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STUDY ABROAD
FASHION BUSINESS, DIGITAL COMMUNICATION & MEDIA
SEMESTER

Version 02

Brief Descriptive Summary
Over the past years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate programmes prepare students with the necessary knowledge and know-how approach in order to enter a professional career in different fields such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Art History and Culture.

General Information

1. Certification attained
Istituto Marangoni Certificate and Transcript*

*The recognition of credits obtained within the Study Abroad (semester) experience are recognised by the validating partner Regent's University London. In addition, applicants should also make sure that the experience also meets any internal arrangements and is fully confirmed by their own University.

Programme Information

2. Educational & Programme Aims
Educational Aims:
• to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
• to provide a supportive and inclusive learning environment which will enable success for all learners;
• to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills;
• to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
• to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

Programme Aims:
Study abroad programmes provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends.
Study abroad semester programmes delivered by Istituto Marangoni offer students a chance to experience different styles of education and learn key skills from international experts inthe field. The programme is structured and taught at year two of a three-year undergraduate programme. According to the chosen programme, credit transcripts or class (contact) hours are awarded on successful completion.
Programmes are offered twice a year. The content may change with each start date to offer a wider range of subjects, giving students the opportunity to choose the programme that best suits their needs. This semester programme looks at key issues in contemporary communication channels, including online and offline tools, video, and printed media using images and successful copy. Aimed at students with at least one-year previous undergraduate study in fashion communication, promotion, or similar field, this inspiring semester programme encourages participants to create and enhance business communication strategies, as well as broadening horizons for personal growth and future career development.

3. Programme Learning Outcomes
Students successfully completing the Semester Abroad programme in Fashion Business, Digital Communication and Media will have developed:
LO 1 - A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process and its relevance to fashion organisations.
LO 2 - An ability to investigate all aspects of modern organisations operating within the fashion industry taking the process from management, finance and logistics, manufacturing processes and technologies and retailing.
LO 3 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry.
LO 4 - The ability to evaluate the appropriateness of different approaches to problem solving.

4. Teaching / Learning and Assessment Strategy
Curriculum:

Fashion Business, Digital Communication & Media Semester Abroad · October start

Visual and Emotional Branding unit
In the unit Visual and Emotional Branding students will develop and recognise the theoretical frameworks that are used to explain the complex nature of brands, branding and communication.
The unit will introduce students to an analysis of the key success factors, customer behaviour, and potential pitfalls of brand communication and extension strategies. Students will discover the practice of triggering an emotional response and desire and investigate brand traits that appeal to consumers' emotional needs and aspirations.
As part of the unit students will be learning the appropriate digital visual frameworks in line with professional and employability standards in emotional branding. They will also evaluate the elements of different types of brand marketing campaigns with a particular focus on fashion brands and innovative branding (such as sustainability, diversity, and responsible fashion).

Fashion Writing, Photography and Magazine unit
The unit Fashion Writing, Photography and Magazine aims to demonstrate how fashion communication companies work in order to communicate brands and fashion.
In fashion writing and digital fashion writing classes, students will explore the strategic role of the on and off-line editor and the publishing process. Students will learn writing and copy skills required for the development of new projects for advertising and fashion magazines, covering a range of different communication platforms.
By looking at the history of photography and video students will uncover and explore the editorial function within a fashion company, analyzing different tools of the trade from traditional to digital, as well as content development and editorial project management.
Students will be made aware of the synergies with other fashion management areas such as marketing and sales for the success of an effective editorial activity for luxury products.

Finance and Management Control unit
This unit will cover two main themes: Business Finance and Management Control and will aim at developing the students' skills in terms of financial analysis, and developing their ability to analyse various aspects of corporate finance, and management in a fashion context.
The topics discussed capitalise on what the student learned in the first year, in economics and business, with a more in-depth focus on finance. Some of the topics discussed: Fundamental Analysis of Financial statements, Investment Appraisal, Budgeting, variance analysis, cost management, and cash flow forecasting. There will be a heavy focus on financial planning and forecasting, as it will support students' knowledge and skills in writing a business plan in their final year.

Fashion Business, Digital Communication & Media Semester Abroad · January start

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Luxury Image and Brand Construction unit
The unit Luxury Image and Brand Construction recognises how fashion organisations manage the luxury fashion product, in order to communicate its luxury essence to the customer, using innovative branding strategies.
Students will be made familiar with the different factors ande concepts of luxury, combining academic study, with management, styling, image, and brand communication, with a focus on delivering an exceptional customer experience, with specific reference to the luxury product, in order to gain a global competitive advantage.
The differences between online and offline advertising will also teach students at the end of the unit to demonstrate an ability in selecting the right medium of communication for creating luxury branding strategies with the ability to connect with customers in innovative and creative ways.

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Programme teaching methods

The programme is designed to facilitate the development of students who will be highly employable and will allow them to investigate and develop their strengths.

The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement.

It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.

A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods may include (but not limited to):

• projects to encourage independent learning through investigation, inquiry and problem solving;
• group project to enhance interpersonal and collaborative skills;
• tutorials and group tutorials to facilitate shared experiences and best practice;
• seminars, formal lectures and workshops;
• study, trips, external projects and competitions present the students with another dimension to their leaning experience;
• guest speakers provide the students with a full, broader and real prospective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

Programme Specific Assessment Criteria

The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

Formative Assessment:

Formative Assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. During formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:

• criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
• self and peer assessment: with peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
• student record keeping: helps students better understand their own learning as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a "grade," to see where they started and the progress they are making toward the learning goal.

Summative Assessments:

These **assessments** are means of gauging students' learning, at a particular point in time, relative to established marking criteria.

Summative assessments can occur during as well as at the end of each unit and concentrate on specific evidence of student work, examples as follows:

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit.

Practical Coursework allows the students to demonstrate their understanding and application of practical areas of study.

Written Reports are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to me marked independently and anonymously by staff.

5. Programme Structure

Fashion Business, Digital Communication & Media Semester Abroad · October start

Term 1 • Visual and Emotional Branding unit

Subjects	Total Hours	IM Credits
Fashion Psychology	20	30 (equivalent to 15 ECTS credits)
Interdisciplinary Project	20	
Brand Insight	20	
Digital Branding	20	
Fashion Promotional Strategy	20	

Term 2 • Fashion Writing, Photography and Magazine unit

Subjects	Total Hours	IM Credits
History of Photography and Video	20	30 (equivalent to 15 ECTS credits)
Visual Fashion Lab	20	
Digital Media and Cultural Studies	20	
Fashion Writing and Magazine	20	
Digital Fashion Writing	20	

Term 1 and 2 • Finance and Management Control unit

Subjects	Total Hours	IM Credits
Finance and Management Control	40	20 (equivalent to 10 ECTS credits)

Fashion Business, Digital Communication and Media Semester Abroad · January start

Term 2 • Fashiom Writing, Photography and Magazine unit

Subjects	Total Hours	IM Credits
History of Photography and Video	20	30 (equivalent to 15 ECTS credits)
Visual Fashion Lab	20	
Digital Media and Cultural Studies	20	
Fashion Writing and Magazine	20	
Digital Fashion Writing	20	

Term 3 • Luxury Imagine and Brand Construction unit

Subjects	Total Hours	IM Credits
Styling the Image	20	30 (equivalent to 15 ECTS credits)
Brand Communication	40	
Fashion Promotion ATL	20	
Fashion Promotion BTL	20	

Term 2 and 3 • Finance and Management Control unit

Subjects	Total Hours	IM Credits
Finance and Management Control	40	20 (equivalent to 10 ECTS credits)

6. Personal Development Planning

The Personal Development Plan is a structured and supported process to develop the capacity of individuals to reflect on their own learning and to plan for their personal and educational career development.

All students may participate to receive guidance and where appropriate, set individual development goals. Success in achieving these goals will be determined through their studies and through extra-curricular activities etc. At the end of the programme all students are given the opportunity to meet with a member of the Careers Service team to discuss their future employability possibilities.

7. Career Service for Three Year Programmes

The purpose of the Istituto Marangoni Career Service is to bridge the gap between programme completion and entering the world of work.

Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

8. Programme Specific Admission Requirements

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award.

Admission requirements are listed below:

• Completed the first year (L4) of an Undergraduate Bachelor programme in Fashion Business or similar programme.
• For non English/French/Italian native speakers: certificate of language skills, level b2 of Common European Framework of Reference with specific requirements (e.g. IELTS Academic 6.0 , no less than 5.5 for each element).
• Personal statement.

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate).

(Admission requirements may be subject to revisions from time to time in order to comply with entry requirement regulations).

9. Student support strategy

Istituto Marangoni London provides a range of student support mechanisms which include (but not limited to):

• Admissions: the department provides information about all the programmes and study opportunities at Istituto Marangoni, suports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
• Academic and Student Services: the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
• Library: the library service aims to deliver a high quality engaging and supportive service for students in support of an oustanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students to discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
• Careers Service: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.
• SEN support: the School aims to improve equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from fulfiling their potential and the School is always ready to respond positively to their needs. Any students identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assist them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their Personal Learning Plan. The arrangements are being kept under review on annual basis.

10. Student evaluation

Student feedback is essential to the programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:

• Informal contact with Programme Leader and subject Tutor through appointments with academic staff;
• Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
• Formal Student Representation;
• Semester/Term Questionnaire;
• Resources Questionnaire (at the end of each academic year);
• Final Questionnaire (at the end of a study cycle);
• NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the programme and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.

In order to 'close the feedback loop' and to communicate any improvements resulting from participants atte:dance, at least once in the academic year, programme teams relate back to participants the actions taken in response to their views.

Students will be asked to answer to a series of questions, for example, if it was clear what they were meant to be learning on the unit, if the teaching had helped them learn effectively and if they have developed new skills or improved the existing ones.

The data will be analysed and the Programme Leader will be required to comment on:

• key strengths and issues arising from student performance;
• key strengths and issues arising from student feedback.