



istitutomarangoni



**EXECUTIVE MASTER
CONTEMPORARY
FASHION BUYING**

Versione 01

Brief Descriptive Summary

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Istituto Marangoni Master's courses at executive level provide in-depth knowledge and know-how in the fields of Fashion and Design. At master level all courses focus on a study formula based on industry-related projects, with lectures taught by experienced professionals in the field, combined with visiting guest speakers. The aim of the MA programmes is to assist future managers and business entrepreneurs in their career path within the Fashion and Design industries by providing an advanced education and skill-set.

1. Certification attained

Istituto Marangoni Certificate

2. Course description

Curriculum:

The course Contemporary Fashion Buying develops an extensive understanding of the national and global fashion retail industry, analysing consumer behaviour at different market levels and comparing the performance of retailers. The purpose of this Executive Master course is to provide participants with the skills needed to recognise the value of retail outlets (points-of-sale, POS) as means of communication, to assess the suitability and effectiveness of different visual merchandising. Fashion buyers have the task of developing an income-generating plan that covers from the ranges to advanced buying and merchandising strategies and techniques: identifying sourcing opportunities and procurement chain management options to achieve business and trade aims as imposed by Italian and overseas fashion companies. Starting with the appropriate clients, it is necessary to set up the right offer by, setting out a correct online and offline range plan. The fashion buyer is a manager who is able to guide, develop, analyse and solve critical issues, as well as create and manage a team of buyers. This professional figure will be able to define purchasing plans for large-scale retail, store chains or single boutiques. Thanks to an in-depth knowledge of the industry, including production methods, purchasing choices, and sales techniques, this figure will be able to coordinate make or buying processes, working with product managers and production directions, and managing supply chain flows.

3. Educational & Programme Aims

Educational Aims:

The educational aims are:

- to develop flexible approaches to programme delivery and participant support which reflect the needs and expectations of our participants;
- to provide a supportive and inclusive learning environment that will enable success for all learners;
- to encourage the development of the intellectual and imaginative powers of participants, creativity, independence, critical self-awareness, imagination and skills that 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 vision of the Institution and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

4. Final Learning Outcomes

Educational Outcomes:

On successful completion of their course of study participants will be able to:

- apply skills of critical analysis to real-life situations within a defined range of contexts;
- express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- manage professional development reflecting on progress and taking appropriate action;

Programme Specific Outcomes:

On successful completion of their course of study participants will be able to:

- critically evaluate current research in their specialist field of study;
- select and define a research topic and implement a research plan using appropriate methodologies;
- critically analyse their results and draw logical conclusions;
- exercise initiative and personal responsibility in the work environment;
- carry out further independent learning or continuing professional development;
- critically reflect on experience of significant managerial responsibility;
- continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field.

Final Award Learning Outcomes:

On successful completion of their course of study participants will be able to:

- to assess the performance of different fashion retail concerns, with a specific focus on the way in which customer requirements and needs are met at different market levels;
- to assess the way in which buying, merchandising, design, fashion retail, and marketing activities contribute to achieving profit objectives;
- to develop profit ranges and merchandising plans based on a critical analysis of sales data, fashion trends, reference targets and retailer inventory flow;
- to assess the impact of corporate social responsibility, ethical and environmental problems, new technologies and new business strategies in the fashion retail industry;
- to critically analyse business and retail management and organisation studies and to successfully implement an independent and individual research programme.

5. Course structure

Participants will follow this course through a weekend formula only.

Themes of the Executive Master Contemporary Fashion Buying:

- fashion marketing management
- introduction to buying
- buying techniques
- an understanding of buying
- contemporary aspects of fashion
- advanced buying
- research methods

6. Learning and Assessment Strategy

Learning and Teaching Methods - Course teaching methods are mainly based around formal lectures, workshops, seminars and self-directed study and within this structure a range of approaches to learning and teaching is employed as appropriate to the situation. Where possible, Industry experienced specialists and visiting specialist Lecturers (industry professionals) make valuable contributions and facilitate important links to professional practice.

Self-Directed Study – plays a major role in this programme, where participants are expected to spend time researching and analysing subject matter independently to support and substantiate taught material.

Formal Lectures – form an integral part of the programme and with formal delivery of key information to the whole cohort. At this level it is expected that participants will use the lectures as a stimulus for further study/reading.

Seminars – are used to build on themes taken from the lecture programme. Participants are encouraged to make an active contribution by sharing in the argument and debate.

Visiting Lecturers – are invited to deliver specialist lectures to enhance the delivery of the units.

Individual Tutorials – are used when individual participant work is being discussed or the guidance required is specific to one particular participant.

Small Group Tutorials – enable participants to discuss and plan their work in greater detail than is possible with larger groups. It encourages quieter participants to develop their interpersonal and communication skills and helps consolidate leadership skills in others.

Video Presentations – are used to give a more in-depth understanding of a specific issue.

Case Studies – are used for detailed discussion of real-life situations.

Demonstrations – are normally of a technical nature and are necessary in certain subject areas.

Studio / Workshop / Laboratory / Practical Sessions – may be used to enable the creative and practical skill development of the participant in an environment which simulates that of industry.

Group and Team Work – requires participants to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

Study Trips – Executive MA courses provide a unique international opportunity in a study curriculum made of three extended weekends of full emersion, carried out in the Italian and foreign Schools of Istituto Marangoni. Activities include, where possible, bespoke site visits, local case study testimonials and network opportunities to reinforce a global understanding and specific skills for the chosen field of study.

Assessment:

the assessment strategy for the programme has been designed to incorporate a variety of assessment methods to enable all participants to demonstrate their learning in a fair and comprehensive manner.

Assessment Methods:

formative assessment is used as an interim review of participant work undertaken at key points during particular units. It provides an indicative measure of progress, allows participants to consider their work in relation to that of their peers, allowing participants to agree with staff any adjustments that are necessary to make in order to satisfy course requirements. It is designed to help improve participant performance. It does not contribute to the final unit mark. Formative assessment always makes reference to the learning outcomes and or assessment criteria of that unit.

Summative assessment provides an evaluation of participant progress and learning during an entire unit, generates a unit mark, constructive feedback and confirms the conditions for referral and retake.

Peer and Self-assessment requires participants to assess their own work and that of fellow participants. It encourages:

- a sense of ownership of the process of assessment;
- assists the participant to become an autonomous learner;
- helps to develop a range of transferable skills;
- makes assessment part of the learning process rather than an adjunct to it.

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit.

Practical and Class Based Projects – allow the participants to demonstrate their understanding of a specific subject area and application of practical areas of the programme.

Written Reports are required in some study areas, where a clear and structured brief is provided and the participants are asked to submit work to be marked independently and anonymously by staff.

Formal Examinations – will be used in some subjects to permit participants to demonstrate their understanding of a subject within a constrained timeframe.

Presentations are used in some subjects to allow the participant to develop their professional communication, presentation skills and to argue critical reflection and interpret findings.

Avoiding Plagiarism

Plagiarism is defined as stealing another person's ideas and presenting them as though they were the participant's own.

Programme Specific Assessment Criteria

Assessment Grade Descriptors for Master Courses:

Class	Mark Range	Criteria
Fail	0-44	The participant will not have demonstrated proficiency in intellectual thought. The learning outcomes of the unit will not have been achieved. The content will be descriptive rather than analytical.
Marginal Fail	45-49	The participant will have demonstrated a basic proficiency in intellectual understanding in most but not all elements. Some of the learning outcomes of the unit will have been achieved at threshold level. The content will be descriptive rather than analytical.
Pass	50-59	The participant will have demonstrated evidence of critical thinking. All the learning outcomes of the unit will have been competently achieved. There will be some substantive and developed evidence of understanding.
Merit	60-69	The participant will have demonstrated intellectual thought that includes critical thinking, analysis and the ability to draw conclusions and make recommendations. All the learning outcomes of the unit will have been achieved at a good level.
Distinction	70 -100	The participant will have achieved all the learning outcomes of the unit at an excellent or outstanding level showing clarity of understanding, analysis and evaluation.

8. Admission Requirements

Admission is based on the reasonable expectation that the participant will be able to fulfil the objectives of the programme and achieve the standard required for the award.

Admission requirements are listed below.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- latest academic qualification;
- supporting academic references (CV and personal statement);
- work experiences;
- a portfolio of works (if appropriate to the subject).

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate).

(Admission requirements are subject to change in order to comply with entry requirement regulations).

9. Participant Support Strategy

In addition to academic development, Istituto Marangoni supports participants on issues that may arise during their study period, for example providing assistance on:

- any issue concerning the programme of study;
- time management;
- stress management;
- getting the best from their course;
- understanding and applying the institute's regulation;
- any issue that may affect their academic results.

Student Support offers one-to-one appointments that can be booked at the reception desk or via e-mail. For non-urgent matters participants will be contacted in reasonable time, via Skype or face to face where possible.

10. Participant Evaluation

Student feedback is essential to the 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;
- end of Unit Evaluation;
- end of academic year online questionnaires where participants will be invited to reflect on their overall experience in their 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 recognizes this exception. In these instances, Istituto Marangoni ensures that anonymity and confidentiality is respected.