



istitutomarangoni



EXECUTIVE SHORT COURSES
DIGITAL PR FOR PROFESSIONALS

Brief descriptive summary

Over the past 80 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 short executive courses provide an opportunity to broaden horizons and update expertise in all areas of the business.

1. Certification attained

Istituto Marangoni Certificate

2. Course Learning Outcomes

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

- research current digital fashion and marketing trends and risk takers;
- analyse omni-channel communication and e-commerce (online/offline communication);
- determine appropriate and effective brand communication strategies;
- develop consumer loyalty and relations engaging with KOLs and social media platforms;
- create a customized digital PR plan to enhance online brand performance.

3. Course Description & Assessment Methodology

Course description:

Digital PR is a specialisation of digital marketing in the fashion and design industry. The course improves expertise and understanding of the contemporary digital fashion scene, by analysing the engagement between a brand and its target audience in order to predict a more effective marketing plan, and therefore increasing brand awareness and revenue.

Participants will be taken through an accurate analysis of the global social media scene and KOLs, looking at how they design a unique, and successful consumer journey. The principles of e-commerce will also be investigated to support the brand communication strategy.

Weekend 1: strengthens the knowledge on current digital environment. Within this context, participants will learn how to evaluate the variety of social media and e-commerce channels, in relation to a specific brand DNA.

Participants will begin studying digital trends and learn how fashion and luxury companies use different penetration strategies in the various media to fulfil their marketing and communication objectives.

Weekend 2: the objective of the week is to learn how to outline a branded omnichannel identity as a communication strategy to engage with potential consumers, maintain the relationship and enhance loyalty. Participants will investigate how to define an original, effective digital communication strategy, through the appropriate use of digital advertising campaigns, fashion movies, live streaming, bloggers, events, omnichannels, e-commerce, etc., building bridges between the offline and online worlds.

Weekend 3: evaluates the performance of KOLs on social media channels to investigate on the fluid changing needs of the industry. Participants will study the phenomena of fashion influencers and their evolution and influence on the various market segments over the past few years. They will also look at how to operate low risk high return investments in communication.

Weekend 4: e-commerce gives us the closest and most authentic consumer shopping behaviour patterns online. In this aspect digital PR becomes an essential alliance in driving traffic to generate revenue. Data analysis will expose real brand performance in order to make the best use of Search Engine Optimization (SEO), Search Engine Marketing (SEM).

At the end of the course participants will have gained essential insights into assessing and developing suitable, and effective Digital PR strategies.

Assessment:

Depending on the nature of the executive course, the following assessment methodology may be referred to:

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 participants 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 participants to reflect real industry requirements and to present work to industry standards through report writing.

Presentations are used in some subjects to allow participants to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations participants are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

4. Educational Aims

The educational aims are:

- to develop flexible approaches to programme delivery and participant support, which reflect the needs and expectations of learners at the appropriate level;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the, creativity, 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, reflective practice and engagement within the fashion, design, and creative industries.

5. Study Areas / subjects covered

Main study areas

Digital Trends

Omni-channel Communication

Marketing Strategies

Social Media and KOLs

E-Commerce, SEO, SEM

Digital PR

6. Tutor/lecturer Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting participants;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Participant Support Officer to ensure appropriate study support is available to participants;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

7. Participant Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the participant experience, in an pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to participants;
- b. the use of the Library, online resources (where available), and the centre facilities help participants to reach the skills and knowledge expected on the course;

Participant Support Officers

Istituto Marangoni provides Faculty Participant Support Officers, who act as the first point of contact for participants for pedagogical counselling. For any other matters the Participant Support Officers help in:

- managing time;
- dealing with stress;
- exam tips;
- getting the best from the 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 participants can expect to be seen almost immediately, or contacted to arrange a suitable time.

8. Participant Feedback

Participant feedback is essential to programme development and participant comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers participant opinion in a variety of ways, which may include the following:

- informal contact with the Tutor, and through appointments with academic staff;
- end of course online questionnaires where participants will be invited to reflect on their overall experience at the School.

Istituto Marangoni would prefer that on most occasions participants be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognises this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.