



**istitutomarangoni**



**STUDY ABROAD  
FASHION BUSINESS SEMESTER**

Version 01

**Programme Information**
**1. Certification attained**

Istituto Marangoni Certificate and Transcript\*

**2. Course structure**
**Fashion Business Semester Abroad • October intake**
**Term 1 • Visual and Emotional Branding unit**

Subjects	Total Hours	Credits*
Fashion Psychology	20	15
Interdisciplinary Project	20	
Brand Insight	20	
Fashion Digital Lens	20	
Fashion Promotional Mix	20	

**Term 2 • Marketing in The Luxury Sphere unit**

Subjects	Total Hours	Credits*
Mastering The Strategy	40	15
Vision Planning	20	
Creative Research	20	
Digital Fashion Luxury	20	

**Term 1 and 2 • Finance and Management Control unit**

Subjects	Total Hours	Credits*
Finance and Management Control	30	15

**Fashion Business Semester Abroad • February intake**
**Term 2 • Marketing in The Luxury Sphere unit**

Subjects	Total Hours	Credits*
Mastering The Strategy	40	15
Vision Planning	20	
Creative Research	20	
Digital Fashion Luxury	20	

**Term 3 • Fashion Lab unit**

Subjects	Total Hours	Credits*
Project Management	40	15
Green Marketing	20	
Value Marketing Planning	20	
Luxury Business Models	20	

Term 2 and 3 • Finance and Management Control unit

Subjects	Total Hours	Credits*
Finance and Management Control	30	15

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

### 3. Course Learning Outcomes

Students successfully completing the Semester Abroad programme in Fashion Business will have developed:

- LO 1 - A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process and its relevance to fashion organisations;
- LO 2 - An ability to investigate all aspects of modern organisations operating within the fashion industry taking the process from management, finance and logistics, manufacturing processes and technologies and retailing;
- LO 3 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry;
- 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 Business Semester in the Programme Specifications available here:

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