Milano School

istitutomarangoni
enhancing talent since 1935

Luxury Hospitality Experience and Communication

LUXURY HOSPITALITY

3 Years Course Bachelor's Degree

Under AFAM Validation

OVERVIEW

The Luxury Hospitality Experience and Communication course is an innovative undergraduate course **bridging fashion culture and hospitality experience**. The program is structurally positioned to respond to the shift of global fashion and luxury brand in the direction of **lifestyle and experiences** rather than products. The luxury hospitality industry is constantly evolving, driven by an increasingly demanding global market and the need for **personalized and memorable experiences** and Milan is recognized as the global capital of design, fashion, and luxury, an atmosphere that is also strongly reflected in the high-end hospitality sector.

This course addresses the growing demand for professionals capable of **creating**, **managing**, and **promoting luxury hospitality brands**, ensuring an impeccable customer experience and distinctive storytelling.

After the course, students can pursue careers as:

- ● **BRAND MANAGER FOR HOSPITALITY**
- ● **HOSPITALITY BRAND STORYTELLER**
- ● **MARKETING MANAGERS FOR HOSPITALITY**
- ● **EVENT & EXPERIENCE CURATOR**
- ● **GUEST JOURNEY & LOYALTY MANAGER**
- ● **LUXURY HOSPITALITY TREND ANALYST**

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

The program trains a new generation of professionals capable of designing, interpreting, and communicating the luxury hospitality experience including luxury restaurants, wine and food as well the key segment of wellness.
The three-year program integrates creative, cultural, and strategic skills to understand hospitality as a narrative, multisensory, and emotion-driven ecosystem:

— The first year

introduces students to the foundation of hospitality as a cultural, experiential and symbolic system. The hotel is explored not only as a physical space, but as a place of narration, perception and value creation.

Students learn how environments and services interact to generate emotions and memories and how to communicate them.

— The second year

marks the transition from culture to strategy. Hospitality is analyzed as a complex business system, where experience, brand, operations and financial performance are deeply interconnected. Students move from understanding what hospitality represents to learning how it is designed, positioned and managed.

The focus shifts to exploring how value is created across the entire customer journey and how strategic decisions influence satisfaction, loyalty and profitability.

— The third year

adopts a systemic and contemporary perspective on hospitality. Students explore the hotel as an open ecosystem, addressing technological innovation, strategic event design, human resources management and project management.

Service Design evolves toward a holistic approach that includes food & beverage and SPA services, retail activities, local partnerships, sustainability practices and regenerative hospitality, culminating in the development of a comprehensive final project.

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.

PLAN OF STUDY

SUBJECT	DESCRIPTION	ECTS
ART HISTORY	History of art (painting, sculpture, photography). History of travel as a cultural activity, and the hotel as a cultural experience.	**7**
CONSUMER PSYCHOLOGY	Study of the mechanisms influencing consumer behavior, including responses to environments and sensory stimuli as storytelling. Environmental psychology and perception of luxury in interior spaces.	**7**
HISTORY OF VISUAL COMMUNICATION	Understanding visual codes, history, aesthetics, and visual culture: evolution of media, visual aesthetics over time, luxury iconography, and the hotel as a visual and cultural narrative.	**4**
COMMUNICATION TECHNIQUES AND LANGUAGES	Creation of communication assets. Adobe lab for developing images and videos for advertising campaigns across all channels.	**6**
TREND RESEARCH	Trend forecasting with a focus on Hospitality.	**5**
BRAND COMMUNICATION	Brand communication strategy. Brand identity design, tone of voice, storytelling, narrative consistency. Logo design, brandbooks/brand bibles creation, moodboards, and advertising campaigns.	**10**
SERVICE DESIGN I	Experience Model: Back of House. Rooms, reception, internal and external services, operational flows, service standards, quality, roles and interactions. Common areas, service sequence design, operational management software.	**12**
FOREIGN LANGUAGE	Foreign language.	**4**
FREE STUDY ACTIVITIES	Independent study activities.	**4**

YEAR 01 (rows above)

SUBJECT	DESCRIPTION	ECTS
HISTORY AND CULTURE OF DESIGN	Study of the history of design, architecture, and the development of product and service design.	**8**
COMMUNICATION SCIENCE	The course analyses the B2B ecosystem that supports and expands the hospitality business. Students explore the role of trade fairs, tour operators, travel agencies, airlines, and other key players. Particular attention is dedicated to building strategic partnerships and managing distribution channels, to understand how the professional network influences visibility, occupancy, and hotel positioning.	**6**
SOCIOLOGY AND ANTHROPOLOGY OF COMMUNICATION	The course examines the social, cultural, and psychological dynamics that shape individual and collective behaviours in the hospitality context. Students explore cross cultural interpretations of hospitality, travel rituals, and the symbolic meaning of places, while the psychological component focuses on perception, desire, belonging, and emotional experience in luxury hospitality.	**6**
MARKETING	The course covers the strategic foundations of luxury hospitality, integrating brand positioning, competitive analysis, and business models. Students study iconic brands and international hotel chains, exploring governance, pricing strategies, and hotel marketing plans. Focus is placed on luxury consumer behaviour, strategic marketing, and loyalty strategies aimed at long term value creation.	**12**
BASIC DESIGN	Introduction to visual research and the design of hospitality spaces, with focus on FFE (Furniture, Fixtures & Equipment), FDE (Furniture, Decorative & Equipment), and OSE (Operating Supplies & Equipment). Students analyse procurement and contract processes, from design concept to operational implementation.	**8**
COST ANALYSIS	Financial data analysis for hotels, restaurants, and SPA facilities, including benchmarking, performance measurement, and revenue management.	**6**
CORPORATE COMMUNICATION	The course explores the design and development of the hotel's in house publication as a strategic branding and storytelling tool. Students create an editorial magazine aligned with the property's identity, defining concept, tone of voice, content, visual direction, and integration within the broader communication strategy.	**4**
SERVICE DESIGN II	In-depth exploration of experience design for luxury hospitality, focusing on integrated customer experience management. Students analyse the Guest Journey across pre stay, stay, and post stay phases, mapping touchpoints and key moments. The course covers touchpoint design, experience management, and personalization strategies across physical and digital dimensions. A dedicated section focuses on SPA & Wellness Experience, including partner selection, brands, products, and services. The final objective is designing a complete Guest Experience consistent with luxury hospitality brand positioning.	**6**

YEAR 02 (rows above)

PLAN OF STUDY

	SUBJECT	DESCRIPTION	ECTS
YEAR 03	**IMAGE SEMIOTICS**	The course culminates in the development of a strategic communication plan for the opening of a new hotel. Students will create the launch concept by defining positioning, target, storytelling, media mix, and online/offline activations. The project includes PR strategy and digital communication.	**5**
	TECHNOLOGICAL INNOVATION	The course explores the impact of new technologies within the hospitality sector.	**10**
	EVENT DESIGN	The course analyzes the design of Soft Openings and Grand Openings, focusing on events as strategic entertainment drivers for hotels.	**6**
	PROFESSIONAL PRACTICE MANAGEMENT II	The course deepens the study of human capital management in hospitality, with a focus on Human Resources, soft skills development, and training and career growth pathways. Students will examine organizational dynamics between FOH and BOH (back of House), with particular attention to recruitment, selection, and talent development processes.	**6**
	SERVICE DESIGN III	The course explores the hotel as an integrated ecosystem built on strategic relationships with external partners, territorial services, and the local community. Students will analyze three key dimensions: • **Food & Beverage** (restaurants, suppliers, gastronomy, collaborations with chefs and local producers); • **Retail & Brand Partnerships** (integration of shops, brands, and experiential concepts to extend the hotel's value beyond the stay); • **Sustainability & Territory** (environmental impact, local context relations, and principles of Regenerative Hospitality).	**8**
	PROJECT MANAGEMENT	The course examines the hotel development process, from initial idea to operational opening. Students will explore project management phases—concept development, planning, budgeting, timelines, supplier coordination—integrating strategic, operational, and decision making aspects.	**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.

Carolina Guajana

Programme Leader

Carolina Guajana is the **Programme Leader** Fashion Business in *Istituto Marangoni* and **PhD candidate** in Strategic Technology Management with a dissertation on AI chatbot and AI ethics, is a former **marketing executive** (*Versace*, *Valentino*, *Bottega Veneta*).