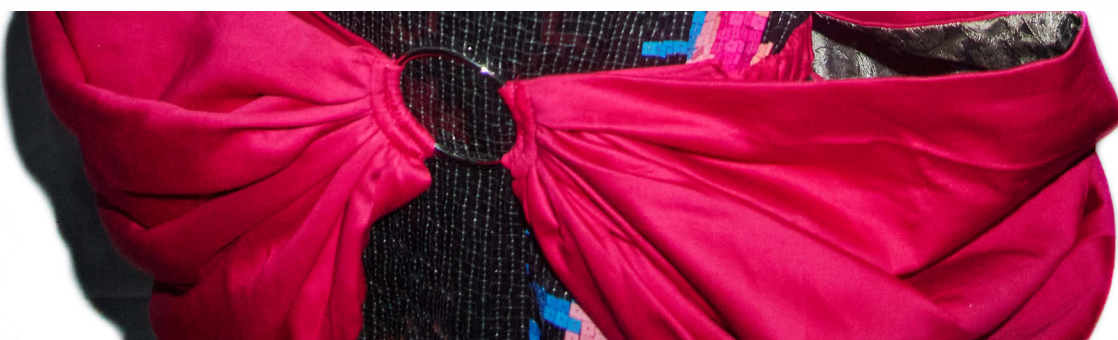# istitutomarangoni

FASHION MANAGEMENT, DIGITAL COMMUNICATION & MEDIA
ADVANCED TRAINING DIPLOMA

Academic Year 2025-26

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 an Advanced Training Diploma, equivalent to Level 5, accredited by TVTC (Saudi Arabia Technical Vocational Training Cooperation). Participants will obtain 120 credits.
Admission: High school diploma or its equivalent

COURSE DESCRIPTION (Curriculum)

This course provides students with a solid foundation in management and communication for the fashion and luxury markets. It enables participants to develop in-depth know-how in online, video, and print media, using imagery and technology to create and enhance communication. Furthermore, they will learn to explore fashion brand storytelling through cultural, creative, social, and business lenses, as well as how to effectively manage communication strategies within a fashion organization.

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 six semesters, Each semester has 16 weeks- 30 hours per week, the hour being of 50 training minutes. The last semester of the third year includes 360 hours dedicated to cooperative training.

Beginning with historical and stylistic references in dress, photography, and style, participants quickly move into the digital realm—learning to capture the essence of fashion and luxury through videos, websites, and social media. They explore the philosophy and strategic power of social platforms, understanding how communication professionals use them to build brand identity, promote products, and foster consumer loyalty.
Trainers gain strong foundations in both traditional and digital marketing, developing the skills to convey emotion and narrative through visuals. They learn to analyze and generate ideas through creative research, cultural observation, and semiotics, situating fashion within broader artistic and social contexts such as cinema, music, and design.
The course emphasizes practical skills, including editorial writing, PR, media planning, fashion copywriting, creative direction, and fashion photography. It also trains participants to spark engagement and "buzz" while remaining aligned with brand identity and budget constraints.
Blending creativity with managerial precision and technological insight, the program also covers key business development skills—such as time management, and budgeting.
The program aims at providing the trainee the skills and information necessary for multiple career opportunities, like Brand Communication Manager, Social Media & PR Manager, Digital Marketing Manager, Multimedia content designer, Media planner.

COURSE DESCRIPTIONS (Subjects)

FIRST YEAR - 2 Training Semester. Each semester has 16 weeks 30 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 ornamentations in generating cultural symbols, mediating social relationships and shaping both personal and social identities.

History of Applied Arts

The course covers the history of fashion, arts & design from the 19th century to nowadays and 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.

Fashion Design I

SEMESTER 1: 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. Together with the subject Basic Design, the second part of the course will enable students to understand how luxury brands manage product design and development. They 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 consideration strategic issues related to brand image, positioning, sustainability and consumer behaviour. Students will analyse the key stages in formulating, developing and implementing a collection, learning the main principles of product development and collection merchandising; they will also explore how fashion organisations manage the supply chain and manufacturing processes, critically discussing contemporary issues in sustainable and responsible fashion.

SEMESTER 2: The course introduces fashion marketing. Students will understand the role of fashion in satisfying different consumer needs and be introduced to fundamental strategic marketing concepts, specifically consumer segmentation, positioning and targeting. Moreover, they will understand how fashion and luxury brands manage the so-called "marketing mix" (e.g. decisions related to product, pricing, distribution and promotion). In the last part of the course, students will deepen the how fashion brands manage communication activities, exploring 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, students 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. They will discover the practice of triggering emotional responses and desires, identifying key messages that appeal to consumers' emotional needs and aspirations.

Foreign Language

The course is designed to broaden and improve students' English language skills in different contexts and situations related to both fashion as well as real-life contexts. We will be looking at the principles of effective communication and through class practice and assignments, students will be given tools and tips to enhance their communication and develop their self-awareness as well as audience awareness when it comes to the two main forms of communication, written and oral. In particular, we will be looking at Business English, how to pitch ideas as well as how to write a CV and prepare for job interviews to get students ready to step into the work environment.

Material Science and Technology
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.

Basic Design
Students will adopt the peculiar perspective of a fashion designer, discovering the fundamental role played by research underneath the creative development of a fashion collection. They will learn how to investigate both secondary and primary sources to develop creative concepts in line with the style identity of a brand and current market trends. Moreover, it will be analyzed how to professionally communicate creative ideas, through the use of technical tools as moodboards, collection boards, colors and material charts. Image Digital Processing.

Digital Image Processing
During the course students will explore different approaches to communicate fashion products and brands. They will learn how branding strategies and promotional mix vary according to business models and industry segments. Moreover, it 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 brand. During the course students will explore different approaches to communicate fashion products and brands. They will learn how branding strategies and promotional mix vary according to business models and industry segments. Moreover, it 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 brand.

Techniques of Visual Communication
During the course students will explore different approaches to communicate fashion products and brands. They will learn how branding strategies and promotional mix vary according to business models and industry segments. Moreover, it 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 brand.

SECOND YEAR - 2 Training Semester. Each semester has 16 weeks 30 hours per week, the hour being of 50 training minutes

History and Criticism of Contemporary Fashion
The course explores the evolution of global aesthetics focusing on the history of costume and fashion of non-Western countries. A particular attention is paid to Japan, China, India, and Middle-East. In this framework, phenomena as modest dress, exoticism, orientalism and cultural appropriation are critically reviewed. Students will learn to critically analyse key aesthetics, icons and symbols with their relations to contemporary trends, cultural movements and innovation in textiles and materials.

Communication Science
The course focuses on writing, to enable students to write professional communications correctly. They will learn how produce and write more effective projects, presentations and professional e-mails. Moreover, the course prepares students to communicate effectively with different types of interlocutors, to assert their own thoughts but to accept the thoughts of others and to manage conflict.

Fashion Business Organization
The course explores the fashion communication system from an economic and strategic point of view, comparing sectors and players such as editorial groups, communication agencies, strategic consultancy firms, media centers, etc. The lessons will be divided into two parts: in the first, students will learn how to carry out an industry analysis by comparing different strategic groups on parameters such as market value, profitability, barriers to entry and concentration. In the second, they will deepen the role of communication and consultancy agencies, delving into the critical success factors related to the development of social media, influencer & celebrity marketing strategies in the fashion sector.

Production Processes
Students will learn the fundamentals of product development, collection merchandising and coordination strategies. Therefore, they will discover how to manage all the stages of the supply chain fashion products: sourcing, collection design, samples production, market launch through fashion shows and trade exhibitions, sales through showrooms, manufacturing and distribution to end consumers. A specific attention will be paid to the promotional tools used to launch new collections. At the end of the course they will be able to manage all the stages of the supply chain of fashion products, with a special focus on the promotional activities involved in the launch of new collections.

Fashion Product Development: from Conception to Consumer 1
The course is designed to teach students how to structure an effective communication plan, building on the tools and concepts introduced in the first year. In addition, students will develop the skills to plan and manage successful events, while gaining an understanding of the roles and operations of fashion companies from both microeconomic and macroeconomic perspectives. The program will also introduce the key components of management control systems, enabling students to assess and measure business performance.

Fashion Product Development: from Conception to Consumer 2
The course will introduce the world of business and economics applied to the fashion industry. Students will discover the general foundations of economic sciences through the basic concepts of micro and macroeconomics, of structures of production and market, supply and demand and production efficiency. Moreover, they will address the processes through which fashion products connect, on the one hand, to overall economic and innovation developments, and on the other to the strategic and operational methods of companies in the management of innovation and organizational resources. Students 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. Students will learn how to apply financial theories, techniques and investment analysis for decision making in a fashion business. The participants will also learn how to identify the main components and characteristics of management control systems, mastering how to implement various control systems techniques to measure the overall performance of the company and evaluate the financial and economic performances of an organization. A special attention will be paid to cost management, enabling the students to learn the budgeting techniques necessary to plan communication activities.

Multimedia Planning
The course focuses on the world of fashion advertising and its evolution in digital environments, from social media to the metaverse. Students will learn how fashion brands engage consumers through storytelling activities, combining management with styling and creative direction. The course will also focus on explaining how Excel is required to work in fashion and luxury companies and on explaining how to make attractive presentations using software such as Adobe Firefly. The basics of making short videos will also be provided.

Design For Publishing
During the course, students will have the opportunity to experience the typical dynamics of an editorial board, developing a fashion magazine and other digital editorial products in line with the current digital transformation. Moreover, students will gain a clear understanding of the role of the Fashion Stylist, exploring the scope of their work, responsibilities, and creative processes. They will also learn how to effectively apply communication strategies and techniques within the context of fashion styling, enhancing their ability to convey visual messages and build strong fashion narratives.

Communication Strategies
The course focuses on the new frontiers of Tech-Powered Marketing, making students familiar with the theoretical frameworks and methodologies of Digital Marketing, Engagement Marketing and Agile Marketing. A special attention is paid to Engagement Marketing techniques, deepening the tools of unconventional marketing techniques as guerrilla, contextual and experiential marketing.

THIRD YEAR - 1 Training Semester (16 weeks) and 1 Cooperative Training Semester (12 weeks) - 30 hours per week, the hour being of 50 training minutes

Entrepreneurial Skills
The course will define the concept of entrepreneurship across various scales and global markets, as well as the development of creatives from a historical sense, with an emphasis on the key traits of an entrepreneurial mindset. Trainees will learn the opportunities and challenges faced by prominent entrepreneurs and the habits they had to build to strive in the industry. The course will include several modules, worksheets, interviews, videos and content, and students will develop a strong sense of self-branding required to further research, plan, and develop their own entrepreneurial approach to become founders of their own brands. This will touch upon an overview of diverse resources, from theoretical work to practical business models successfully applied in fashion, art, and design. Trainees will also enhance their leadership skills and develop a clearer understanding of their potential as an entrepreneur

Communication skills and techniques
This practical course aims to develop students' communication competencies—both verbal and non-verbal—tailored specifically to the needs of the fashion industry. It enhances students' ability to express creative ideas, collaborate with teams, and engage effectively with diverse audiences across media and professional settings. Students will begin by studying the core principles of effective communication, learning how to adapt their message depending on the audience, context, forms and objective. As the course progresses, students will refine their public speaking and presentation abilities. They will learn how to speak confidently and persuasively in front of an audience, pitch a project or product, and receive feedback constructively. By the end of the course, they will able to tailor their tone and style to suit different formats and professional expectations.

Final Project
The final project is the assessment of the competences gained by the Trainees, their maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools. This will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. At the end of the path, they should develop a work that will demonstrate a concrete application of the theoretical and cultural/creative studies undertaken.

Internship (Cooperative Training)
As part of the didactical experience provided to its students, the programme includes an internship period which is embedded in the Study Plan. This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment.
The internship consists of a period of experience in professional practice through the realization of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus). The experience of working in a professional environment supports the development of professional and transferable skills, which in turn enhance future employability. Students will have the opportunity to develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives. Thanks to the internship experience, students will apply both theoretical knowledge and practical skills of critical analysis to real world situations within a defined range of contexts to eventually increase their awareness of the social and community contexts within their disciplinary field. This unit will support the development of students as reflective practitioners and potential employees, who are equipped to meet the challenges and opportunities of the design industry. Students will undertake a work placement in industry, while documenting and reflecting upon the critical aspects of their experience in a critically reflective review. Each Student will be visited at least twice by their placement tutor during this unit. Tutorial support sessions can also be booked individually.

EDUCATIONAL MISSION OF ISTITUTO MARANGONI

- 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 LEARNING OUTCOMES: FRAMEWORK

Knowledge [K]: outcome of the assimilation of information through learning, set of facts, principles, theories, and practices that are linked to an area of work or study.

Skills [S]: ability to apply knowledge and use know-how to complete tasks and solve problems.

Competence [C]: proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

PROGRAMME LEARNING OUTCOMES

At the end of the course in Fashion Design & Accessories, the student will be able to:

Knowledge:
K1. Understand how to collect, assess, record, and apply appropriate information to interpret it critically by considering diverse points of view to reach well-reasoned conclusions
K2. Learn the principles of material science for fabrics and the key manufacturing methods for the creation and prototyping of fashion garments and accessories.

Skills:
S1. Become proficient in communicating ideas effectively, both verbally, in writing and through graphic means, utilizing manual techniques and digital tools.
S2. Use different drawing and image digital processing techniques for sketching, coloring, rendering fabrics and creating technical layouts for clothing and fashion accessories.
S3. Use 3D modelling, prototyping and pattern cutting techniques, combined with digital software, for the development of innovative shapes.
S4. Select the most appropriate techniques for the creation of a fashion design portfolio (graphic design, techniques of visual communication, image editing, mood board creation, material chart).

Competencies:
C1. Create fashion collections with a strong creative component, in which the dexterity and knowledge of both artisanal and industrial techniques find application in an expressive and innovative way and meet the needs of the reference market.
C2. Evaluate the evolution of the fashion panorama embracing a sociological, historical and anthropological perspective in light of the impact of key drivers of change such as sustainability, globalization and digital disruption.

STUDY PLAN

Year 1

First Training Semester (16 weeks)			
I	Subject	Credit Hours KSA	Lesson Hours*
1	History of Applied Arts	3,00	48,0
2	Sociology, Anthropology and Psychology of Fashion	3,00	48,0
3	Materials Science and Technology	3,00	80,0
4	Foreign Language	2,00	32,0
5	Basic Design 1	4,00	112,0
6	Fashion Design 1	6,00	160,0
Grand Total		**21,00**	**480,00**

Second Training Semester (16 weeks)			
II	Subject	Credit Hours KSA	Lesson Hours*
1	Basic Design 2	3,00	80,00
2	Fashion Design 2	6,00	144,00
3	Image Digital Processing	8,00	160,00
4	Techniques of Visual Communication	4,00	96,00
Grand Total		**21,00**	**480,00**

*The lesson hours include seminars, tutorials, workshops, classroom lessons, One-to-One monitoring of the work performed, group and individual projects.

Year 2

III	Third Training Semester (16 weeks)		
	Subject	Credit Hours KSA	Lesson Hours*
1	History and Criticism of Contemporary Fashion	4,00	64,00
2	Communication Science	2,00	32,00
3	Fashion Business Organization	4,00	80,00
4	Production Processes 1	7,00	192,00
5	Fashion Product Development: from Conception to Consumer 1	4,00	112,00
Grand Total		**21,00**	**480,00**

IV	Fourth Training Semester (16 weeks)		
	Subject	Credit Hours KSA	Lesson Hours*
1	Multimedia Planning	4,50	112,0
2	Design for Publishing	3,00	80,0
3	Communication strategies	4,00	96,0
4	Production Processes 2	4,50	112,0
5	Fashion Product Development: from Conception to Consumer 2	3,00	80,0
Grand Total		**19,00**	**480,00**

*The lesson hours include seminars, tutorials, workshops, classroom lessons, One-to-One monitoring of the work performed, group and individual projects.

Year 3

Fifth Training Semester (16 weeks)			
V	Portfolio	Credit Hours KSA	Lesson Hours*
1	Entrepreneurial Skills	3,00	360
2	Communication Skills and Techniques	3,00	80,0
3	Economics and Fashion Marketing	3,00	48,0
4	Final Project	10,00	272,0
Grand Total		**19,00**	**480,00**

Cooperative Training Semester (12 weeks)			
VI	Portfolio	Credit Hours KSA	Lesson Hours*
1	Internship (Cooperative training)	4	360
Grand Total		**4**	**360,00**

*The lesson hours include seminars, tutorials, workshops, classroom lessons, One-to-One monitoring of the work performed, group and individual projects.

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; • Formal Examinations;
*   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 and be admitted to the next Academic Year.

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.