality.

Design Management modules introduce business planning, interior design principles, brand identity, and customer experience, enabling students to interpret the hospitality environment from both a **strategic and experiential perspective**.

The course aims to meet the growing demand for professional figures as:

- **BRAND MANAGER**
- **PROJECT MANAGER**
- **EXPERIENCE MANAGER**
- **DIGITAL MARKETING MANAGER**
- **COMMUNICATION & MEDIA PLANNING MANAGER**
- **CUSTOMER EXPERIENCE & CRM SPECIALIST**
- **BUSINESS DEVELOPMENT MANAGER**

WHY FIRENZE?

Studying in Florence means immersing yourself in a city where **art**, **culture**, and **craftsmanship define the essence of luxury**. Renowned worldwide for its heritage, refined aesthetics, and artisanal excellence, Florence offers a unique environment to understand the deeper meaning of hospitality as a cultural and experiential value.

Florence becomes more than a place of study: it is a living laboratory where students engage with the intersection of **design**, **culture**, and **hospitality excellence**, developing a sophisticated and globally relevant approach to luxury.

KEY OUTCOMES

— Industry Project

Students carry a research on the assigned brand and propose strategic solutions based on a real brief shared by the Company.

— Marketing Plan

Students develop a strategic marketing plan for a beauty brand, including market analysis, target profiling and competitive mapping.

— Communication Plan

Students design a full communication strategy across all communication channels including creative assets and KPIs.

— Service Blueprint Project

Students design a full luxury hospitality experience, mapping the guest journey, service touchpoints, staff actions and backstage processes that bring the brand experience to life.

— Business Plans

Students carry out market and industry research to identify new market opportunities and launch new brands and business ventures.

INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's **strong ties with leading luxury companies** and its diverse international student community, Istituto Marangoni **Firenze** 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 collaborations include:

STARHOTELS

PR AND EVENT PLAN FOR THE LAUNCH OF THE NEW EXCLUSIVE RESORT IN FORTE DEI MARMI.

ROCCO FORTE HOTELS

HOTEL SAVOY FIRENZE,
BRAND STRATEGY TALK .

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
COMMUNICATION STRATEGY	Fundamentals of communication key aspects.	**4**
ADVERTISING AND CONSUMER PSYCHOLOGY	Examines advertising theory, consumer behaviour and psychological drivers shaping decision-making in the luxury hospitality sector.	**4**
BRAND COMMUNICATION	It applies brand management theory to real or simulated briefs, guiding students in developing communication strategies, content plans and branded hospitality concepts.	**4**
COMMUNICATION DESIGN	It develops communication skills and the creation of hospitality communication strategies and media plans aligned with luxury brand standards.	**3**
SERVICE DESIGN	It covers the principles of luxury service creation translating brand values into end-to-end guest journeys.	**8**
HISTORY OF FASHION	The subject investigates the evolution of fashion from the 19th century to today.	**3**
MARKETING	It explores marketing fundamentals, industry analysis and digital tools specific to luxury hospitality, enabling students to design data-driven and brand-aligned marketing actions.	**4**
DESIGN MANAGEMENT	Advanced Operations and Product Prototyping.	**4**
CORPORATE ORGANIZATION	It introduces organisational models and digital innovation in hospitality operations, including supply-chain transformation and emerging technologies reshaping the industry.	**3**
FASHION MARKETING	Advanced Marketing and Strategic management, focus on Budgeting and Management Control.	**4**
SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION	Students adopt the interpretative framework of Anthropology, Sociology and Psychology to understand contemporary fashion phenomena in relation to their socio-cultural context.	**3**
INTERNSHIP	Internship.	**10**
DISSERTATION	Final written thesis.	**6**