



istitutomarangoni



**SEMESTER PROGRAMME
FASHION MANAGEMENT
& BRAND STRATEGIES**

Version 01

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 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.

General Information

1. Certification attained

Istituto Marangoni Certificate and Transcript*

*The recognition of credits obtained within the Semester experience will be evaluated and then confirmed by their own University.

Programme Information

2. Educational Aims and Programme Aims

Education 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 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 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.

3. Programme Learning Outcomes

Programme Aims:

Study abroad programme provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends.

Study abroad semesters at Istituto Marangoni offer students a chance to experience different styles of education and learn key skills from international experts in the field. The study abroad level 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.

Study abroad programmes are offered twice a year. The content may be revised and updated with each start date to offer a wider range of subjects, giving students the opportunity to choose the programme that best suits their needs.

The semester abroad in Fashion Management & Brand Strategies covers skills in business strategy, digital luxury, and vision planning, as well as investigating the engaging fashion industry through effective creative research. Aimed at students with at least one-year previous undergraduate study in fashion business, buying or similar field, this inspiring short programme encourages participants to develop forward thinking business acumen, as well as broadening horizons for personal growth and future career development.

Educational Outcomes:

Students successfully completing the Semester Abroad programme in Fashion Management & Brand Strategies will have developed:

- A sound understanding of the principles of project management and how to apply these principles to fashion product development supply chain management and branding;
- A detailed understanding of the new technologies that support the changes within the fashion industry;
- The ability to evaluate the appropriateness of different approaches to problem solving;
- Advanced skills in fashion industry analysis and marketing strategy.

4. Teaching/Learning and Assessment Strategy

Curriculum:

Fashion Management & Brand Strategies Semester Abroad • October start

Fashion Marketing

An advanced Fashion Marketing course that introduces the consumer experience and the different stages of the buying experience, market research methodologies, market identification and the creation of the value proposition as well as value creation with product, brand and price.

Mathematics for Design

The course aims at the development of theoretical knowledge and applicative skills in the logical-mathematical field, as a critical and methodological support for managing business processes typical of the fashion industry. Basic mathematical knowledge will be consolidated, imparting elements of operational research aimed at measuring company performance, with particular reference to the analysis of sales and profitability. The course will therefore represent a fundamental support for all technical and managerial disciplines for which quantitative skills are required, from strategic marketing to management control, from collection merchandising to the development of omnichannel strategies. Finally, the course will allow students to approach the topic of big data and their strategic management in the business environment.

Brand Communication

The course focus on the fundamental theories and methodologies of Brand Management, deepening strategic issues related to brand image, brand identity, brand equity, and brand experience. In this framework, students learn to develop strategic plans and promotional campaigns for fashion brands in both online and offline environments. The course also introduces students to an analysis of the key success factors, customer behaviour, and potential pitfalls of brand communication and extension strategies. Students discover the practice of triggering an emotional response and desire, and investigate brand traits that appeal to consumers' emotional needs and aspirations.

Fashion Business Organization

During the course, the students will gain an in-depth understanding of different business strategies and models across all the markets of the fashion system. Students learn how to perform an industry analysis considering factors as market value, profitability, barriers to entry, and concentration. Moreover, they will discover different strategic management approaches, getting familiar with the fundamentals of business planning.

Design Methods

The first part of the course focuses on Project Management in order to enable students to successfully manage complex processes and operations related to fashion product development, manufacturing, promotion and distribution. The participants will learn to critically examine the practice of managing resources and teams, approaching key issues in forming, developing and implementing a project, as well as defining an effective time management plan.

The second part of the course is an advanced Project Management course where students learn how technology can support fashion companies in designing their strategies and managing their operations. To this end, the course deals with processes and data integration, intelligence data management, predictive models, decision engines, and organizational design.

Fashion Management & Brand Strategies Semester Abroad • February start

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Communication Technologies

The course introduces the students to the fundamentals of UX (user experience design) to orchestrate engaging consumers journeys. In this framework, students will learn to develop visionary communication strategies for entirely digital environments, in which they will address the potential offered by the hybridization of the fashion industry with gaming and the metaverse. As a result, they will have the opportunity to deepen market phenomena as digital skins, avatar social networking and digital twin consumer behaviour.

Fashion Trend Forecasting

Students learn the fundamentals theories and methodologies related to trend diffusion and fashion forecasting. The course pays a special attention to the role of technology in supporting predictive tools, exploring the domain of AI driven fashion forecasting. As a result, students will acquire a deep understanding of new methodological approaches as image recognition and social media listening. Moreover they will learn how to master AI-driven trend reports and to design business solutions supported by AI/Big data market & industry insights.

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.

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 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 be marked independently and anonymously by staff.

5. Programme Study Plan

Fashion Management & Brand Strategies Semester Abroad • October

Subjects	Lesson Hours	IM Credits (ECTS)
Fashion Marketing	75	6
Mathematics for Design	30	4
Brand Communication	60	8
Fashion Business Organization	50	4
Design Methods	62,5	5

Fashion Management & Brand Strategies Semester Abroad • February start

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Fashion Business Organization	50	4
Design Methods	62,5	5
ICommunication Technologies	60	8
Integrated Product Design	75	6
Fashion Trend Forecasting	45	6

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 the school placement officer and discuss their future employment possibilities.

7. Programme Specific Admissions 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;

- For non English/French/Italian native speakers: certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IELTS 5.0 without elements below 4.5);
- Signed 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 change from time to time in order to comply with entry requirement regulations).

8. Student Support Strategy

Istituto Marangoni provides services and student care options to enhance the students' academic experience:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme.
- Student Desk / IM Life: care officers dedicated to support students for any personal / academic issues (where appropriate).
- Programme and Student Handbooks.
- Induction programmes for facilities including library, iT, online resources (where applicable), School facilities and media services.
- WeListen Counselling Desk: a psychological health counseling desk service available for students upon appointment (at the moment, this service is available only at the Milano School).
- Student Representatives.

9. 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, and through appointments with academic staff;
- end of Unit Evaluation;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school. Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Programme Committee.

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 is respected.

In order to 'close the feedback loop' and to communicate any improvements resulting from student participation at least once every academic year, programme teams relate back to students the actions taken in response to student views.

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