



# Fashion Management, Digital Communication and Media

FASHION BUSINESS AREA

## OVERVIEW

The course starts with the creative and managerial processes behind the **promotion of fashion collections**, moving on to the operations of the **fashion communication** industry and its key players, and concluding with the new communication frontiers shaped by digital transformation and growing expectations around **responsibility, diversity, and inclusivity**. Rooted in the Florentine context, the program draws inspiration from the communication strategies and visual identities of iconic local luxury brands such as **Gucci** and **Ferragamo**, whose global positioning and distinctive narratives offer significant case studies in contemporary fashion branding. Throughout the Bachelor's Degree course, managerial subjects are complemented by **cultural** and **technical disciplines** that help students understand market dynamics and craft communication strategies grounded in social and aesthetic awareness, supported by a solid knowledge of the fashion system. Core areas of study include marketing communication, brand storytelling, content creation, fashion writing, creative direction, and virtual production, allowing students to explore fashion communication from multiple perspectives from styling and image-making to media planning, celebrity management, and inclusive communication. Students also gain **practical experience** by producing editorial content, digital campaigns, and innovative formats inspired by gaming and Web3, strengthening their understanding of professional roles within fashion communication while developing project management and budgeting skills. These experiences are supported by **laboratories** where students learn essential software, including the Office and Adobe suites, along with emerging generative AI tools for content creation.

## COURSE TYPE

3 Years Course  
Bachelor's Degree

AFAM / 180 CFA equivalent  
to 180 ECTS credits

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

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

- ✓ CHIEF MARKETING/ COMMUNICATION OFFICER
- ✓ BRAND/CORPORATE COMMUNICATION MANAGER
- ✓ SOCIAL MEDIA MANAGER
- ✓ DIGITAL MARKETING MANAGER
- ✓ EVENT MANAGER / HEAD OF PR/ DIGITAL PR
- ✓ MAGAZINE CREATIVE DIRECTOR
- ✓ FASHION EDITOR/COPYWRITING
- ✓ BRAND/COMMUNICATION CONSULTANT

## WHY FIRENZE?

Famous worldwide for its **artistic heritage**, Florence 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

- **Marketing and Communication Plans**  
Analyse the marketing and communication strategy of your brand and define a promotional strategy to launch your collection.
- **Merchandising Plan**  
Develop the plan of the collection.
- **Research Book**  
Develop the creative concept of a collection for a ready to wear brand and a capsule fashion collection for the same brand.
- **Magazine**  
create a new editorial project, through the creation of 2 or 3 articles for a total of 800 words, to be included in an editorial product in line with the current digital transformation.
- **Communication Plan**  
Structure of a communication plan including the organisation of an event that is in line with the brand's identity and positioning.
- **Communication skills**  
Express and communicate one's point of view clearly and effectively.

### INDUSTRY COLLABORATIONS

Istituto Marangoni strongly invests in industry collaborations, offering Postgraduate students the opportunity to work on **high level projects** that add significant value to their professional development. Through partnerships with **leading creatives** and **global fashion brands**, students gain first hand experience in **real industry dynamics**.

**Some high-value collaborations include:**

#### **ADV CAMPAIGN**

DEVELOPMENT AND SHOOTING WITH A FASHION PHOTOGRAPHER

#### **THE CUBE ARCHIVE**

PHYGITAL STRATEGIES.

### 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	ECTS
<b>YEAR 01</b>	<b>HISTORY OF APPLIED ARTS</b>	A theoretical course exploring key moments in fashion history and their dialogue with art, design, and society. Students analyze the evolution of style and aesthetics from past to present, identifying artistic influences on contemporary fashion imagery.	<b>6</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>6</b>
	<b>MATERIALS SCIENCE AND TECHNOLOGY</b>	Fabric and materials fundamentals, textiles manipulations.	<b>6</b>
	<b>BASIC DESIGN</b>	Understanding the role of fashion designers, creative research and collection development.	<b>8</b>
	<b>FASHION DESIGN</b>	Understanding the Fashion System, Marketing Fundamentals, Collection Merchandising and Fashion Promotion.	<b>12</b>
	<b>IMAGE DIGITAL PROCESSING</b>	Information Technology Fundamentals, Graphic Design, Adobe Lab, Technical Drawing.	<b>8</b>
	<b>TECHNIQUES OF VISUAL COMMUNICATION</b>	Pattern Making and Garment Construction, introducing Clo3D.	<b>5</b>
	<b>FOREIGN LANGUAGE</b>	Foreign language.	<b>4</b>
	<b>FREE STUDY ACTIVITIES</b>	Independent study activities.	<b>5</b>
<b>YEAR 02</b>	<b>HISTORY AND CRITICISM OF CONTEMPORARY FASHION</b>	It explores contemporary fashion aesthetics through historical perspectives and parallel developments.	<b>8</b>
	<b>COMMUNICATION SCIENCE</b>	The course prepares students to communicate effectively with different types of interlocutors, to assert their own thoughts but to accept the thoughts of others and to manage conflict.	<b>4</b>
	<b>PRODUCTION PROCESSES</b>	Supply chain & Operation Management, Advanced Project Management, Research Innovation & Sustainability.	<b>12</b>
	<b>FASHION PRODUCT DEVELOPMENT: FROM CONCEPTION TO CONSUMER</b>	Understanding collection merchandising, product development is essential to Brand Managers. Advanced strategic skills are provided by deepening Project Management tools and techniques.	<b>8</b>
	<b>MULTIMEDIA PLANNING</b>	Focuses on developing strategies for creating, organizing, and managing digital communication projects across multiple platforms.	<b>6</b>
	<b>DESIGN FOR PUBLISHING</b>	It explores the principles and techniques of editorial design, enabling students to produce effective visual and typographic layouts for print and digital media.	<b>4</b>
	<b>COMMUNICATION STRATEGIES</b>	New frontiers of Tech-Powered Marketing, making students familiar with the theoretical frameworks and methodologies of Digital Marketing, Engagement Marketing and Agile Marketing.	<b>8</b>
	<b>FASHION BUSINESS ORGANIZATION</b>	Advanced Finance, Management Control and Corporate Organization for innovative Fashion & Luxury Companies.	<b>6</b>
	<b>FREE STUDY ACTIVITIES</b>	Independent study activities.	<b>4</b>



	SUBJECT	DESCRIPTION	ECTS
<b>YEAR 03</b>	<b>IMAGE SEMIOTICS</b>	Advanced Prompt Design & virtual production.	<b>5</b>
	<b>PRODUCT DESIGN</b>	To plan an integrated communications strategy across various media, both traditional and digital, mastering the traditional activities performed by communications offices and agencies.	<b>8</b>
	<b>ART DIRECTION</b>	The course develops skills in art direction, beauty styling and editorial production, guiding students from concept creation to visual execution.	<b>10</b>
	<b>MULTIMEDIA DESIGN</b>	Explores a multimedia approach to styling, bridging photography, fashion film, digital design, and emerging technologies such as AI and VR. Combining theory and practice, it refines visual communication and post-production skills, define creative and professional identity, and develop a portfolio aligned with industry standards across platforms like Behance, LinkedIn, and Instagram. The course also includes a cultural study of cinematic language, from classic masterpieces to contemporary visuals.	<b>6</b>
	<b>CORPORATE COMMUNICATION</b>	The main strategies and techniques to efficiently communicate the values and the culture of a company to both internal and external stakeholders.	<b>6</b>
	<b>BRAND COMMUNICATION</b>	Brand Design, Brand Management Fundamentals, Consumer Journey Management, introducing Omnichannel strategies and in-store activation strategies.	<b>8</b>
	<b>INTERNSHIP</b>	Internship.	<b>9</b>
	<b>DISSERTATION</b>	Final written thesis.	<b>8</b>