istitutomarangoni

EXECUTIVE SHORT COURSES
LUXURY FASHION 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:

• acquire a clear insight into the management of luxury goods and specialist management knowledge to the luxury industry;
• understand the fashion cycle of the luxury product, the consumer buying behavior and expectations of luxury customers;
• develop marketing and management competencies related to luxury brands;
• demonstrate strategic thinking with regards to current changes in the sector, in transforming a national brand into an international brand;
• identify how to create a digital consumer experience and interaction in the digital space, for strategic luxury brand management.

3. Course Description & Assessment Methodology
Course description:
The Executive short course in Luxury Fashion is a unique opportunity to step back from day to day business affairs, in order to refresh knowledge and enhance leadership, managerial and digital skills in management strategies and techniques, including the management of luxury brands.
The course looks at the latest economic and social trends and their influence on Fashion Luxury consumption in today's business world. The goal is to gain a better understanding of the concept of luxury and its meaning and value, with a more complex value chain; from craftsmanship to digitalization.
Participants will work at an advanced level learning how to apply management strategies in the fashion, design and luxury lifestyle industries, providing the tools to analyse current trends and understand how they are likely to evolve in the future. The course also covers different communication theories and practices, benchmarking systems and techniques through industrial case study analysis.
Weekend 1: participants study the meaning of luxury fashion today and how it is likely to develop in the future. They will analyse the economic and social trends, understanding its economic and social evolution and its influence on consumption in the luxury segment.
Weekend 2: looks at the meaning of the concept of luxury: what luxury means today in the fashion market (its characteristics and values), how it materialises in the various segments (clothing, accessories, cosmetics, jewellery, watches, home collections) and the competitive panorama.
Weekend 3: works on brand strategies of the luxury fashion sector: the course looks at the main players in the luxury fashion industry and the strategies used by both the legendary luxury brands (Prada, Gucci, Salvatore Ferragamo etc.) and new, emerging brands (such as Paula Cademartori and Gianvito Rossi). By identifying the winning strategic factors, participants learn to understand how a winning market position can be achieved in the luxury fashion segment.
Weekend 4: examines aspects relative to the communication of fashion and luxury brands, analysing and comparing the different communication systems of the fashion segments. They will also analyse luxury digital marketing by studying case histories and through presentations by companies from the industry.
Weekend 5: looks at the distribution of the luxury fashion product and the world of retail fashion both online and off line. Participants analyse the internationalisation policies of luxury fashion brands and the principles of distribution in relation to products, consumers and markets, and relative legal and contractual aspects.
Weekend 6: By outlining possible evolutionary trends, participants learn how to define luxury fashion of tomorrow by performing a specific analysis of its possible forms in the future, in terms of products and services, and its developments.
Participants of the program will benefit from an enhanced core curriculum, emphasizing the vital role of innovation, digital transformation, financial evaluation, macroeconomics and politics, and complexity management.

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
The fashion industry: Luxury brand analysis and marketing strategies
The concept of luxury: Luxury product development and craftsmanship of luxury products in fashion
Luxury communication strategies, budgets and theories
Luxury advertisement analysis: offline & online
The supply chain for the luxury sector
Luxury fashion of tomorrow

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.