



istitutomarangoni



**POSTGRADUATE COURSE
FASHION BUYING
& VISUAL MERCHANDISING**

Version 01

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 courses prepare participants in subjects such as Fashion Design, Luxury Brand Management, Marketing and Promotion, Fashion Business and Communication, Buying and Merchandising.

1. Certification attained

Istituto Marangoni Certificate

Course information**2. Educational & Programme Aims****Education Aims:**

The educational aims are:

- to develop flexible approaches to programme delivery and participant support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of intellectual ability, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- 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, reflective practice and engagement within the fashion, design and creative industries.

Programme Aims:

The course aims to cultivate participants to be fashion buyers and professional fashion product experts with rich experience. Contents covered include knowledge about stock mix, major methods of import and export, pricing strategies and the profitability of fashion products.

Participants will learn how to properly plan the purchasing of seasonal items, identify the best product and brand mix as well as fully satisfy the needs and the tastes of clients. They will also recognise the value of point-of-sales (POS) as a means of communication to the public and to evaluate the appropriateness and the efficacy of different strategies in visual marketing.

After completion of studies, participants may develop their own new sourcing and promotional merchandising strategies by virtue of research methods learnt within the programme and experience gained from business projects.

3. Course Learning Outcomes

On successful completion of the course, participants will be able to:

- evaluate and interpret key merchandising methods in the national and global fashion retail industry
- assess the customer at different market levels to compare the performance of different fashion retailers;
- demonstrate an advanced knowledge and understanding of fashion buying and merchandising strategies and apply techniques to develop a profitable range plan;
- research commercial settings and critically analyse results to draw logical business conclusions;
- identify sourcing opportunities and evaluate supply chain management options to meet business and trading objectives.

4. Teaching/Learning and Assessment Strategy**Curriculum:**

The curriculum is structured in two (2) distinct levels. This enables for 'flexible learning' whereby the participant can choose when to build on their experience, by progressing from one level to another, giving them complete control on their own progress and achievement. On successful completion of the both levels of the programme participants may develop their own new sourcing and promotional merchandising strategies either in existing roles, or for a future career in the buying and merchandising arena of fashion and creative industries.

Fashion Buying and Visual Merchandising 1

This first level will guide participants to develop professional buying skills, with a particular focus on how they satisfy the needs and the desires of their clients at different market levels. They will evaluate how the activities of buying, merchandising, design, technical functions, retail fashion and marketing contribute to the achievement of profitable objectives: developing a profit plan and a merchandising plan, based on a critical analysis of sales data, fashion trends and reference to consumer targets and inventory flow of retailers.

Fashion Buying and Visual Merchandising 2

In the second level, participants understand the delivery of a profitable range and recognise the importance of the Point-of-Sales (POS) as a communication medium, evaluating the suitability and effectiveness of different visual merchandising strategies. They identify sourcing opportunities and evaluate the supply chain management options to meet business and trading objectives; looking at construction, production processes and costs and pricing. Corporate social responsibility, environmental, and ethical problems in the fashion retail sector are also discussed.

Learners have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

Assessment:

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the participants 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 participant 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 participant 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.

Practical and class-based projects allow participants to apply their theoretical understanding of a specific subject area.

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

Presentations are used in some subjects to allow participants to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations participants are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structures

All postgraduate courses are held during weekdays.

Level 1 - 150 hours

Core Units

Introduction to Buying

Fashion Product Management

The Fashion System

Contemporary Fashion

Level 2 - 150 hours

Core Units

Advanced Buying

Fashion Marketing Management

Communication in Retail

Fashion Business Development

6. Personal Development Planning

PDP/Individual Development Tutorial.

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

7. Tutor Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting participants;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to participants;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

8. Participant Support Strategy

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

- a. programme handbooks provide relevant information to participants;
- b. the use of the Library, online resources (where available), and the centre facilities help participants to reach the skills and knowledge expected on the course;
- c. Tutors and the Director of Education guide participants to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for participants for pedagogical counselling.

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

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- 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 participants can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Participant Feedback

Participant feedback is essential to 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, and through appointments with academic staff;
- end of course online questionnaires where participants will be invited to reflect on their overall experience at the 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 recognises this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.