



**istitutomarangoni**



**SHORT COURSES**  
**FASHION DIGITAL MARKETING & PR**

Online

**General Introduction**

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design scenario. Through an exciting curriculum aimed to develop practical, creative, business and management skills which are subject specific, and relevant to the international fashion, design or art industries, 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 Management and Art Curation.

**1. Certification Attained**

Istituto Marangoni Certificate

**Course Information****2. General info:**

- Duration: 6 Weeks (3 days per week)
- Total Hours: 45
- Course Delivery mode: full online
- Lesson Duration: 2h30

**3. Short Course Description****Brief description paragraph:**

This course will give participants the opportunity to understand the fashion Digital marketing environment and discover the professional and visibility opportunities offered in this arena. This course can be followed both by individuals interested in working in the industry of fashion Digital Communication or young professionals and communication managers, offering a broad overview of how fashion organization are integrating these tools in their marketing and communication plans.

**Educational Aims**

- to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- 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.

**Course Learning Outcomes**

Upon completion of this short course, you will be equipped with the knowledge and skills to:

- To understand the basic toolkit of the profession
- To develop the vocabulary of digital marketing and fashion PR
- To experiment and evaluate individual attitude and skills
- To have a general view of the fashion communication system and the marketing tools.

#### 4. Course Structure

##### Week by Week Description

**Week 1:**

The first week will be dedicated to the understanding of the fashion system and digital strategies in order to have a strategic framework of the Brand and the media interaction and how the different players have a role in the industry.

**Week 2:**

The second week will be dedicated to the Fashion Digital marketing and PR industry and the tools used to get visibility with consumers and media: events, press day, news, special project. It will be a discovery of the role of PR agency including a seminar held by the owner and founder of a PR agency.

**Week 3:**

To gradually move to the Digital environment, the third week will explore: on line magazines, blog and influencer: the language evolution, the time perspective and the business model as well. The last appointment of the week will be with a professional fashion blogger.

**Week 4:**

The fourth week will be more experimental: students will be challenged to deal with Digital Media as real Fashion PR professional: writing press release but also articles and post for blogs, editing news. An emerging designer will be special guest and they will interview her/him to prepare communication materials and influencer suggestions.

**Week 5:**

This week will explore the relationship with Social Media , own media and Paid media: in a convergent environment, a Digital Fashion PR professional must be able to understand Social Media and content management, managing a budget and preparing a communication plan.

**Week 6:**

In the final week students will be guided to prepare a real Fashion Digital Marketing and PR plan for a Brand, integrated with other tools and their work will be commented by professional tutors.

**Subjects**

Fashion PR & Digital PR

Fashion Digital Media

Social Media and Influencer Marketing

Fashion Writing

Fashion blogging

Industry of Fashion Communication

**Seminars (if relevant or available for the specific course)**

- Meeting a Fashion influencer
- Meeting an emerging designer
- Creating a Fashion Agency
- Meeting a Communication Manager
- From Digital Strategy to the digital communication plan

**5. Learning Activities**

Short Courses are taught via:

- Online Frontal lessons
- Online Workshops / Seminars (where relevant to specific course)

## 6. Course materials

Students will be required to have with them:

- Personal Pc/Laptop/Tablet to attend online classes

## 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 online resources (where available) 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:

- manage their time;
- get the best from their course;
- understand 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.