



Fashion Management, Digital Communication and Media

FASHION BUSINESS AREA

OVERVIEW

The Bachelor's Degree 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**.

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, as well as 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 media planning to celebrity management and inclusive communication. Students also gain **practical experience** by producing editorial content, digital campaigns and innovative formats inspired by gaming and Web3, activities that enhance their understanding of industry roles and strengthen 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.

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

✔ CHIEF MARKETING/ COMMUNICATION OFFICER

✔ BRAND/CORPORATE COMMUNICATION MANAGER

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.**

- ✔ SOCIAL MEDIA MANAGER
- ✔ DIGITAL MARKETING MANAGER
- ✔ EVENT MANAGER
- ✔ HEAD OF PR/DIGITAL PR
- ✔ MAGAZINE CREATIVE DIRECTOR
- ✔ FASHION JOURNALIST
- ✔ FASHION EDITOR/COPYWRITING
- ✔ BRAND/COMMUNICATION CONSULTANT

WHY MILAN?

Recognized among the **Big Four** as the throbbing heart of **Italian excellence**, Milan is the place to be for those aspiring to study fashion and its business. Students who choose Istituto Marangoni Milano will have the opportunity to **collaborate with fashion industry players, working** on projects with **top brands and international managers** who have chosen this City as a key core for their businesses.



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:

MISSONI

DEVELOPMENT OF A PROJECT WITH THE AIM OF COMBINING TRADITION AND INNOVATION.

IM CONSCIOUS

DEVELOPMENT OF A PROJECT THAT AIMS TO COMMUNICATE FASHION AS ACTIVISM.

STRAF HOTEL

DEVELOPMENT OF A COMMUNICATION AND VISUAL MERCHANDISING PLAN FOR THE LAUNCH OF THE CAPSULE COLLECTION BY HOTEL STRAF.



	SUBJECT	DESCRIPTION	ECTS
YEAR 01	HISTORY OF APPLIED ARTS	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.	6
	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.	6
	MATERIALS SCIENCE AND TECHNOLOGY	Fabric and materials fundamentals, textiles manipulations.	6
	BASIC DESIGN	Understanding the role of fashion designers, creative research and collection development.	8
	FASHION DESIGN	Understanding the Fashion System, Marketing Fundamentals, Collection Merchandising and Fashion Promotion.	12
	IMAGE DIGITAL PROCESSING	Information Technology Fundamentals, Graphic Design, Adobe Lab, Technical Drawing.	8
	TECHNIQUES OF VISUAL COMMUNICATION	Pattern Making and Garment Construction, introducing Clo3D.	5
	FOREIGN LANGUAGE	Foreign language.	4
	FREE STUDY ACTIVITIES	Independent study activities.	5
YEAR 02	HISTORY AND CRITICISM OF CONTEMPORARY FASHION	It explores contemporary fashion aesthetics through historical perspectives and parallel developments.	8
	COMMUNICATION SCIENCE	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.	4
	PRODUCTION PROCESSES	Supply chain & Operation Management, Advanced Project Management, Research Innovation & Sustainability.	12
	FASHION PRODUCT DEVELOPMENT: FROM CONCEPTION TO CONSUMER	Understanding collection merchandising, product development is essential to Brand Managers. Advanced strategic skills are provided by deepening Project Management tools and techniques.	8
	MULTIMEDIA PLANNING	Focuses on developing strategies for creating, organizing, and managing digital communication projects across multiple platforms.	6
	DESIGN FOR PUBLISHING	It explores the principles and techniques of editorial design, enabling students to produce effective visual and typographic layouts for print and digital media.	4
	COMMUNICATION STRATEGIES	New frontiers of Tech-Powered Marketing, making students familiar with the theoretical frameworks and methodologies of Digital Marketing, Engagement Marketing and Agile Marketing.	8
	FASHION BUSINESS ORGANIZATION	Advanced Finance, Management Control and Corporate Organization for innovative Fashion & Luxury Companies.	6
	FREE STUDY ACTIVITIES	Independent study activities.	4



	SUBJECT	DESCRIPTION	ECTS
YEAR 03	IMAGE SEMIOTICS	Advanced Prompt Design & virtual production.	5
	PRODUCT DESIGN	To plan an integrated communications strategy across various media, both traditional and digital, mastering the traditional activities performed by communications offices and agencies.	8
	ART DIRECTION	The course develops skills in art direction, beauty styling and editorial production, guiding students from concept creation to visual execution.	10
	MULTIMEDIA DESIGN	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.	6
	CORPORATE COMMUNICATION	The main strategies and techniques to efficiently communicate the values and the culture of a company to both internal and external stakeholders.	6
	BRAND COMMUNICATION	Brand Design, Brand Management Fundamentals, Consumer Journey Management, introducing Omnichannel strategies and in-store activation strategies.	8
	INTERNSHIP	Internship.	9
	DISSERTATION	Final written thesis.	8



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.

Benedetta Breschi

Programme Leader

Graduated in Fashion Business at *Istituto Marangoni* in Milan, Breschi has worked for luxury companies such as *La Perla* and *Buccellati*.

Contributor to the book *'The Fashion Business. Theory and practice in Strategic Fashion Management'*, published in 2021 by *Franco Angeli* for the Italian version and by *Routledge* for the English version.

She collaborated with *IULM University* as an **assistant** in several courses. She has been working with *Istituto Marangoni* since 2017, where she **teaches** Marketing, Communication and Business economics. From October 2023, she holds the position of **Programme Leader** at the Department of Fashion Business for the undergraduate courses.
