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PROFESSIONAL PROGRAMMES
FASHION E-COMMERCE & DIGITAL
MARKETING   Version 01

Brief Descriptive Summary
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 business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate courses prepare students with the necessary knowledge and *know-how* in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Fashion Promotion, Brand Management, Digital Design and Interior Design.

General Information

1. Certification Attained
Istituto Marangoni Certificate

Programme Information

2. Educational Aims and Course Aims
School Education 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 encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
• 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:
In this course, participants will learn how to analyse an e-commerce platform by recognizing the different product and service strategies; they will get a focused grasp on how to develop digital content to engage the online consumer through digital storytelling.
By deepening digital marketing, participants also get the chance to consolidate their knowledge of the advanced tools needed to analyse the target, profile and predict their needs and personalize the online offer.
The goal of this course is to enable future professionals to manage a successful e-commerce for fashion and luxury brands and create an engaging yet frictionless customer journey for the contemporary consumer.
The course is also completed with the study of technological and innovative tools to support the creation of an engaging customer journey online, leveraging on the use of virtual reality, augmented reality, try-on technology, and live streaming platforms to encourage social shopping.

3. Course Learning Outcomes
Educational Outcomes:
On successful completion of their course of study students will be able to:
• apply skills of critical analysis to real world situations within a defined range of contexts;
• 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;
• 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.

Final Award Learning Outcomes
On successful completion of their course of study students will be able to:
• manage a successful e-commerce platform for fashion and luxury brands;
• develop branded content to engage the online consumer through digital storytelling;
• create a compelling -yet frictionless- customer journey online;
• leverage on the use of virtual reality, augmented reality, try-on technology to augment the online shopping experience;
• use live streaming platforms to encourage social shopping and "word of mouth".

4. Teaching/Learning and Assessment Strategy

Curriculum:

Fashion E-Commerce & Digital Marketing
The programme will start from an overview of the key principles at the base of luxury communication and digital media disruption, with a special focus on the creation of promotional campaigns aimed at targeting tech-savvy fashion and luxury lovers. Subsequently, participants will become familiar with the techniques which are key in visual merchandising nowadays, in order to translate into digital channels and e-commerce platforms the visual identity and the display layouts that are perfectly aligned with the brand storytelling, therefore creating strong consistency and effective conversion funnels. In addition to that, participants will learn how to plan engaging digital marketing strategies and target online consumers effectively in order to penetrate the market, trigger word of mouth and increase the digital reputation of a brand. Emphasis will be put on the transformation of brands into media platforms set to drop periodically on digital media compelling branded contents to create engagement, drive hype and entertain customers. Current phenomena such as the rise of the so-called "Attention economy", the quest for instant gratification which is fueling quick commerce and the boom of social buying and live shopping on streaming platforms will be discussed and analysed. Promotional strategies enhanced through an omni-channel approach will be covered extensively as well, to understand how to increase the functionality of e-commerce platforms and streamline the customer journey.
Finally, with a view to the advent of the metaverse and the boom of digital collectibles, participants will develop confidence and train their lateral thinking to tapping into the brand new opportunities that emerging technologies are bringing forward enabling the convergence between shopping, socializing and gaming.

Programme methods:
The goal of this course is to increase the skillset of professionals that are interested in gaining a specific knowledge in e-commerce management for fashion and luxury brands and creating an engaging yet frictionless customer journey for the contemporary consumer. Through this course you will be able to enhance the digital communication of your brand or e-commerce platform, leveraging on the use of innovative tools, advanced analytics and content strategies. You will be able to collect and analyze data to recognize new market and target opportunities to develop a successful e-business.

Methods include:
• projects to encourage independent learning through investigation, enquiry and problem solving;
• group projects to enhance interpersonal and collaborative skills;
• seminars, formal lectures and workshops.
Participants 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.
Assessment methods to support learning:
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 Assessments:
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 unit 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 unit.
Practical Coursework allows the students to demonstrate their understanding and application of practical areas of study.
Written Reports are required is some study areas, where a clear and structured brief is provided and the students are asked to submit work to me marked independently and anonymously by staff.

Formal Examinations are required for some study areas.
Presentations are used in some subjects to allow the student to develop their professional communication and presentation skills.
Student Projects are used when the student is required to submit work to be marked independently and anonymously.

5. Course structure

Subject	Short Description
Luxury Communication and Digital Media	Communication strategies in fashion and luxury sector, new digital channels to attract fashion and luxury consumers. Promotional and digital fashion campaigns plan and organization.
Visual Merchandising and Digital Storytelling	Techniques to develop the digital layout and the visual storytelling for e-commerce platforms.
Digital Marketing	Plan engaging marketing strategies to penetrate the market, trigger word of mouth and increase the digital reputation of a brand.
Advanced Branding	Transform a brand in a media platform dropping compelling content to fuel engagement, increase conversion rates and sales
E-commerce Strategies	Increase online sales through product promotion strategies and the functionality of the e-commerce platform. Organize and plan an omnichannel strategy. Leverage on the power of social buying and live streaming platforms.
Meta-Shopping and Retail Innovations	Analysis of the new technological tools available to the fashion retail sector: augmented reality, virtual reality, artificial intelligence. Metaverse immersion and management of NFTs.

6. Director of Education: Responsibilities

The Director of Education responsibility for implementing the strategic direction of the courses within their programme and for co-ordinating the academic administration necessary for its successful day-to-day operation.
Main Responsibilities:
• acting as the Chief Executive Officer to the programme. As such he/she will be responsible, within the agreed policies of the Programme Committee, and Academic Boards, for the efficient operation of the programme as approved by the Institute;
• be empowered to take any reasonable action with respect to the proper functioning of the programme;
• recommend areas for curriculum development;
• co-ordinate the assessment schedule for the Programme and ensure that it is communicated to students;
• liaise with Student Support Officers to ensure that appropriate study support is available;
• recommend the appropriate level of resources required for the Programme and liaise with the teaching team;
• undertake training and professional development and contribute to the training of others;
• monitor course feedback and the student voice;
• organise all areas of assessment procedures, facilitate monitoring;
• maintaining the quality of academic standards by supporting the rules and regulations concerning exam procedures and conduct of the student and teaching team.

7. Student Support Strategy

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:
• Director 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 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 the School;
• managing their time;
• dealing with stress;
• 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.

8. 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 Director of Education and subject Tutor, and through appointments with academic staff;
• end of Programme Evaluation.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognizes this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.
In order to 'close the feedback loop' and to communicate any improvements resulting from student participation at least once every academic year, programme teams relate back to students the actions taken in response to student views.
Students will be asked to respond to a series of questions, for example, if they were clear about what they were meant to be learning on the unit, if the teaching had helped them learn effectively and if they have developed new or existing skills. 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;
• actions and improvements for the next academic year.