



# Fashion Business & Digital Marketing

FASHION BUSINESS AREA

## OVERVIEW

This one-year course provides students from **non-fashion backgrounds** with the essential **foundations** needed to enter a Master's degree in the fashion field. Based in Florence, internationally renowned city of art, fashion, and craftsmanship, and a historic center of excellence in leather goods and accessories, the course offers a unique cultural and industrial context for learning. The course covers fashion culture and history, industry analysis, business fundamentals, marketing, brand strategy and communication. Students also gain **technical insight** into fabrics, product development, buying, retail, visual display and event management, while building **strong digital skills** through Excel, digital marketing, omnichannel strategy and innovation management (AI, blockchain, VR/AR). The course provides a **comprehensive introduction to how fashion brands operate**, preparing participants for advanced studies and entry-level roles within the global fashion industry.

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

✓ FASHION MARKETING ASSISTANT

✓ BRAND & COMMUNICATION ASSISTANT

## COURSE TYPE

# One Year Course

Istituto Marangoni  
Certificate

✓ DIGITAL MARKETING & SOCIAL MEDIA ASSISTANT

✓ FASHION BUYER ASSISTANT

✓ PRODUCT DEVELOPMENT ASSISTANT

✓ RETAIL & VISUAL MERCHANDISING ASSISTANT

✓ EVENT & PR ASSISTANT

## WHY FIRENZE?

Famous worldwide for its **artistic heritage**, Firenze masterfully combines traditional Italian **craftsmanship and excellence** with contemporary **innovation and modernity**.

Students who choose Istituto Marangoni Firenze are passionate about creating, curating and promoting art and fashion, learning to make the most of the **wealth of materials and textiles offered by the city**.



### KEY OUTCOMES

#### — Communication Plans

Students learn to design and implement a cohesive campaign that integrates multiple communication tools and channels for maximum impact, ensuring consistency across all communication touchpoints.

#### — Marketing Plans

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

#### — Buying and Merchandise Plans

Students develop a complete buying and merchandising plan that includes assortment selection, category balance, pricing architecture and sales forecasting.

The project trains students to analyse past performance, identify bestsellers and slow movers, and design a commercially coherent assortment aligned with brand positioning and market demand. Students also define buying budgets, seasonal deliveries, SKU distribution and in-store visual strategies, learning how buying decisions impact retail performance and overall business results.

### 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:

##### **DAVINES**

DESIGN A PROMOTIONAL CAMPAIGN AND MARKETING STRATEGIES.

##### **GUESS**

MERCHANDISING MIX AND DIGITAL MARKETING CAMPAIGN FOR GUESS JEANS.

### 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.



SUBJECT	DESCRIPTION
<b>HISTORY OF FASHION</b>	Students discover the evolution of Fashion & Luxury System from the late 19 <sup>th</sup> century to the present day.
<b>FASHION CULTURE &amp; TRENDS</b>	It introduces micro and macro trends, future scenarios and the role of AI in shaping fashion culture and consumer expectations.
<b>INDUSTRY ANALYSIS: FASHION, TEXTILES AND LUXURY GOODS</b>	Overview of the global fashion system, market structures and business model logic across luxury, premium and mass segments.
<b>PRINCIPLES OF BUSINESS</b>	Fundamentals of fashion business and management.
<b>LEADERSHIP AND SOFT SKILLS</b>	Development of interpersonal, leadership, and team management skills for professional and collaborative environments.
<b>ICT LAB</b>	ICT Laboratories.
<b>FASHION MARKETING</b>	Exploration of strategic marketing, brand identity, brand image and positioning, giving students the tools to understand how brands create value.
<b>BRAND STRATEGIES</b>	Exploration of strategic marketing, brand identity, brand image and positioning, giving students the tools to understand how brands create value.
<b>COMMUNICATION STRATEGIES</b>	Design Thinking & Visionary Strategies For Digital Worlds.
<b>INNOVATION MANAGEMENT</b>	Strategies and processes to drive innovation, focusing on creative thinking, product development, and competitive advantage in the fashion and luxury industries.
<b>FABRICS AND MATERIALS</b>	Recognition and application of fabric properties, fiber content, and textile technology in fashion products.
<b>FASHION PRODUCT DEVELOPMENT</b>	Overview of the product lifecycle, from concept creation to market launch within the fashion industry.
<b>DIGITAL MARKETING</b>	Skills in social media, influencer engagement, AR/VR retail and metaverse applications, preparing students for digital-first fashion environments.
<b>OMNICHANNEL STRATEGY</b>	Skills in social media, influencer engagement, AR/VR retail and metaverse applications, preparing students for digital-first fashion environments.
<b>FASHION BUYING AND MERCHANDISING</b>	The principles of buying and assortment planning, from product selection to sales analysis, teaching students how to build commercially balanced collections and manage the buying cycle through budgeting, forecasting and retail performance metrics. The subject also explores the role of the buyer in interpreting trends, negotiating with suppliers and aligning product strategy with brand positioning.
<b>VISUAL DISPLAY</b>	Coverage of visual merchandising, store layout, event management, fashion shows and PR, highlighting how brands communicate through physical and experiential touchpoints.
<b>EVENT MANAGEMENT &amp; PR</b>	Coverage of visual merchandising, store layout, event management, fashion shows and PR, highlighting how brands communicate through physical and experiential touchpoints.
<b>FASHION ADVERTISING &amp; DIGITAL STORYTELLING</b>	Creation of advertising campaigns and digital narratives to communicate brand identity and engage target audiences.