



**istitutomarangoni**



**ONE YEAR COURSES  
FASHION BUSINESS &  
DIGITAL MARKETING INTENSIVE**

Version 01

### Brief Descriptive Summary

Over the past 80 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 courses prepare students with the necessary knowledge and know-how in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Fashion Promotion, Brand Management, Digital Design and Interior Design.

### General Information

#### 1. Certification Attained

Istituto Marangoni certificate

### 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 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 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:

Fashion Business & Marketing Intensive provide students with the methods that the fashion system uses for selling, promotion and buying in the management of luxury products.

During the course, students will undertake practical projects which help in the acquisition of business tools and their application to the complex world of the fashion industry.

Further attention will be paid to the management strategies which underpin all fashion houses and which students must learn to use with ease and confidence.

#### 3. Course Learning Outcomes

##### Educational Outcomes

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real world situations within a defined range of contexts;
- demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self management;
- express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- manage their professional development reflecting on progress and taking appropriate action;
- find, evaluate, synthesise and use information from a variety of sources;
- articulate an awareness of the social and community contexts within their disciplinary field.

##### Final Award Learning Outcomes

On successful completion of the Fashion Business & Marketing Intensive course, students will be able to:

- acquire knowledge about how fashion and luxury companies apply different marketing strategies in the International markets;
- assess processes associated with the fashion and luxury industry and their value in the production system;
- evaluate economic performance through the analysis of company accounts;
- assess product development from design to planning of a fashion collection;
- develop communication and visual merchandising campaigns to increase product and brand visibility;
- organize, manage and develop a retail network through targeted market knowledge.

#### 4. Teaching/Learning and Assessment Strategy

##### Curriculum:

This intensive course focuses on key business and marketing strategies in the fashion and luxury industries. Students discover how companies determine the best marketing strategies to optimise economic, distribution, and production aspects of a brand, and are introduced to the main indicators for measuring financial performance.

The course moves through the development of a marketing strategy linked to the ability of interpreting economic and financial data of fashion companies. Increasingly important is the management of the Fashion Product; students acquire skills related to raw materials, manufacturing systems and collection development, and look into management supervision of the various steps in the retail chain.

In parallel they study the marketing mix, analysing consumer behaviour and target markets, becoming familiar with some of the key sales channels for brand positioning through the study of high profile fashion products and companies. They will look at distribution, buying and visual merchandising methods, and strategic business planning, with an emphasis on both style and budget.

The course also covers fashion promotion and digital marketing techniques and processes, enabling students to acquire important skills in communication, comparing and analysing the image of fashion companies, in order to develop suitable fashion advertising campaigns and manage corporate PR goals.

Looking at brand image and communication of a brand online and offline, new attitudes evolving today in the fashion and luxury industries, including sustainable fashion marketing, digital fashion marketing and aspects of customer relationship management, provides students with a solid base from which they are able to progress into various areas of the fashion business, and enhance a marketing agenda.

##### Programme methods:

The programme is designed to facilitate the development of a student 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 include:

- projects to encourage independent learning through investigation, enquiry 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 learning experience;
- guest speakers provide the students with a full, broader and real perspective 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.

##### Course 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.

##### 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. Different forms of assessment can, and where appropriate should, be 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 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 a means of gauging 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 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 course.

**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 be marked independently and anonymously by staff.

**Formal Examinations >** are required in some study areas.

**Presentations >** are used in some subjects to allow the student to develop their professional communication and presentation skills.

**Student Projects >** are used when the student is required to submit work to be marked independently and anonymously.

**5. Course structure**

**Fashion Business & Digital Marketing Intensive course**

Semester	Subject
I	History of Fashion
I	Trend research and forecasting
I	Industry Analysis: Fashion, textiles and Luxury Goods
I	Principles of Business
I	Leadership and soft skills
I	ICT Lab
I	Fashion Marketing
I	Brand Strategies
I	Communication Strategies
II	Innovation Management
II	Fabrics and Materials
II	Fashion Product Development
II	Digital Marketing
II	Omnichannel strategy
II	Fashion Buying and Retail Merchandising
II	Visual display
II	Event management & PR
II	Digital Storytelling

**6. Personal Development Planning**

**PDP/Individual Development Tutorial**

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

**7. Career service for one year courses**

Each school has its own dedicated Career Service Manager that heads the careers support team.

The purpose of the Career Service office is to support One Year Students with lectures, PowerPoint presentations and notes.

### 8. Course 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.

Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- the applicant's qualifications (High School Diploma or equivalent school certificate);
- the applicant's personal statement;
- a portfolio of work (if appropriate to the subject).

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 are subject to change in order to comply with entry requirement regulations).

### 9. Programme Leader Responsibilities

They will have responsibility for implementing the strategic direction of the courses within their programme and for co-ordinating the academic administration necessary for its successful day-to-day operation.

Programme Leader's Responsibilities:

- chairing the Programme Committee, and arranging for such meetings of the Committee as considered appropriate;
- acting as the Chief Executive Officer to the programme. As such he/she will be responsible, within the agreed policies of the Programme Committee, and Academic Boards, for the efficient operation of the programme as approved by the Institute;
- supporting and encouraging their teaching team including PDP;
- advise the Programme Committee on its proper responsibility for the continuing development of the programme;
- liaise on behalf of the Programme Committee with all staff as appropriate;
- be empowered to take on behalf of the Programme Committee any reasonable action with respect to the proper functioning of the programme;
- recommend areas for curriculum development;
- co-ordinate the assessment schedule and ensure that it is communicated to students and the Director of Education;
- liaise with Student Support Officers to ensure that appropriate study support is available;
- recommend the appropriate level of resources required and liaise with the teaching team;
- undertake training and professional development and contribute to the training of others;
- actively participate and organise Peer Support systems;
- monitor & respond to the student voice including regular meetings with the student Rep.;
- monitor course feedback and the student voice;
- organise all areas of assessment procedures, facilitate monitoring, joint marking, internal verification;
- maintaining the quality of academic standards by supporting the rules and regulations concerning exam procedures and conduct of the student and teaching team.

### 10. Student Support Strategy

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- Academic documentation, such as, Programme and Student Handbooks;
- Induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- Student group representatives (student voice).

### 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 and programme leaders 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, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

### 11. 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 course 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 attendance, at least once in the academic year, programme teams relate back to participants the actions taken in response to their views.

Participants 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 course, 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;
- actions and improvements for the next academic year.