



istitutomarangoni



**SEMESTER COURSES
FASHION BUYING & 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 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:

This comprehensive course of Fashion Buying and Merchandising is crafted to immerse students into the sophisticated world of fashion buying and merchandising, providing them with the essential skills and insights to excel in the industry. Students will explore the intricacies of market trends, develop innovative buying strategies, and master the art of visual merchandising.

Thanks to the location and cultural richness, studying Fashion Buying and Merchandising in Istituto Marangoni Firenze can enhance the experience and career trajectory due to the vibrant fashion scene, anchored by Pitti Immagine trade fairs, and the proximity to renowned production centers.

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:

- Understand Market trends: analyze and forecast fashion trends to make informed buying decisions that align with consumer preferences.
- Develop Buying strategies: create effective buying plans that balance creativity, consumer demand, and financial considerations.
- Manage inventory: implement efficient inventory management techniques to optimize stock levels and minimize costs.
- Enhance Merchandising skills: design and execute compelling merchandising strategies that enhance product visibility and drive sales.
- Implement Visual Merchandising: create impactful visual merchandising and virtual displays that attract and engage customers, enhancing their shopping experience.

4. Teaching/Learning and Assessment Strategy

Curriculum:

In the world of luxury brands, the synergy of several pivotal roles ensures the success and allure of each product. The Fashion Buyer meticulously selects and purchases high-end items that perfectly align with the brand's prestigious image and consumer desires. Behind the scenes, the Merchandiser expertly plans and manages the product assortment, pricing, and inventory, ensuring that the right products are available at the perfect time and place to maximize sales and profitability. Bringing the brand's vision to life in stores, the Visual Merchandiser crafts stunning displays and layouts that captivate and engage customers, creating a memorable shopping experience. Finally, the Product Manager oversees the entire product lifecycle, from initial concept to market launch, working closely with design, marketing and sales teams to ensure each product meets the highest quality standards and satisfies market demands. Together, these roles form the backbone of luxury brand success, blending creativity, strategy, and meticulous execution.

During the Semester course in Fashion Buying and Merchandising, students acquire the technical skills needed to approach these professions, learning how to use tools to create a merchandising plan, simulate a buying order, calculate a collection budget and more.

In addition to studying fashion and luxury market trends, fabrics and product technical characteristics, and the latest catwalk collections, participants also delve into the historical and cultural context and changes in consumer behaviour.

Through the creative process of developing and presenting a brand and a new collection, the course also aims to stimulate and enhance the participants' soft skills, especially communication.

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 a buying plan and merchandise mix for a luxury multi-brand store.

Through the selection of brands and products, you will manage the purchasing and merchandising strategies for a physical-digital space of a fashion retail, taking into account current market and consumer trends that you will also want to attract through visual communication and digital storytelling.

5. Course structures

Subjects	Total Hours
History of Fashion	22,5
Fashion Product Development: from Conception to Consumer	50,0
Fashion Trend Forecasting	50,0
Fashion Design	37,5
Management of Enterprise Performance	75,0
Communication Theory	50,0