istitutomarangoni

SHORT COURSES
SOCIAL MEDIA FOR FASHION

Version 01

Brief Descriptive Summary

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. Educational & Programme Aims
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.

3. Course Learning Outcomes

On successful completion of the Fashion Followers: Social Media & Blogging short course, students will be able to:
• Understand how the dynamics of social media fashion blogging work, and how they fit into the contemporary fashion landscape;
• Develop an understanding of content marketing strategies, the procedures involved in setting up and operating a successful blog, branding and marketing for digital fashion scenarios;
• Demonstrate effective self-management skills in terms of time, planning and behaviour, motivation, self-starting, individual initiative and enterprise when organizing and completing a piece of individual work.

4. Teaching/Learning and Assessment Strategy
Curriculum:

Connect to the exciting world of fashion online. This course looks at the influence and impact of social media and the phenomenon of fashion blogging within the fashion and luxury industries. Participants discover how fashion companies are integrating bloggers, influencers, and social media experts into their organisations, to promote brand visibility, and use social media's interactive 'user' potential as a powerful means of communication. They will learn about the role of social media marketing, its influence on the relationship between brands and their customers and how communication has changed over time through social networks, online magazines, webinars, weblogs, social blogs, forums and wikis, to name just a few. The course provides an international overview of activity, traits and trends of a successful 'fashion blog'.

Week 1

During the first week participants become familiar with various social media platforms and digital communication strategies of the most significant and influential fashion and luxury brands. They move onto discover trends in the digital marketing field and the methods applied to increase brand awareness, brand image and brand loyalty. National social media channels in countries such as China, Japan and Russia are also covered, key markets for the fashion and luxury.
During the first week participants will also be introduced to the key notions of fashion blogging in order to understand its interaction in fashion communication, and its influence in the fashion business.

Week 2

During the second week the course focuses on the concept of omnimarketing, looking further into the main principles of direct marketing, e-commerce, link building techniques and SEO. The role of Google and other Search Engines is also evaluated, together with web listening techniques and online storytelling. Participants look at how campaigns maximize engagement and increase customer loyalty, and determine the matrix for analysing the efficiency of the social media strategy.

Week 3
The third week will be dedicated to building a professional, up-to-date fashion blogging toolkit including copy techniques and digital visual skills. Participants will receive a formal introduction to content and work actively on case histories and applications with a focus on platforms, devices and techniques used in fashion blogging to craft a positive message. Likewise, copy techniques employed in the fashion blogging process from fashion writing, to hashtags and SEO copy are evaluated. In order to measure progress in fashion blogging participants also take a look at coverage, engagement, KPI and applications, creating a full glossary of fashion blogging today.

Assessment:
Formative Assessments:
This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:
These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:
Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.
Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.
Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.
Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structure

Subjects
Digital branding
Social media
Content Marketing
Strategic digital marketing
Digital class Indesign
Fashion Blogging

6. Personal Development Planning

PDP/Individual Development Tutorial
The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities
The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.
The Tutors' responsibilities include:
1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the short course;
6. maintaining the quality of educational standards.

8. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in a pedagogic, practical and pastoral way:

a. programme handbooks provide relevant information to students;

b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;

c. Tutors and the Director of Education guide students to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around;

- managing their time;

- dealing with stress;

- exam tips;

- 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.

9. Student Feedback

Student feedback is essential to 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 the following:

• Informal contact with the 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;

• 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.