



istitutomarangoni



**SEMESTER COURSES
FASHION BUSINESS & MARKETING**

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 students with the necessary knowledge and know-how in order to enter a professional career in the fields of Fashion Design, Accessories Design, Fashion Styling, Fashion Business, Arts, Interior Design, Product Design, and Visual Design.

GENERAL INFORMATION

1. Certification attained

Istituto Marangoni Certificate and Transcript*

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

PROGRAMME INFORMATION

2. Educational Aims and Course Aims

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 encourage the development of 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:

Throughout this semester you will develop branding strategies through the analysis and management of data and the creation of compelling storytelling. Through engaging case studies and projects, you will combine theory and practice, building a solid foundation in marketing in today's fashion and luxury industry and improving your communication and management skills.

Through the study of strategic marketing, you will be able to identify the tools to implement to improve reputation and brand awareness.

Studying Fashion Business & Marketing in Istituto Marangoni Firenze can enhance your educational experience and career prospects thanks to the historical and cultural context, the industry relevant curriculum, the expert faculty and networking opportunities.

Florence's artistic and architectural heritage continuously inspires students that can participate to the several activities, museum visits, and fashion events.

3. Course Learning Outcomes

Educational Outcomes:

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

- apply skills of critical analysis to real world 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 their professional development reflecting on progress and taking appropriate action;
- find, evaluate, synthesise and use information from a variety of sources;
- articulate an awareness of the social and community contexts within their disciplinary field.

Final Award Learning Outcomes

Upon completing the Fashion Buying and Merchandising course, students will be able to:

- Develop Marketing Strategies: create and implement effective marketing campaigns tailored to the fashion industry.
- Enhance Communication Skills: utilize phygital communication channels to promote fashion brands and engage with target audience.
- Understand Fashion Business dynamics: analyze and interpret the global fashion market to make informed business decisions.

- Lead and Manage Teams: apply management principles to lead teams and projects successfully within the current fashion industry.
- Craft compelling Brand Narratives: develop and communicate powerful brand stories that captivate and inspire.

4. Teaching/Learning and Assessment Strategy

Curriculum:

In the dynamic world of fashion, several key roles drive the industry forward. The Fashion Marketing Manager crafts and executes marketing strategies that elevate brand visibility and engagement. They analyze market trends, consumer needs, oversee advertising campaigns, and collaborate with creative teams to ensure cohesive messaging across all platforms.

The Brand Manager is the expert and responsible of a fashion brand's image and identity. They develop and implement brand strategies, maintain brand integrity, and ensure consistency in messaging and visual presentation. They work closely with product development, marketing, and sales teams to strengthen brand loyalty and recognition.

A Fashion Entrepreneur is a visionary who starts and builds their own fashion business. They identify market opportunities, develop innovative products, and navigate the challenges of launching and growing a brand. Their role requires a blend of creativity, business acumen, and resilience to succeed in the competitive fashion industry.

During this Semester course in Fashion Business and Marketing, participants learn to analyse a brand from a 360-degree perspective, starting with the market, competitors, target audience and future goals, with the aim of proposing and developing strategies to push the brand into new markets or attract new consumers.

From data collection and analysis to promotion through eye-catching advertising campaigns, students deepen their marketing and communication skills, through physical and digital channels, and improve their soft skills through engaging presentations.

Programme methods:

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths.

The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement.

It will 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.

A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real perspective to their specialist field of study.

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.

Course Specific Assessment Criteria:

The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

Assessment methods to support learning: the programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be used to test different types of skills and learning.

Final Project: Development of the rebranding of a fashion brand.

Through market, target and consumer analysis, you will develop new branding strategies to reposition a brand in the current luxury market, implementing new technologies and unique brand storytelling.

5. Course structures

Subjects	Total Hours
Communication Design	37,5
History of Fashion	22,5
Theory of Communication	50,0
Fashion Product Development: from Conception to Consumer	50,0
Fashion Marketing	50,0
Fashion Project Communication	50,0