



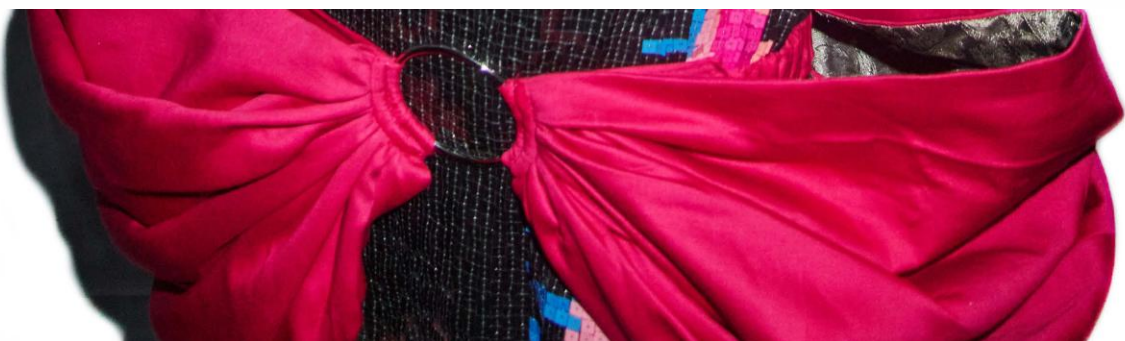
istitutomarangoni 

RETAIL MANAGEMENT, BUYING AND VISUAL MERCHANDISING

PROFESSIONAL COURSE

Academic Year 2026-27

RIYADH



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BRIEF OVERVIEW

Over the past 90 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, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture.

ACADEMIC CERTIFICATE AWARDED (Study Title)

Participants who successfully complete this course will be awarded a Qualifying Program accredited by TVTC (Saudi Arabia Technical Vocational Training Cooperation).

Admission: High school diploma or its equivalent

COURSE DESCRIPTION (Curriculum)

The course – that runs for 16 weeks for a total of 150-hour – focuses on **fashion and luxury retail**, both physical and online. It provides the skills and knowledge required **to develop effective and innovative omnichannel strategies** to attract and retain luxury consumers. It is designed for professionals who want to update their expertise in luxury retail, buying and visual merchandising trends.

Participants will learn to analyze distribution channels and develop **omnichannel strategies for different retail formats**, deepening their knowledge of fashion products and market trends. The study of **Visual Merchandising and Visual Display** will be applied to both physical and online retail environments, with the aim of **creating customized shopping experiences** aligned with brand identity, using the latest retail technologies.

Participants will learn the technical and theoretical aspects of **the buying process, including stock mix, seasonal collection planning, and pricing strategies**. Through the exploration of lighting, color, shapes, furnishings, and display layouts, participants will also learn how to design creative product arrangements and craft memorable window displays for both physical and digital stores. The course also investigates **emerging trends in luxury retail, merchandising, and visual display**, helping participants anticipate market evolution.

COURSE DESCRIPTIONS (Subjects)**Module 1: The Luxury Market**

This module introduces students to the luxury market, approaching different business models from be spoke to everyday luxury. Moreover, they will discover the distinctive features of different categories (womenswear, menswear, childrenswear) and sub categories (apparel, accessories, jewels, watches, etc.) Learners will have the chance to examine the main drivers of luxury innovation, assessing the importance of technology evolution and the made-in concepts with a focus on various brands and some case studies.

Module 2: Luxury Retail Strategy

This module provides a comprehensive analysis of the contemporary luxury retail landscape, with particular emphasis on retail operations management and the strategic configuration of global distribution channels. Special attention is given to luxury innovative retail formats and to the evolution of omni-channel strategies, highlighting how digital integration reshapes customer journeys and business models.

The course further explores augmented and phygital shopping experiences, examining how immersive technologies and hybrid environments are redefining consumer engagement and competitive advantage in the retail landscape.

Module 3: Merchandising Plan and Fashion Buying

This module equips students with the strategic acumen and practical skills necessary to excel in the dynamic world of fashion buying. Students will gain an in-depth understanding of the fashion buying process from concept to consumer, in relation to varying customer and market levels. They will approach the buying cycle, the stock mix, the buying calendar, range planning, pricing strategies and profitability, all crucial when planning the purchase of a seasonal fashion collection.

Furthermore, this module covers the key aspects of retail buying, including assortment planning, inventory management, and pricing strategies.

Module 4: Visual Merchandising

This module focuses on the art and science of visual merchandising and in-store activation, essential for creating compelling and immersive retail environments. Students will learn fundamentals of visual merchandising - including layout design, color theory, and product placement - and store layout, design and displays, in order to enhance the shopping experience and drive sales. Furthermore, they will study the principles of sensory marketing (how to utilize sensory elements such as lighting, music, and scent to create an engaging store atmosphere) and of interactive and experiential retail.

The module is enriched by the study of innovative visual merchandising and in-store activation strategies used by successful retailers.

Module 5: Digital Marketing and Storytelling

The final module offers an in-depth exploration of digital marketing. Students will learn to develop and execute effective and emotionally resonant communication campaigns, honing their ability to tell powerful brand stories that captivate and engage audiences.

EDUCATIONAL MISSION OF ISTITUTO MARANGONI

- To develop flexible approaches to program 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.

LEARNING AND ASSESSMENT

Programme methods

The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical, and critical judgement.

It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.

A combination of different learning and teaching methodologies are employed to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures, and workshops.
- study, trips, external projects and competitions present students with another dimension to their learning experience;

Furthermore, guest speakers provide students with a full, broader, and real prospective to their specialist field of study.

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. Various forms of assessment are 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 curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

Summative Assessment

These assessments are a means of evaluating 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 subject - concentrating 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 subject;
- Practical Coursework allows students to demonstrate their understanding and application of practical areas of study; • Written Reports are required in some study areas, where a clear and structured brief is provided;
- Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance

The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses.

To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam.

STUDENT SUPPORT

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 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;
- 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, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately or contacted to arrange a suitable time.

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 Tutor, and through appointments with academic staff;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school.

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.