



istitutomarangoni



MASTER IN OLFACTORY
EXPERIENCE MANAGEMENT
FOR THE LUXURY INDUSTRY

ISTITUTO MARANGONI ACADEMIC MISSION

Over the past 85 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 management skills which are subject specific and relevant to the international fashion, design or art fields. Istituto Marangoni Master's courses provide students with a focused and in-depth knowledge and *know-how* for a successful professional career at various levels of the above-mentioned industries. There is a strong focus on project-based, industry-linked teaching methods of delivered by experienced industry specialists and professionals.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Participants who successfully complete this programme will be awarded with an Istituto Marangoni Certificate.

EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:

- develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- provide a supportive and inclusive learning environment which will enable success for all learners;
- encourage and nurture the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and soft skills that will enhance global employment opportunities in all programmes;
- 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;
- provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

CONTENTS' OVERVIEW

Curriculum

This one-of-a-kind Master's program delves into how luxury interiors, retail spaces and other high-end environments can create an immersive multi-sensory atmosphere for visitors and consumers to enhance their experience in a glamorous way. Participants will also explore the unique world of Niche and Artistic Perfumery and how they can arouse emotions and create specific experiences and moods at Niche Fragrances, furthermore for homes, hotels, spas and commercial spaces, among others.

Students will gain in-depth knowledge of tailored olfactory experiences, which are key to amenity management. A particular focus will be placed on the analysis of contemporary society and on how experiential marketing influences consumer behavior. Participants will combine economic and managerial know-how with a continuous search for "beauty", comfort and well-being, aesthetic codes and trends, culminating in a strategic selection of fragrances in line with the brand's identity and style choices. The emotions created through these olfactory suggestions have a profound impact on the customer's experience, who will associate them with positive memories.

This educational path will guide students through atmospheres and olfactory experiences, analyzing the processes, tools and techniques used to create specific moods or make consumers embrace a particular fragrance.

They will learn how to use meta-styling techniques and the latest technologies designed to diffuse scents in small or large spaces and how to exploit this strategy to trigger specific reactions or responses.

Thanks to the connections between the world of fashion, luxury and art, students will acquire the necessary skills to manage and organize the different types of experience, in an increasingly phygital context, with the aim of involving the current consumer and creating memorable experiences. They will also develop their own problem solving and decision-making skills, with marketing and communication strategies implementation, to support the management of fashion and luxury companies and brands.

The Master will guide students through experienced professionals and managers in the fashion, fragrance, beauty and hotellerie, to acquire an advanced entrepreneurial mindset and the required skills on how to set up their own business in niche fragrances and personalized experiences.

Final Project (Dissertation)

The final project consists in the development of a topic covered during the Master, of particular interest to the student, deepening the research of industry trends, a careful analysis of the market and of the contemporary consumer.

The final result will be a professional and complete thesis in phygital format, containing all the detailed information on the research process related to the world of fragrances, beauty and/or hotellerie, to be applied to the world of multisensory experiences.

The project, which can be integrated with images and digital content, must demonstrate the development of adequate skills in marketing strategies and communication.

The student will present the project in front of a commission, demonstrating to have acquired the skills of public speaking, audience engagement and time management.

LEARNING OUTCOMES

Educational Outcomes

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:

- apply skills of critical analysis to real situations within a defined range of contexts;
- select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- 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;
- critically analyse their results and draw logical conclusions;
- 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;
- exercise initiative and personal responsibility in the work environment;
- continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
- carry out further independent learning or continuing professional development.

Programme-Specific Learning Outcomes

Students who successfully complete this specific Programme shall be able to:

- study and analyze the history of cosmetics and fragrances, with a focus on the contemporary beauty market;
- understand the different types of experience and how to apply multi-sensory marketing strategies to engage the current consumer;
- identify the correct branding strategies to communicate the products and the brand identity through storytelling and digital marketing;
- develop creative projects through market and sector research, of beauty, fashion and luxury trends;
- build and communicate personalized experiences for brands, companies, physical retail spaces, hotels and homes, based on olfactory marketing;
- consolidate management, leadership and entrepreneurial skills through targeted exercises and projects followed by industry professionals.

TEACHING AND LEARNING METHODS

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case-studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

Self-Directed Study

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

Frontal Lectures

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

Seminars

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

Case Studies

A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

Workshop / Laboratory / Practical Sessions

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.

Team Work

Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

Study Trips (when applicable)

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

ASSESSMENT STRATEGY

The assessment strategy for the programme is designed to incorporate a variety of assessment methods to enable all students to demonstrate their learning in a fair and comprehensive manner.

Assessment Methods

Formative assessment is used as an interim review of student work undertaken at key points during the semester. It provides an indicative measure of progress, allows students to consider their work in relation to that of their peers, allowing students to agree with staff any adjustments that are necessary to make in order to satisfy course requirements. It is designed to help improve student performance.

Summative assessment provides an evaluation of student progress and learning during an entire semester: it generates a final mark, constructive feedback and confirms the conditions (if any) for exam recovery in the allowed modalities.

Peer and Self-assessment requires students to assess their own work and that of fellow students. It encourages:

- a sense of ownership of the process of assessment;
- assists the student to become an autonomous learner;
- helps to develop a range of transferable skills;
- makes assessment part of the learning process rather than an adjunct to it.

Assessment Types

- Portfolio Assessment is used to assess a variety of projects that have been developed.
- Practical and Class Based Projects – allow the students to demonstrate their understanding of a specific subject area and application of practical areas of the programme.
- 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 – will be used in some subjects to permit students to demonstrate their understanding of a subject within a constrained timeframe.
- Individual / Group Presentations are used in some subjects to allow the student to develop their professional communication, presentation skills and to argue critical reflection and interpret findings.

Avoiding Plagiarism

Plagiarism is defined as stealing another person's ideas and presenting them as though they were the student's own. The reference framework adopted in all Istituto Marangoni Schools is the Harvard Referencing System - please refer to the Student Handbook for further details.

STUDY PLAN

Semester	Subject
I	Brand Communication
I	Trends Research
I	Interior Design
I	Sociology, Anthropology and Psychology of Fashion
I	Economics & Business Management
II	Technological Innovation
II	Product Design
II	Multimedia Design
II	Final Dissertation

CAREER SERVICE FOR MASTER 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.

STUDENT SUPPORT STRATEGY

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

- Programme Leaders / Directors of Education: 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).

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;
- 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.