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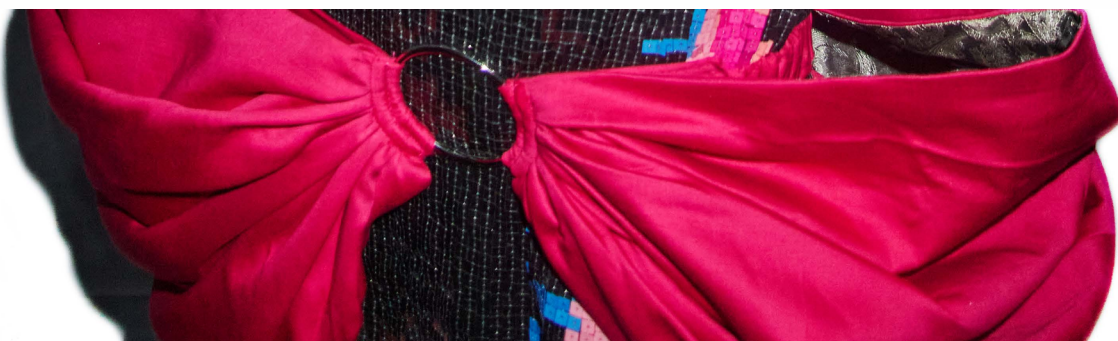


LUXURY FASHION BUSINESS & MARKETING

ONE YEAR INTENSIVE PROGRAM

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)

This course focuses on key business and marketing strategies in the fashion and luxury industries. It provides a thorough knowledge of both technical and theoretical concepts related to these sectors, meeting the needs of professionals with limited time available as well as participants with little or no prior experience in these industries.

This course covers the main processes within the **fashion and luxury business**. It analyzes retail distribution, including a study of the target audience and the impact of pricing tiers on sales performance. The power of communication, the allure of the brand, and the creation of “aspirational desire” in fashion products are explored in relation to **brand storytelling**, **PR** and **visual display** across both **traditional and online media**.

The course also delves into key digital marketing channels, providing participants with tailored tools to communicate an authentic, aspirational, and emotionally engaging message, aimed at sustaining and consolidating **brand image**.

Furthermore, it addresses emerging trends in the fashion and luxury industries, such as sustainable fashion marketing, interactive customer experiences, and the role of technologies like **artificial intelligence** and **virtual reality** in shaping the **consumer journey**.

At the end of the course, participants will be able to apply the theoretical knowledge and practical skills gained in business and fashion management to develop and enhance their own digital marketing strategies.

The course is based on various learning and teaching methods including: seminars, tutorials, workshops, classroom lessons, One-to-One monitoring of the work performed, group projects and individual research.

The training for this specialization is organized into 2 semesters. Each semester has 16 weeks- 10/12 hours per week, (the hour being of 50 training minutes) for a total of 350 hours

COURSE DESCRIPTIONS (Subjects)

First Semester. The semester has 16 weeks, 180 hours, 10/12 hours per week, the hour being of 50 training minutes

Fabric and Material

The course will allow the development of fundamental knowledge of the materials used in the fashion industry, deepening their physical and organoleptic properties, their uses and their transformation processes within the textile and apparel supply chain. Students will learn to classify fibers on the basis of their origin - natural, synthetic and artificial - and to recognize the different types of fabrics, aware of their transformation processes and their most appropriate uses in clothing.

History of Applied Arts

The course covers the history of fashion, arts and design from the 19th century to nowadays. It will encourage the adoption of a theoretical and critical approach to discover the aesthetic production of the period, referring both to the field of art and to the products of material and industrial culture, specifically design and fashion. In this framework, aesthetic products will be considered as a result of the social, economic and cultural factors that characterize the different decades. The exemplary products of the history of design are also seen as the result of the various design theories and methodologies, as a product of technological development, as an expression of corporate culture in its relations with social and economic development.

Trends analysis and forecasting

The course introduces the main theories and practices about trend analysis and forecasting, with the goal to provide students with fundamental analytical skills necessary for subject as product development and buying. The participants will discover the main mechanisms that allows trends to spread, learning how to interpret weak signals of change through the contaminations among different domains of material culture, as art, architecture, technology, the media, design, and fashion.

Fashion Industry

The course introduces the fashion industry, approaching different business models as haute couture, ready to wear and fast fashion. Students will discover the distinctive features of different markets – womenswear, menswear, childrenswear – and sub-industries – apparel, accessories, activewear, swimwear, jewels and watches, etc. The first part introduces you to the fashion industry, approaching different business models as haute couture, ready to wear and fast fashion. The Trainees will become familiar with the main design factors and concepts behind the world of fashion collections, understanding how companies overcome production challenges while taking into considerations strategic issues related to brand image, positioning, sustainability and consumer behaviors.

Principle of Business

The course will introduce the students to the world of business and economics applied to the fashion industry.

They will have the opportunity to get familiar with the main quantitative methods of business analysis, using various sources of economic and managerial data. In addition, they will address the main financial issues and the challenges that fashion companies face in different markets. Attention will be paid to business economics applied to the fashion and luxury industry, learning to evaluate the financial statements of fashion companies and calculate the main indices for management control. They will learn various theories and techniques to understand and analyze the effects of different variables on the business activity and its stakeholders.

Fashion Marketing

The aim of the course is to provide students with a thorough understanding of fashion marketing. Students will analyse the fashion system and learn to identify consumer segments, target markets and strategic positioning. Managerial skills will be developed both from a consumer behaviors and marketing point of view, with a focus on strategic planning and the definition of objectives within the fashion business.

Through the analysis and understanding of contemporary market trends, together with the marketing principles and techniques learned in the course, students will mature their skills in evaluating and selecting the most appropriate marketing strategies for the fashion and luxury industry.

Second Semester. The semester has 16 weeks, 170 hours, 10/12 hours per week, the hour being of 50 training minutes

Sociology, Anthropology and Psychology of Fashion

Through the contributions of Anthropology, Sociology and Psychology, students will discover a critical interpretative framework to approach fashion phenomena in relation to their socio-cultural context. They will become aware of the different domains of clothing, adornment, style, personal appearance, costume and fashion, understanding the role of garments, accessories and ornamentalations in generating cultural symbols, mediating social relationships and shaping both personal and social identities.

Fashion Branding

Trainees will learn how branding strategies and promotional mix vary according to business models and industry segments. Moreover, they will deepen the fundamental concepts of brand image, brand identity and brand experience, discovering their fundamental role in the development of the communication strategies of fashion and luxury brands.

Communication strategies

During this course the trainees will understand how fashion and luxury brands manage communication activities. They will explore the world of advertising, corporate communication, media relations, event management and PR. Moreover, they will approach the contemporary dynamics in digital communication, deepening the strategic role of social media and digital marketing. At the end of the course, they will learn how to perform a critical analysis of the communication strategies implemented by fashion and luxury brands, identifying key success factors and potential pitfalls.

Graphic Design

The course, with a theoretical and practical nature, introduces the student to the awareness of the utility of digital technologies for researching fashion related information, acquisition and storage of data and images for the creation of reports and visual presentations.

The course will also deal with photo retouching and image processing techniques, illustration, and vector technical drawing. In details: Using Adobe InDesign CC allows the student to create layouts for presentation boards to effectively, clearly and professionally demonstrate the technical/creative components of your projects. Through the study of Adobe Photoshop®, students acquire the skills to be able to adequately use the photographic retouching tools, image processing and have the opportunity to create customized material textures and fashion illustrations with techniques appropriate to the contemporary style. These are in fact indispensable tools to represent and communicate their creative ideas in a professional way.

History of Fashion and Costume

The course analyses the evolution of the history of dress from Ancient Times to the end of the 1800s. The developments will be considered within a wider historical, social, political and cultural context.

The following elements of dress will be explored in detail: cut and sartorial construction, the development of fabrics and materials, accessories, jewellery, hair and makeup. The relationship between fashions of the past and of the present will be explored, with the aim of being able to make comparisons between the various historical periods and stylistic codes in use today.

Alongside and in support of each lesson, various types of homework assignments will be set: reading, museum and exhibition visits, films, group and individual research projects.

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.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.

Monitoring, guidance, and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

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.

INTERNATIONALITY AND STUDY ABROAD OPPORTUNITIES

Trainees of the Training Diploma at Istituto Marangoni in Riyadh can have the opportunity to either complete their study path in Saudi Arabia with a 3-year Advanced Diploma, which includes a 6-month internship (Cooperative Training), or take advantage from Study Abroad mobility towards Istituto Marangoni campuses in Italy, France, UK and UAE, through the "Istituto Marangoni Cross-School" program.