



**istitutomarangoni**



**STUDY ABROAD  
FASHION STYLING &  
VISUAL MERCHANDISING**

Version 01

## Programme Information

### 1. Certification attained

Istituto Marangoni Certificate and Transcript\*

### 2. Course Structure

#### FASHION STYLING AND VISUAL MERCHANDISING Semester Abroad • October intake

##### Term 1 • Fashion Branding unit

Subjects	Total Hours	Credits*
Market Insight	20	15
Brand Identity	20	
Digital Marketing	20	
Entrepreneurship	20	
Personal Styling	20	

##### Term 2 • Visual Display Strategies Unit

Subjects	Total Hours	Credits*
In Store Display	20	15
Fixtures And Props	20	
Styling The Product	20	
Set Design	20	
Graphic Design	20	

##### Term 1 and 2 • Fashion, Art and Cultural Context

Subjects	Total Hours	Credits*
Fashion, Art and Cultural Context	30	15

#### FASHION STYLING AND VISUAL MERCHANDISING Semester Abroad • February intake

##### Term 2 • Visual Display Strategies Unit

Subjects	Total Hours	Credits*
In Store Display	20	15
Fixtures And Props	20	
Styling The Product	20	
Set Design	20	
Graphic Design	20	

<b>Undergraduate programmes</b>	<b>Study Abroad course</b>	<b>Fashion Styling &amp; Visual Merchandising Semester</b>	<b>3</b>
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Term 3 • Retail Environment Unit

Subjects	Total Hours	Credits*
Store Design	20	15
Retail Environment	20	
In Store Layout	20	
Vm Trend Research	20	
Design (2d/ 3d)	20	

Term 2 and 3 • Fashion, Art and Cultural Context

Subjects	Total Hours	Credits*
Fashion, Art and Cultural Context	30	15

*\*The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by students' Home University.*

### 3. Course Learning Outcomes

Students successfully completing the Semester Abroad programme in Fashion Styling and Visual Merchandising will have developed:

- LO 1 - A sound understanding of the principals involved in style and trend analysis process used in the retail industry and how to apply these principals in a visual merchandising context;
- LO 2 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry;
- LO 3 - A detailed understanding of the new technologies supporting the editorial market;
- LO 4 - The ability to evaluate the appropriateness of different approaches to problem solving.

Please, check additional information about the academic structure of the Fashion Styling and Visual Merchandising Semester in the Programme Specifications available here:

<https://www.istitutomarangoni.com/en/fashion-courses/undergraduate-programmes/semester-courses/fashion-styling-visual-merchandising-semester/>