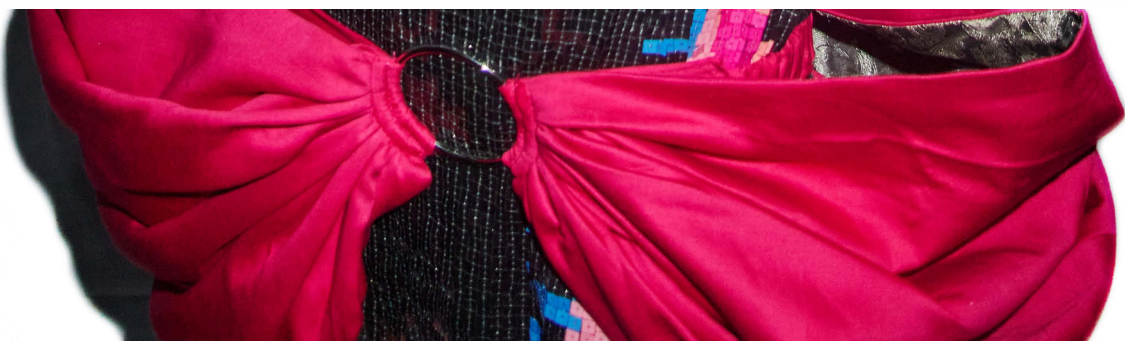




istitutomarangoni 

INTRODUCTION TO FASHION BRANDING AND ENTREPRENEURSHIP

RIYADH



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

Participants who successfully complete this course will be awarded Istituto Marangoni Certificate

COURSE INFORMATION

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.

Course Learning Outcomes

On successful completion of the course, students will be able to:

- analyze the luxury fashion market across various categories (apparel, accessories, jewelry, etc.),
- demonstrate an understanding of consumer behavior in the luxury market,
- understand and articulate the defining characteristics of luxury brands,
- evaluate brand strategies employed by leading international luxury companies
- apply theoretical knowledge and practical skills to their own entrepreneurial projects.

Teaching/Learning and Assessment Strategy

Curriculum

This course is designed for entrepreneurs who have launched – or are planning to launch – their own brand in the fashion luxury sector (including apparel, accessories and jewelry,).

It provides a thorough understanding of both technical and theoretical concepts related to luxury, with the goal of supporting entrepreneurs in the design and development of their business. Participants will explore the historical evolution of the industry, the cultural significance of luxury goods, and the psychological drivers behind consumer behavior in this segment.

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 luxury brand.

This course is structured **over 4 weeks**:

Week 1 – 20 hours

Analysis of the luxury market, both overall (performance, target audiences, etc.) and by specific categories (apparel, bags, shoes, jewelry, watches, etc.); identification of key evolving trends to build a solid reference framework.

Week 2 – 20 hours

Exploration of the essential elements that define a luxury brand on a concrete, conceptual, and emotional level; analysis of the brand strategies used by leading international players in the luxury sector.

Week 3 – 20 hours

Exploration of the main tools used to design and develop a successful luxury brand, including positioning maps, buyer personas, customer journey maps, and the business model canvas.

Week 4 – 15 hours

Application of the knowledge, skills, and tools acquired throughout the course to the student's own business case.

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

COURSE STRUCTURE**Subjects**

- principles management in luxury;
- brand strategy;
- trend forecasting;
- business tools.

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.

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.

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 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