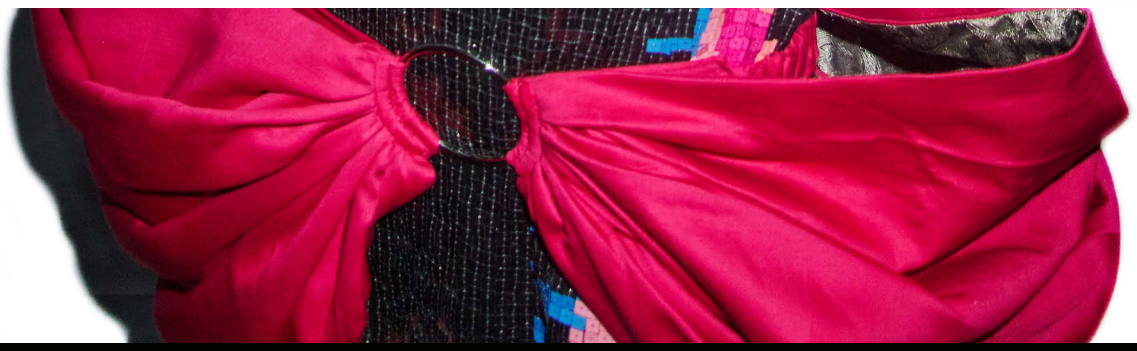


istitutomarangoni

FASHION & LUXURY BRAND MANAGEMENT
MASTER DEGREE
Academic Year 2027-28
RIYADH



BRIEF OVERVIEW

Over the past 90 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 master degree programme prepares students with the necessary knowledge and *know-how* in order to enter a professional career in the field of Fashion Business

EDUCATIONAL MISSION OF ISTITUTO MARANGONI

- 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 encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institution's 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.

ACADEMIC CERTIFICATE AWARDED (Study Title)

The programme is delivered under academic partnership with Istituto Marangoni's Italian schools, whose Master in Fashion & Luxury Brand Management (AFAM, 60 ECTS) is authorized and validated within Italy's Alta Formazione Artistica, Musicale e Coreutica (AFAM) system by the Italian Ministry of University and Research (MUR), pursuant to Article 11 of Presidential Decree No. 212/2005.
This submission extends that AFAM-validated curriculum framework for accreditation as a Master's degree under the National Commission for Academic Accreditation and Assessment (NCAAA) / Education and Training Evaluation Commission (ETEC) in the Kingdom of Saudi Arabia.
The Riyadh campus also operates under a strategic collaboration with the Fashion Commission (Saudi Ministry of Culture) and the Royal Commission for Riyadh City (RCRC), which oversees the Riyadh Creative District at King Abdullah Financial District where the campus is located.

MISSION AND OBJECTIVES

The Fashion & Luxury Brand Management programme prepares graduates with the strategic, analytical, and creative skills required for senior marketing and brand-management careers across luxury conglomerates and companies operating in high-end fashion, jewellery, hospitality, and beauty. Building on Istituto Marangoni's 90-year history in fashion and design education and its strong ties with leading luxury brands, the programme combines rigorous coursework, live industry projects, and a supervised internship to develop graduates capable of leading brand strategy in a fast-changing global market.

The master provides flexible, supportive, and inclusive programme delivery that reflects the needs and expectations of students.

- Develop students' strategic, analytical, and creative skills in marketing and brand management across luxury sectors.
- Foster students' critical thinking, independence, and professional judgement in preparation for senior brand and marketing management roles.
- Establish a culture of continuous improvement in learning, teaching, and assessment, anticipatory and supportive, and aligned with the programme's vision and strategic objectives.
- Ensure the learning experience is informed by research, scholarship, reflective practice, and direct engagement with leading luxury and fashion brands.

LEARNING OUTCOMES

Knowledge and understanding

- Understand how to collect, assess, and critically interpret market, brand, and consumer information across luxury sectors (fashion, jewellery, hospitality, beauty), considering diverse competitive and cultural contexts to reach well-reasoned brand-management conclusions.
- Learn the core financial, legal, and organizational principles relevant to luxury brand management, including accounting and budgeting, licensing, intellectual property and trademark protection, and corporate organization.

Skills

- Design and communicate integrated marketing, media, and brand-storytelling strategies across digital and traditional channels for a luxury brand or business case.
- Use project-management tools (e.g. PERT, WBS) and merchandise-planning practices (range plans, collection boards, technical charts, cost sheets) to develop and manage business, marketing, and merchandise plans.

Values, autonomy and responsibilities

- Create innovative brand and business strategies with a strong strategic and creative component, applying brand-identity and market knowledge in a way that meets the needs of the reference luxury brand or business
- Evaluate the evolution of the luxury and fashion business panorama, embracing intangible factors (customer relationship, social media influence, consumer experience) alongside tangible branding elements, in light of key drivers of change in the sector.

COURSE DESCRIPTIONS (Subjects)

Level	Course Title	Content
Level 1	Communication Design	The course delves into the core principles of Communication Strategy and Media Planning, also approaching the fundamentals of Graphic Design and Visual Communication.
	History of Fashion	Students discover the evolution of Fashion & Luxury System from the late 19th century to the present day.
	Theory of Communication	With a focus on Branding and Communication, students cultivate their creative problem-solving skills and learn disruptive techniques to design and implement innovative brand strategies.
	Fashion Product Development: from Conception to Consumer	Understanding Collection Merchandising and Product Development is essential to Brand Managers. Advanced strategic skills are provided by deepening Project Management tools and techniques.
	Fashion Marketing	Students are provided with a complete understanding of Marketing Strategies and competitive dynamics within luxury industries. They gain an in-depth knowledge of the main Luxury Groups and Companies, becoming aware of the different business models, competitive dynamics and managerial approaches.
	Fashion Project Communication	Effective communication is approached from the perspectives of Brand Storytelling and Digital & Engagement Marketing.
	Advertising and Consumer Psychology	A journey into global luxury consumers' psychology and behaviours, to design compelling and effective brand narratives.
Level 2	Data and Business Intelligence	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.
	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.
	Organization Skills and Enterprise Performance Management	A deep dive from the essential principles to advanced practices that underpin successful management, from Brand Development to Business Planning.
	Design Rendering & Communication	Designed to equip students with the advanced skills and knowledge necessary to drive innovation and communicate effectively in the fast-paced fashion industry, the course covers Innovation Management and Advanced Communication Design.
Level 3	Internship	Internship
	Dissertation	Final written thesis

LEARNING AND ASSESSMENT

Methods
The master 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 is employed to promote reflective learning and develop generic transferable skills.

Methods include:
- projects to encourage learning through investigation, enquiry and problem solving;
- group projects to enhance interpersonal and collaborative skills;
- seminars, formal lectures, and workshops.
- mentorship, industry projects and competitions present students with another dimension to their learning experience;

Furthermore, guest speakers provide students with a full, broader, and real perspective to their specialist field of study.

Assessment methods to support learning
The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Various forms of assessment are used to test different types of skills and learning.

Formative Assessment
Formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In 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 curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

Summative Assessment
These assessments are a means of evaluating student 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 subject - concentrating 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 subject;
- Practical Coursework allows 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;
- Formal Examinations;
- Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance
The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses.
To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course 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.

STUDENT SUPPORT

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme.
For academic counselling, Student Support Officers will liaise with tutors to offer practical advice to resolve specific academic difficulties.
A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.
For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- managing their time;
- dealing with stress;
- getting the best from their course;
- understanding and applying the school's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately or contacted to arrange a suitable time.

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 Tutor, and through appointments with academic staff;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognizes this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality are respected.