



**istitutomarangoni**



**POSTGRADUATE COURSES  
PRE-SESSIONAL FOR MASTER**

Versione 02

### Brief Descriptive Summary

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Istituto Marangoni postgraduate courses prepare students with specific knowledge and know-how in the fields of Fashion, Art 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, Art, and Design industries by providing an advanced education and skill set.

Short preparatory courses prepare students for entry onto postgraduate programmes at Istituto Marangoni by providing a solid base in advanced level training methods, and experience in the intensive learning approach and academic rigour that is required to successfully follow a programme at master level.

### General Information

#### 1. Certification Attained

Istituto Marangoni Certificate

### Programme Information

#### 2. Educational Aims and Course Aims

##### Course Aims:

Pre-Sessional Masters programmes are specifically designed for students who would like to join one of the full-time master programmes, but lack some experience or skills in the subject of their choice.

Main course aims:

- support student progression onto Istituto Marangoni's postgraduate courses & Level 7 Master degrees, by providing a strong foundation of learning;
- provide a short, intensive mode of study that helps to bridge knowledge gaps, improve students' level of understanding, and prepare them for successful entry to postgraduate study;
- enable students to acquire the specialist subject knowledge and develop independent thinking skills that will underpin their future study pathway;
- allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.

##### School Education 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 Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

##### Programme Aims:

The Pre-Sessional Masters programme is designed for students who would like to join one of our MA programmes, but who need to gain additional experience in the subject that they wish to pursue.

The programme provides a shorter, intensive mode of study that helps to bridge knowledge gaps, improve students' level of understanding and prepare them for successful entry to postgraduate study.

The programme has been designed to support progression to three named Level 7 pathways at Istituto Marangoni: Fashion and Luxury Brand Management, Contemporary Fashion Buying and Fashion Promotion, Communication and Media. Through this Pre-Sessional Masters programme, students acquire the specialist subject knowledge and develop the independent thinking skills that will underpin their future study.

### 3. Course Learning Outcomes

#### Educational Outcomes

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

- undertake systematic and in-depth independent research using academic conventions and evaluate findings at an advanced level.
- identify and integrate data / information / literature relevant and appropriate to the subject specialist area;
- analyse research and application of knowledge to form and structure individual and collaborative projects;
- demonstrate critical awareness and practical understanding of a comprehensive range of concepts, tools, methods and production processes relevant the subject specialist area;
- evaluate existing research and conventions, and apply own creative thinking and research abilities, to professional and academic standards;
- demonstrate understanding and accurate application of academic referencing conventions.

### 4. Teaching/Learning and Assessment Strategy

#### Curriculum:

##### Pre-sessional Course in Fashion Business

The Principle of Business unit includes two components: Economics & Finance (E&F), and Project Management (PM), to support students' understanding of the complex issues affecting the world of fashion business and the strategies that brands employ to navigate these challenges.

The Fashion Marketing and Communication unit includes two components: Fashion Communication and Principles of Marketing, to provide a strong underpinning of the key principles and theories of marketing and communications that is necessary for progression to MA level.

The Preparation for Postgraduate Programmes unit includes three components: Academic Writing, Supply Chain & Trend Forecasting, and Introduction to numerical Digital skills (Excel). This unit helps to ensure that students' have the core competencies required for postgraduate study, such as Academic Writing skills, Presentations, quantitative / numerical analysis, and an understanding Excel.

##### Pre-sessional Course in Fashion Design

The first part of the course will support student progression onto the MA Fashion Design Womenswear course by covering the essential stages of the design process: research, analysis, idea generation and design development. Students are expected to conduct in depth primary and secondary research in order to develop an original concept for fashion design, before analysing and responding to the research through drawing, fabric manipulations and extensive design development.

Focusing on Communication for Fashion builds upon students' prior experience to enable them to express their ideas in a personal way and to a professional standard, through both hand and digital techniques.

Progression from undergraduate to postgraduate study (Level 6 to 7) requires students to have a strong foundation of knowledge and skills in key areas. The final part of the course supports students in their progression by not only inputting essential knowledge and technical skills, but also core academic skills including:

Academic Writing - key techniques in writing and reading for academic purposes;

Fabrics and Materials - use and knowledge;

Pattern Cutting and Construction - supporting idea development in 3D.



## 5. Course structure

Pre-sessional Course in Fashion Business

Status	Unit Title
Core	Principles of Business
Core	Fashion Marketing and Communication
Core	Preparation for Postgraduate Fashion Business Programmes

Pre-sessional Course in Fashion Design

Status	Unit Title
Core	Fashion Design
Core	Visual Communication for Fashion
Core	Preparation for Postgraduate Fashion Design Programmes

## 6. Assessment

There is a variety of assessment strategies used on the programme that mirror those of the MAs, including group projects, essays, report writing and presentations. Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

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.

**Written Reports** are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

**Practical and/or workshop-based projects** may be offered to allow students to apply their theoretical understanding of a specific subject area.

**Presentations** are used in some subjects to allow students to develop their creative communication skills.

## 7. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in a pedagogic, practical and pastoral way, for example:

- Programme / course handbooks or course presentations to provide relevant information to students;
- The use of the Library, online resources (where available), and the centre facilities to enhance the student experience and learning environment.

### Student Support Officers

Istituto Marangoni provides Student Service Officers who act as the first point of contact for pedagogical counselling, and pastoral care, assisting students on issues including, for example;

- finding their way around;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

## 8. Student Feedback

Student feedback is essential to 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 the Tutor, through appointments with academic staff;
- end of course online questionnaires where students will be invited to reflect on their overall experience at the School.

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.