



istitutomarangoni



**SHORT COURSES
DIGITAL STRATEGY
FOR FASHION BRANDS**

Version 01

General Introduction

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 short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

1. Certification Attained

Istituto Marangoni Certificate

Course Information**2. General info:**

- Undergraduate Level Course
- On-site
- Course Duration: 3 weeks
- Lesson Hours: 75

3. Short Course Description**Brief description**

This dynamic short course drives participants into a full immersion on the world of digital business strategy applied to fashion. With a special focus on how to set up and execute a successful brand digital fashion business leveraging on key strategy factors including the Brand Purpose, the Target customer and digital analytics, the New Digital Media as the key asset for revenues and brand awareness, participants will discover the tool kit for the development of effective activities driving impactful business growth.

The course will be enriched by in-depth analysis of the most successful case studies in the industry and by masterclasses by the most advanced and cool fashion companies in the digital world.

Participants will discover notions of business strategy, marketing and customer experience.

Week by Week Description**Week 1**

In the first week participants will discover, through the best-in-class case histories, how the digital world has developed in a way that has disrupted the past 20 years business in the fashion industry, the rise of the e-commerce global companies and the impact on the fashion marketing and communications approach.

A special focus will be dedicated to the new media, the rise of influencer media and the revolution on the business they generated as well as the specific China model.

Week 2

Participants will get in depth of the new business model developed in fashion around the digital approach and its evolution: from the first e-commerce to the social media commerce, the gamification and the new apps developed around a new concept of e-business like the entertainment-business.

A special focus will be dedicated to the Luisa Via Roma business model evolution.

Week 3

The evolution of the media and their transformation into business channels. A dedicated focus to the sneaker world and the success of Highsnobiety in the fashion landscape.

While marketing still holds the key to business growth, its leverages continue to change and evolve and participants will discover all the opportunities given by this cross-pollination of the business model.

The complete tool kit for a successful digital business strategy in fashion will be unveiled: from the Brand Purpose to the Target Customer identification, from the business analytics to the relevance of the omni-channel, from the new communication mix to the most updated merchandising strategies and plans, participants will be driven to explore and handle the key leverages to drive a solid business growth for a fashion brand in such a fast-growing and deeply changing landscape.

Subjects

Digital Marketing
Fashion Brand Management
New Digital Media
E-business in Fashion
Digital business strategy

4. Learning Activities

Short Courses are taught via:

- Frontal lessons
- Workshops / Seminars
- Off-site visits (where relevant to specific course)

5. Final Output

Upon completion of this short course, you will be equipped with the knowledge and skills to produce an essential digital brand strategy project.

6. Course materials

Materials students will be required to bring with them:

- Laptop/desktop/tablet
- Reliable internet connection
- Adobe Creative Cloud

7. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

- a. the use of the Library, online resources (where available), and the school facilities help students to reach the skills and knowledge expected on the course;
- b. Tutors guide students during their studies.

Student & Academic Services

Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.

The Student Support Officers help students 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.

8. Student Feedback

Student feedback is essential for future course development and improvement. Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.

Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.