



istitutomarangoni



**SEMESTER COURSES
FASHION BUSINESS
& MARKETING**

Version 02

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 Semester courses offer specialist activities for participants who are looking for study abroad opportunities, or for professionals who have the desire to 'up-skill' or take a career break to study business practices in relation to the world of fashion including Brand Management, Promotion, and Buying and Merchandising.

General Information

1. Certification attained

Istituto Marangoni Certificate

Programme Information

2. Educational & Programme Aims

Educational Aims:

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

Programme Aims:

Fashion Business and Marketing course aims to develop student's intellectual ability through an understanding of the principles and practices of fashion management and promotional activities, and their application in connection with the fashion and luxury goods sectors.

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 Semester in Fashion Business and Marketing student will be able to:

- analyse segments of supply and demand within the fashion and luxury market and evaluate their main characteristics;
- apply interpretive models and management methods to support key strategic and operational marketing activities;
- identify competitive dynamics and develop appropriate marketing strategies to successfully compete for market share;
- develop a rigorous and original approach in the management of brands in the fashion luxury sector;

- acquire a critical yet creative approach, combining this with an entrepreneurial vision both in business logic and in the development of professional skills.

4. Teaching/Learning and Assessment Strategy

Curriculum:

The Fashion Business and Marketing course develops student's intellectual ability through an understanding of the principles and practices of brand management, and their application in connection with the fashion and luxury goods sectors. During the program aspects of economic management, together with productive and distribution channels of a brand are explored.

The fashion marketing manager is an increasingly sought-after figure within international fashion houses for their ability to find creative solutions, with the purpose of improving the management of a brand. They have the responsibility to define the style of a collection, identify the price range, the target and the market reference. Beyond checking on the development of new products, they also plan the promotion and sales avenues in collaboration with the style, production and marketing departments of luxury fashion. Providing the essential tools to understand all phases of the communications process within a fashion company, students learn the necessary skills to build a communication plan; through the study of research methodologies of style and the implementation of publicity strategies utilising both new and traditional media.

The expert fashion business and marketing manager works in companies, consulting firms, trade associations and for various industries in fashion, luxury and lifestyle and can apply the knowledge and skills acquired during the course in the fields of marketing, communication and event planning, brand management, e-commerce and the search for new trends.

During the program students learn how different organisations manage their brands in order to compete in different market environments; to evaluate the interrelationships between branding and corporate strategies, and the business and functional strategies of an organisation. They are shown how to develop systematic and creative solutions for a range of problems in the business world, to assess how current issues including new technologies, and the changing role of the consumer and corporate social responsibility, have an impact on competitive strategies of organisations involved in luxury goods and fashion.

In addition to brand, students look at analysing and evaluating strategies and tactics implemented by different fashion organisations to promote products, services and experiences at different market levels. They will be shown how to promote products, analyse the principles of communication theory, plan and develop communication and promotion strategies that take into consideration target and position. They are guided in evaluating current problems including new technology, the changing role of the consumer and the emergence of unconventional communication approaches.

The expert fashion marketing manager can work in companies, consulting firms, trade associations and for various industries in fashion, luxury and lifestyle and can apply the knowledge and skills acquired during the course in the field of marketing, communication and event planning, brand management, e-commerce and the search for new trends.

Learning and Teaching Methods:

This Network of courses is 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. 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 students 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 students will use the lectures as a stimulus for further study/reading.

Seminars > are used to build on themes taken from the lecture programme. Students 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 student work is being discussed or the guidance required is specific to one particular student. It is especially important in the dissertation phase and may be face to face, over the telephone, via e-mail or Skype.

Small Group Tutorials > enable students to discuss and plan their work in greater detail than is possible with larger groups. It encourages quieter students 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 student in an environment which simulates that of industry.

Group and Team Work > requires students 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 > give students the opportunity to go outside the institute's environment to enhance their understanding of specific

subject material. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport. This will be outlined at the beginning of any unit where such a trip is foreseen.

Assessment:

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

Assessment Methods:

Formative assessment > is used as an interim review of student work undertaken at key points during particular units. It provides an indicative measure of progress, allows students to consider their work in relation to that of their peers, allowing students to agree with staff any adjustments that are necessary to make in order to satisfy course requirements. It is designed to help improve student 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 student 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 students to assess their own work and that of fellow students. It encourages:

- a sense of ownership of the process of assessment;
- assists the student 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 students 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 students are asked to submit work to be marked independently and anonymously by staff.

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

Presentations > are used in some subjects to allow the student 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 student's own. Please refer to the Student Handbook.

Programme Specific Assessment Criteria
Assessment Grade Descriptors for Semester Courses:

Class	Mark Range	Criteria
Fail	0-39	The student 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	40-49	The student 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 student 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 student 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 student will have achieved all the learning outcomes of the unit at an excellent or outstanding level showing clarity of understanding, analysis and evaluation.

5. Course Structure

Fashion Business & Marketing

Core Units		
Code	Status	Unit Title
LUM	Core	Luxury Management
FBR	Core	Fashion Brand

6. Personal Development Planning

PDP/Individual Development Tutorial

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

7. Career Service for Semester courses

Each school has its own dedicated careers support team.

The purpose of the Career Service is to support and offer guidance to semester course students with advice, lectures, presentations and information.

8. Course Specific Admission Requirement

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

Admission requirements are listed below.

Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

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

- photocopy of a recognised and field-related university undergraduate degree and transcript;
- the applicant's personal statement;
- a portfolio of work;
- A good knowledge of English language is recommended (level b2 of Common European Framework of Reference).

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. Programme Leader Responsibilities

They will have responsibility for implementing the strategic direction of the courses within their programme and for co-ordinating the academic administration necessary for its successful day-to-day operation;

Programme Leader's Responsibilities:

- chairing the Programme Committee, and arranging for such meetings of the Committee as considered appropriate;
- acting as the Chief Executive Officer to the programme. As such he/she will be responsible, within the agreed policies of the Programme Committee, and Academic Boards, for the efficient operation of the programme as approved by the Institute;
- supporting and encouraging their teaching team including PDP;
- advise the Programme Committee on its proper responsibility for the continuing development of the programme;
- liaise on behalf of the Programme Committee with all staff as appropriate;
- be empowered to take on behalf of the Programme Committee any reasonable action with respect to the proper functioning of the programme;
- recommend areas for curriculum development;
- co-ordinate the assessment schedule for the Unit and ensure that it is communicated to students and the Director of Education;
- liaise with Student Support Officers to ensure that appropriate study support is available;
- recommend the appropriate level of resources required for the Unit and liaise with the teaching team;
- undertake training and professional development and contribute to the training of others;
- actively participate and organise Peer Support systems;
- monitor & respond to the student voice including regular meetings with the student Rep.;
- monitor Unit and course feedback and the student voice;

- organise all areas of assessment procedures, facilitate monitoring, joint marking, internal verification;
- maintaining the quality of academic standards by supporting the rules and regulations concerning exam procedures and conduct of the student and teaching team.

10. Student Support Strategy

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme.

For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties.

A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.

For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- managing their time;
- dealing with stress;
- getting the best from their 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 students can expect to be seen almost immediately, or contacted to arrange a suitable time.

11. Student Evaluation

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

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

- informal contact with Programme Leader and subject Tutor, through appointments with academic staff;
- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Semester/Term Questionnaire;
- Resources Questionnaire (at the end of each academic year);
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.

In order to 'close the feedback loop' and to communicate any improvements resulting from participants attendance, at least once in the academic year, programme teams relate back to participants the actions taken in response to their views.

Participants will be asked to answer to a series of questions, for example, if it was clear what they were meant to be learning on the unit, if the teaching had helped them learn effectively and if they have developed new skills or improved the existing ones.

The data will be analysed and the Programme Leader will be required to comment on:

- key strengths and issues arising from student performance;
- key strengths and issues arising from student feedback;
- actions and improvements for the next academic year.