



Fashion Promotion, Communication and Digital Media

FASHION BUSINESS AREA

OVERVIEW

This Master's course prepares students to navigate the rapidly evolving ecosystem of fashion image-making, storytelling and digital communication. The course blends **cultural knowledge**, **creative direction** and **strategic communication** skills, enabling students to design and manage contemporary fashion narratives across editorial, experiential and digital platforms.

Students explore the **evolution of fashion communication** through the history of fashion, while developing advanced competencies in strategic marketing, media planning and omnichannel engagement as well as event management, PR strategies and digital engagement across touchpoints, giving students **practical insight** into how brands build visibility and cultural relevance.

Career opportunities in the fashion sector:

- ✓ COMMUNICATION MANAGER
- ✓ DIGITAL CONTENT CREATOR
- ✓ SOCIAL MEDIA SPECIALIST
- ✓ PR & EVENT MANAGER
- ✓ FASHION EDITOR / EDITORIAL COORDINATOR

COURSE TYPE

Master's Degree

AFAM / 60 CFA equivalent
to 60 ECTS credits

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

- ✓ DIGITAL MARKETING & ENGAGEMENT MANAGER
- ✓ VISUAL CONTENT CURATOR
- ✓ COMMUNITY MANAGER
- ✓ INFLUENCER MARKETING MANAGER

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

- **Integrated Communication Campaign**
Students develop a full communication strategy for a fashion brand, including media planning, PR concepts, digital engagement tactics, omnichannel touchpoints and KPI definition.
- **Fashion Editorial & Magazine Project**
Students produce a complete editorial magazine—concept, layout, visual storytelling, fashion writing, graphic design and digital extensions—applying industry standards and creative direction principles.
- **Digital Content & Social Media Portfolio**
Students create a portfolio of digital assets such as short-form videos, social campaigns, AI-enhanced visuals, tone-of-voice guidelines and content calendars designed for fashion brands.
- **Image Concept Project**
Students develop a visual concept for a fashion campaign or lookbook, integrating image semiotics, AI-driven editing, brand storytelling and visual identity construction.

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 high-value collaborations include:

MAISON MARGELA

CREATION OF A COMMUNICATION STRATEGY TO RELAUNCH REPLICAS FRAGRANCES.

ANN DEMEULEMEESTER

CREATION OF A COMMUNICATION STRATEGY TO SUPPORT THE OPENING OF THE NEW FLAGSHIP STORE.



SUBJECT	DESCRIPTION	ECTS
MARKETING	This subject introduces the core principles of marketing, focusing on brand strategy, consumer behaviour, market analysis, and communication planning, with particular attention to the premium and luxury sectors.	3
HISTORY OF FASHION COMMUNICATION	It explores the evolution of fashion media and imagery, offering cultural and historical context for contemporary fashion storytelling.	3
COMMUNICATION STRATEGIES	It focuses on brand storytelling, creative direction and industry project execution, guiding students in the development of integrated communication concepts.	8
GRAPHIC DESIGN	It covers visual layout, magazine design and graphic production, supporting the creation of professional editorial and digital assets.	4
WRITING FOR MEDIA	It trains students in editorial writing, copywriting, SEO/SEM techniques and tone-of-voice development for both magazines and digital platforms.	4
IMAGE SEMIOTICS	It introduces advanced visual culture, AI-driven editing, digital twins, avatars and metaverse applications, expanding the boundaries of contemporary fashion image-making.	4
CORPORATE ORGANIZATION	The subject equips students with quantitative and analytical skills to support data-driven decision-making. Through practical exercises and case studies, students learn how to interpret data, build dashboards, and apply Business Intelligence tools to luxury brand management.	3
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.	3
FASHION PROJECT COMMUNICATION	It develops skills in media planning, PR, event management and omnichannel engagement, enabling students to design communication strategies across physical and digital touchpoints.	4
ORGANIZATION SKILLS AND ENTERPRISE PERFORMANCE MANAGEMENT	A deep dive from the essential principles to advanced practices that underpin successful management.	8
INTERNSHIP	Internship.	10
DISSERTATION	Final written thesis.	6



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.

Simona Ironico

Programme Leader

Simona Ironico joined the *Istituto Marangoni Milan* faculty in 2006. She has been **visiting professor** for the Shanghai Campus in 2014 and 2015. In 2016, she was appointed **Fashion Business Programme Leader**, in charge of the strategic direction of the undergraduate courses. Since 2023, she has also overseen the new academic courses in Fragrance and Cosmetics, as well as all the master courses in the Fashion Business Area.

Expert in fashion management, innovation and business planning, she regularly presents the results of her **research activities** in international **conferences, seminars, symposia** and **trend forums**. She is author of **several academic publications**, including the fashion management handbook *Fashion Management. Mercati, consumatori, tendenze e strategie di marca nel settore moda* (Franco Angeli, 2014).
