



istitutomarangoni



**SEMESTER COURSES
FASHION BUYING &
MERCHANDISING**

Version 01

Programme Information

1. Certification attained

Istituto Marangoni Certificate

2. Course structures

Core Units		
Code	Status	Unit Title
IB	Core	Introduction To Buying
FS	Core	Fashion System
UB	Core	Understanding Buying
CB	Core	Contemporary Buying
AB	Core	Advanced Buying
DM	Core	Digital Marketing
BMT	Core	Buying & Merchandising Techniques
FBD	Core	Fashion Business Development

3. 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 situations within a defined range of contexts
- demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self management;
- express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- manage professional development reflecting on progress, taking action where appropriate
- find, evaluate, synthesise and use information from a variety of sources;
- articulate an awareness of the social and community contexts within their disciplinary field.

Programme Specific Outcomes

On successful completion of the Semester programme students will be able to:

- critically analyse their results and draw logical conclusions;
- select and define a research topic and implement a research plan using appropriate methodologies;
- exercise initiative and personal responsibility in the work environment;
- carry out further independent learning or continuing professional development;

Students will also be introduced to the qualities needed in situations requiring initiative and personal responsibility, together with decision-making and leadership skills, in complex and unpredictable working situations.

Final Award Learning Outcomes

The Fashion Buying & Merchandising semester course student will be able to:

- demonstrate a thorough knowledge of the global fashion retail industry, customer needs and retailer performance at different levels;
- understand the macro and micro trends that influence the consumer and the pre-planning of a fashion line;
- analyse financial figures in relation to sales forecasting;
- evaluate appropriate strategies for specific brand models to ensure profitability through brand mix.

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

<https://www.istitutomarangoni.com/en/fashion-courses/postgraduate/semester-programmes/fashion-buying-merchandising/>