



**istitutomarangoni**



**THREE-YEAR COURSES  
FASHION BUSINESS /  
FASHION MANAGEMENT**

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, Multimedia Arts, Interior Design, Product Design, Art History and Culture.

Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

### 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:

The aim of the Course in Fashion Business (Fashion Management) is to produce students equipped with a thorough knowledge and understanding of the different types of businesses that form part of the wider fashion industry. In particular, an understanding of the principles of business practice and management with a deeper exploration of how these principles operates within the confines of fashion. A special attention is provided to disciplines as fashion marketing, management control, brand communication, digital media, product development, merchandising, fashion buying and retail management.

#### 3. Course Learning Outcomes

##### Educational Outcomes ("Dublin Descriptors")

Outcomes and skills achieved by students after completing the curriculum of studies:

- Knowledge and understanding  
Knowledge and analytical ability in understanding economic, social, aesthetic and cultural processes relating to the fashion industries and markets.
- Applying knowledge and understanding  
Applying theoretical knowledge and technical skills professionally to real study cases, on all aspects of development, promotion and marketing of the fashion product.
- Making judgements  
Ability to develop and critically interpret theoretical knowledge, information and market data.
- Communication skills  
Ability to communicate one's ideas effectively in writing, orally and by constructing multimedia texts.
- Learning skills  
Ability to learn relevant knowledge and skills in the area of fashion management, through the acquisition of effective study and research methods able to harmoniously integrate theoretical knowledge with technical, strategic and management skills.



### Final Award Learning Outcomes

On successful completion of the Fashion Business/Fashion Management three-year course, students will be able to:

- Demonstrate knowledge of the broad range of areas of business and management and the detailed relationships between these in an integrated framework;
- Critically analyse marketing, communication and buying strategies designed and implemented by different types of organisations operating within the fashion industry;
- Evaluate of national and international fashion markets, organisations, opportunities and customers in manufacturing and retail environments;
- Formulate solutions to business problems based on a synthesis of management principles and practices related to the luxury market;
- Understand a range of business data (both primary and secondary) with the ability to evaluate and assess it in the context of fashion business needs.

### 4. Teaching/Learning and Assessment Strategy

#### Curriculum:

The course provides the skills for those students who want to enter the business aspect of the fashion industry, with a strategic and market-oriented blend of the main perspectives: marketing, communication, management, buying, retail and supply chain. The course allows students to work on branding, strategy, communication, marketing and retail, and possess a thorough knowledge of the fashion panorama. With a clear focus on the managerial and commercial aspects of fashion, students will be equipped with a thorough knowledge and understanding of the different types of businesses of the fashion industry.

They will become familiar with the strategic issues related to the development of a product offer - from the collection of a designer brand to the assortment of a high street retailer - mastering all the technical skills required to both retail and wholesale buyers.

The sound knowledge in marketing, communication, management, buying, retail and supply chain enables them to develop an advanced appreciation of the marketing mix and the marketing communication tools available to fashion organisations. Students acquire a strategic, and market-oriented blend of the main perspectives in fashion business; covering strategy, fashion marketing, communication, fashion management, brand management, retail operations, sourcing, buying and global distribution.

During the course, students will develop their business expertise, in the investigation and application of the principles of business practice with a high level of numerical literacy and commercial skills to real fashion business scenarios in the global fashion marketplace.

The students' educational path includes time-tested and contemporary business practices and approaches that are analysed in order to achieve successful business goals.

Students are exposed to an interdisciplinary strategic approach to business that will make them thinkers who build and capitalise on their knowledge and skills, developing future facing business strategies, for their own ventures, or re-invigorating strategies, within existing businesses.

They are exposed to an advanced level of marketing and fashion management, with regards to the current changing dynamics of the fashion industry that include digital marketing, e-commerce, merchandising, buying and omni-channel consumer experiences. Time management, teamwork, and professional presentation skills provide a correct approach to business relations and networking.

Graduates of this course will cultivate brand marketing and omnichannel strategies, for a fashion product or fashion brand and they will learn the principles of economics and finance, in order to measure profitability and ensure compliance with budgets and strategies, and implement specific cost control systems.

#### 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 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.

#### 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 semester 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 semester.

**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

Year 1

Semester	Disciplinary Field
1	Information Technology Fundamentals
1	Fashion History
1	Sociology of Fashion
1	Industrial Economics
1	Graphic Design
1	Foreign Language
2	Materials Science and Technology
2	Mathematics for Design
2	History and Criticism of Contemporary Design
2	Communication Science
2	Basic Design
2	Marketing
2	Techniques of Visual Communication
2	Free Study Activities

## Year 2

Semester	Disciplinary Field
1	History and Criticism of Contemporary Fashion
1	Psychology of Fashion
1	History and Criticism of Contemporary Design
1	Production Processes
1	Design Methods
1	Fashion Trend Forecasting
1	Brand Communication
2	Economics and Fashion Marketing
2	Fashion Technologies
2	Integrated Product Design
2	Breakeven Analysis
2	Fashion Business Organization
2	Free Study Activities

## Year 3

Semester	Disciplinary Field
1	Cultural Anthropology
1	Economics and Business Management
1	Project Management
1	Product Design
1	Multimedia
1	Corporate Communication
1	Environment Design
2	Image Semiotics
2	Design Management
2	Organization Skills and Enterprise Performance Management
2	Innovative Technologies and Construction Materials
2	Dissertation

## 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 course all students are given the opportunity to meet with the school placement officer and discuss their future employment possibilities.

## 7. Career service for three year courses

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.

## 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;
- completion of entry test<sup>1</sup>.

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;
- 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).

<sup>1</sup>) Entry Test for business related courses: a piece of written work/Essay/Exam/Business case developed in the study pathway completed before the application.

### 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, 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.