



# Fashion & Luxury Brand Management for Hospitality

LUXURY HOSPITALITY AREA

## OVERVIEW

This Master's course provides an integrated understanding of how luxury brands create, manage and elevate hospitality experiences across physical, digital and service touchpoints. Combining strategic marketing, brand management theory and service design, the programme develops the capabilities required to navigate the rapidly evolving luxury hospitality landscape. 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. Practical learning is built through industry projects in brand communication and communication strategy, where students respond to real or simulated briefs from luxury hotels, resorts and branded residences, applying brand theory to high-level hospitality challenges.

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

- ✓ BRAND MANAGER
- ✓ PROJECT MANAGER
- ✓ EXPERIENCE MANAGER
- ✓ DIGITAL MARKETING MANAGER

## COURSE TYPE

# Master Course

AFAM / 60 CFA equivalent  
to 60 ECTS credits

**Recognized by the Italian Ministry  
of University and Research.**

- ✓ COMMUNICATION & MEDIA PLANNING  
MANAGER
- ✓ CUSTOMER EXPERIENCE & CRM  
SPECIALIST
- ✓ BUSINESS DEVELOPMENT MANAGER

## WHY MILANO?

Milan offers direct access to **one of the world's most influential fashion, beauty and luxury hospitality systems**, where luxury brands, creative studios, and media platforms constantly redefine contemporary visual culture. Studying here means being immersed in a **living industry ecosystem**, where students learn to manage the entire creative process—from concept development to final output—combining storytelling, trend analysis, and visual experimentation with hands-on production skills. Through technical experimentation, cultural research, and studio practice, students develop a distinctive visual identity while working on projects that reflect **real industry dynamics** across fashion, luxury hospitality, beauty, and image-making.



### 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 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 collaborations include:

##### **STRAF HOTEL**

CONCEIVE AND DESIGN SPECIAL EXPERIENCES FOR THE NEW AND RETURNING CLIENTS.



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



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.

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## Carolina Guajana

Programme Leader

Carolina Guajana is the Programme Leader in Fashion Business at Istituto Marangoni Milano and **luxury brand management Expert**.

She brings over 15 years of industry experience with key marketing roles in luxury brands such as Bottega Veneta and Versace, and 10 years of teaching experience as lecturer for the Fashion Business division. Guajana is currently pursuing a PhD in Strategic Technology Management with a research focus on AI Ethics and creative intelligence.

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