



**istitutomarangoni**



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**STUDY ABROAD  
FASHION MANAGEMENT,  
DIGITAL COMMUNICATION & MEDIA  
SEMESTER**

Version 02

**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 their Semester experience will be evaluated and then confirmed by their own University.

**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;
- 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:**

Study abroad courses 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.

Semester 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.

This semester course looks at key issues within contemporary communication channels, including online and offline tools, video, and print media using images and texts. Aimed at students with at least one-year previous undergraduate study in fashion communication, fashion promotion, or similar fields this inspiring short course encourages participants to create and enhance business digital communication strategies, also broadening horizons for personal growth and outlining a particular career path.

**3. Course Learning Outcomes**

Students successfully completing the Semester Abroad programme in Fashion Management, Digital Communication & Media (Level 5) will have developed:

- LO1. A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process, together with its relevance to fashion organisations;
- LO2. A sound understanding of the principals involved in style and trend analysis process used in the fashion media industry and how to apply these principals in an editorial context;
- LO3. An understanding of the cultural, social and environmental drivers and their impact on the fashion industry;
- LO4. The ability to evaluate the appropriateness of different approaches to problem solving.

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

##### **Fashion Management, Digital Communication & Media Semester Abroad • October start**

##### **History and Criticism of Contemporary Fashion (Storia e Critica della Moda Contemporanea)**

The course explores the evolution of global aesthetics focusing on the history of costume and fashion of non Western countries. A particular attention is paid to Japan, China, India, and Middle-East. In this framework, phenomena as modest dress, exoticism, orientalism and cultural appropriation are critically reviewed, Students will learn to critically analyse key aesthetics, icon and symbols with their relations to contemporary trends, cultural movements and innovation in textiles and materials.

##### **Psychology of Fashion (Psicologia della Moda)**

Students are introduced to the fundamental psychological schools and approaches, including Behaviorism, Cognitivism, Gestalt, Clinical Psychology, the Psychology of personality, and Dynamic Psychology. Psychological theories are explained in the framework of Consumer Behavior, providing the students the tools to investigate consumers selves, perceptions, attitudes, memory, emotions and values. The course also explores the domain of neurosciences and its application to Fashion Marketing and Brand Management.

##### **History and Criticism of Contemporary Design 2 (Storia e Critica del Design Contemporaneo 2)**

The course provides students with analytical and critical tools to analyze contemporary fashion products and narratives. Fashion collections and promotional activities are interpreted in relation to their cultural context, exploring the relationship they engage with arts and other domains of the cultural industry, especially design and interior design. A special attention is paid to digitalization, enabling the students to critically evaluate contemporary phenomena as the metaverse, crypto fashion, trans-human avatars and NFTs.

##### **Production Processes (Processi di Produzione)**

Students learn the fundamentals of product development, collection merchandising and coordination strategies. Therefore, they learn to manage all the stages of the supply chain fashion products: sourcing, collection design, samples production, market launch through fashion shows and trade exhibition, sales through showrooms, manufacturing and distribution to end consumers. A special attention will be paid to the promotional tools used to launch new collections.

##### **Design Methods - Advertising and Digital Storytelling (Pubblicità e Narrativa Digitale)**

The course focuses on the world of fashion advertising and its evolution in digital environments, from social media to the metaverse. Students learn how fashion brands engage consumers through storytelling activities, combining management with styling and creative direction.

##### **Fashion Trend Forecasting (Ricerca Tendenze)**

Students learn the fundamental theories and methodologies related to trend diffusion and fashion forecasting. The course also deals with 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 and industry insights.

##### **Brand Communication (Comunicazione della Marca)**

The course focuses 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 Management, Digital Communication & Media Semester Abroad • February start**

##### **Economics and Fashion Marketing - Digital and Engagement Marketing**

The course focuses on the new frontiers of Tech-Powered Marketing, making students familiar with the theoretical frameworks and methodologies of Digital Marketing, Engagement Marketing and Agile Marketing. A special attention is paid to engagement marketing techniques, deepening the tools of unconventional marketing techniques as guerrilla, contextual and experiential marketing.

<b>Undergraduate programmes</b>	<b>Study Abroad programme</b>	<b>Fashion Management, Digital Communication &amp; Media Semester</b>	<b>04</b>
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### **Fashion Product Technologies - Visionary Strategies for Digital Worlds (Tecnologie del Prodotto Moda)**

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, the metaverse and artificial intelligence. As a result, they will have the opportunity to deepen market phenomena as digital skins, avatar social networking, digital twin consumer behaviour and AI-generated contents.

### **Integrated Product Design - The New Editorial Environment (Progettazione Integrata di Prodotto)**

During the course, students will have the opportunity to experience the typical dynamics of an editorial board, developing a fashion magazine and other digital editorial products in line with the current digital transformation.

### **Breakeven Analysis - Finance and Management Control (Analisi dei Costi)**

Students learn how to apply financial theories, techniques and investment analysis for decision making in a fashion business. The students learn how to identify the main components and characteristics of management control systems, mastering how to implement various control systems techniques to measure the overall performance of the company and evaluate the financial and economic performances of an organisation. A special attention is paid to cost management, enabling the students to learn the budgeting techniques necessary to plan communication activities.

### **Fashion Business Organization (Organizzazione Azienda Moda)**

The course explores the fashion communication system from an economic and strategic point of view, comparing sectors and players such as editorial groups, communication agencies, strategic consultancy firms, media centres etc. The lessons will be divided into two modules: in the first, students will learn how to carry out an industry analysis by comparing different strategic groups on parameters such as market value, profitability, barriers to entry and concentration. In the second, they will deepen the role of communication and consultancy agencies, delving into the critical success factors related to the development of social media, influencer and celebrity marketing strategies in the fashion sector.

### **Programme teaching 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.

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 Assessment:**

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 programme.

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. Course structure**

Fashion Management, Digital Communication and Media Semester Abroad • October start

Semester

Semester	Lesson Hours	IM Credits (ECTS)
History and Criticism of Contemporary Fashion	40	6
Psychology of Fashion	36	6
History and Criticism of Contemporary Design 2	18	3
Production Processes	40	4
Design Methods - Advertising and Digital Storytelling	20	2
Fashion Trend Forecasting	40	4
Brand Communication	18	3

Fashion Business, Digital Communication and Media Semester Abroad • February intake

Semester

Semester	Total Hours	IM Credits (ECTS)
Economics and Fashion Marketing - Digital and Engagement Marketing	40	4
Fashion Product Technologies - Visionary Strategies for Digital Worlds	20	2
Integrated Product Design - The New Editorial Environment	36	6
Break Even Analysis - Finance and Management Control	36	6
Fashion Business Organization	55	9

### **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. 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:

- 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);
- Piece of Written Work/Essay<sup>1</sup>;
- Good knowledge of marketing;
- 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 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 programme, 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.

1) For Business courses, applicants are requested to submit either:

a piece of written work/Essay/Exam/Business case developed in his/her study pathway completed before the application.

If the applicant doesn't have a written work to submit, he/she might be requested to develop a business case/essay based on indications received by the School he/she wants to attend, and related to the area of study or pathway he/she is applying to.