



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. 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 one-year course offers a **complete introduction to how fashion brands operate**, preparing participants for advanced studies and entry-level roles.

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

- ✓ FASHION MARKETING SPECIALIST
- ✓ BRAND & COMMUNICATION
- ✓ DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST
- ✓ FASHION BUYER SPECIALIST
- ✓ PRODUCT DEVELOPMENT SPECIALIST

COURSE TYPE

One Year Course

Istituto Marangoni Certificate

✓ RETAIL & VISUAL MERCHANDISING
SPECIALIST

✓ EVENT & PR SPECIALIST

WHY MILAN?

Milan is the international Capital of fashion and accessories where key players in Fashion and Luxury converge. It is a trend-setting City, thanks also to the strong presence of buyers in the area. Students can experience the creative process through Luxury Companies and Showrooms: therefore, Milan represents an **international centre of production and creativity** which is constantly evolving, and which makes real the idea of marketability season after season.



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.

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