



Fashion Management & Brand Strategies

FASHION BUSINESS AREA

OVERVIEW

This Bachelor's Degree course combines **managerial subjects** with **cultural and technical disciplines**, giving students the ability to understand market dynamics and develop informed strategies shaped by social, psychological, and aesthetic factors. Alongside these competencies, students acquire **specialized knowledge of the fashion industry**, including its business models, professional roles, operational processes, seasonal cycles, and the technological and sustainability implications of materials. Core studies focus on data analysis, marketing, brand strategy, project management, business planning, corporate finance, management control, innovation management, and entrepreneurship. Particular attention is given to brand communication and storytelling, drawing inspiration from iconic Florentine luxury houses such as Gucci and Salvatore Ferragamo, whose heritage and global communication strategies represent exemplary case studies. From the second year onward, students critically examine how **digital transformation** influences marketing, supply chains, project management, and consumer experience, while the third year deepens their understanding of **business ethics** and **corporate responsibility** through perspectives such as circular economy and design for all. Throughout the program, **laboratory activities** support the acquisition of essential technical skills, with training on software tools from both the *Office suite*, especially *Excel*, and the *Adobe suite*, including *Photoshop*, *InDesign*, and *Firefly*.

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:

- ✓ BRAND MANAGER
- ✓ BUYER
- ✓ MERCHANDISER
- ✓ BUSINESS ANALYST
- ✓ E-COMMERCE, RETAIL, WHOLESALE MANAGER
- ✓ OPERATIONS MANAGER
- ✓ DIGITAL TRANSFORMATION MANAGER

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

- **Industry Analysis**
Students professionally assess competitive dynamics and business opportunities within the Fashion Industry.
- **Marketing Plans**
Students carry out market and industry research to define strategies and implement innovative plans in the domain of marketing, branding, and communication.
- **Business Plans**
Students carry out market and industry research to identify new market opportunities and launch new brands and business ventures.
- **Operations plans**
Students master project management tools as PERT and WBS, define KPIs, budgets and run financial projections.
- **Financial Plan**
Students develop a Financial plans for their Marketing and Branding strategies.

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:

RINASCENTE

MARKETING STRATEGIES DEVELOPMENT TO IMPROVE THE RETAIL AND CUSTOMER EXPERIENCE

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
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.	6
	BASIC DESIGN	Introduction to the Fashion Industry and its Business Models. Discovery of Fashion Marketing, Management and Economics fundamentals.	10
	FASHION DESIGN	Understanding Fashion Design, Product Development and Collection Merchandising.	10
	MULTIMEDIA INFORMATION TECHNOLOGY	Introduction to Information Technology and Graphic Design, to create professional documents and presentations, analyse and present data.	8
	TECHNIQUES OF VISUAL COMMUNICATION	Theories of communication within a business organization. Exploration of communication techniques relating to fashion products and brands, branding strategies and promotional mix according to business models and industry segments.	5
	FOREIGN LANGUAGE	Foreign language.	4
	FREE STUDY ACTIVITIES	Independent study activities.	5
YEAR 02	COMMUNICATION TECHNOLOGIES	Exploration of Brand Communication Strategies under the impact of Digital Transformation.	8
	FASHION TREND FORECASTING	The course teaches trend analysis and forecasting theories, tools, and AI applications, while developing analytical, data visualization, and Excel/Adobe skills for fashion forecasting, product management, and merchandising.	6
	FASHION BUSINESS ORGANIZATION	Analysis of the Fashion Industry from an economic and strategic point of view, comparing sectors and competitive dynamics.	8
	DESIGN METHODS	Discovery of project management tools to lead complex processes and operations.	10
	FASHION MARKETING	Advanced Marketing and Strategic management, focus on Budgeting and Management Control.	6
	INTEGRATED PRODUCT DESIGN	The subject examines the supply and value chain of cosmetics, including haircare and fragrance operations, to connect creativity with feasibility.	6
	MATHEMATICS FOR DESIGN	Development of theoretical knowledge and applicative skills in the logical-mathematical field, as a critical and methodological support for managing business processes typical of the fashion industry.	4
	BRAND COMMUNICATION	Exploration of fundamental theories and methodologies of Brand Management, strategic issues related to brand image, brand identity, brand equity, and brand experience.	8
	FREE STUDY ACTIVITIES	Independent study activities.	4



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YEAR 03	IMAGE SEMIOTICS	The subject introduces advanced visual culture, AI-driven editing, digital twins, avatars and metaverse applications, expanding the boundaries of contemporary fashion image-making.	5
	PRODUCT DESIGN	Exploration of the new frontiers of "Design for All", with a special focus on the development of responsible and inclusive Brand Strategies. Discovery of "Design Thinking" to consolidate creative problem-solving skills.	10
	DESIGN MANAGEMENT	Exploration of entrepreneurial opportunities, consolidation of Business Planning skills, Development of a New Business Concepts and a Business Models.	6
	PROCESS INNOVATION	Adoption of the theoretical framework of Innovation Management to identify new business opportunities within the fashion industry.	8
	CORPORATE COMMUNICATION	Fashion Distribution and Communication, Global Fashion Distribution Panorama, Visual Merchandising Fundamentals.	6
	PRODUCT ENGINEERING	Business Planning, Market Development and Experimental Prototyping.	8
	INTERNSHIP	Internship.	9
	DISSERTATION	Final written thesis.	8