



**istitutomarangoni**



**PROGRESSION COURSE  
FASHION BUSINESS**

Mumbai School

Version 02

**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, Fashion Styling, Fashion Business and Interior Design.

**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 enables success for all learners;
- to develop the students' intellectual ability, creativity, independence, critical self-awareness, imagination and skills that 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:**

Fashion Business professionals work in production, communication, marketing and retail and must possess a thorough knowledge of the fashion panorama. They have the skills to work on a variety of projects including management, branding, styling and digital marketing plans, as they are experts in the business of fashion. This progression programme provides participants with a strategic and market-oriented blend of the main pillars of fashion business, by looking at strategy, product development, fashion marketing, advertising and communication, as well as customer relationship management and key trends. Participants also address current issues in the industry including sustainability and digital marketing, working to define a commercial proposal that meets the demands of today's fashion industry.

**3. Level Learning Outcomes**

Participants who successfully complete the first level will have developed:

- An understanding of the relevance of marketing within the fashion system and the ability to identify the different elements of the marketing process;
- An understanding of the principles of business and the ability to analyse a variety of factors affecting the industry structure, including the business economy and its development within a specific target;
- The ability to use appropriate research methods, and to take different approaches to problem-solving;
- The ability to communicate accurately, and to compile and present the appropriate coursework to the discipline.

**Programme Learning Outcomes**

On successful completion of the programme participants will be able to:

- Demonstrate competence in marketing research and data analysis;
- Identify, evaluate and use information from a variety of sources in order to understand key cultural, social and environmental influences in fashion;
- Understand the relevance of a competent advertising campaign plan and fashion promotion strategies within a fashion business context;
- Apply knowledge and utilise key notions in fashion production and merchandising;
- Translate the knowledge gained to formulate a basic business plan for the fashion industry.



#### 4. Teaching/Learning and Assessment Strategy

##### Curriculum

The programme, structured in two distinct and independent levels, ranges from an introductory level, working through to a higher comprehension of skill and study. This enables a '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 both levels of the programme participants have the necessary skills to enter the industry on different levels, or to progress further in their studies to a higher level of comprehension and skill.

##### Fashion Business certificate level 1 (24 weeks)

The first level certificate programme starts with an overview of the fashion system, and the principles of business practice, together with fashion marketing, current key trends and research methods. Participants are also introduced to the history of dress in order to gain a more reflective understanding of their studies.

##### Fashion Business certificate level 2 (24 weeks)

The second level programme looks at the buying arena and progresses further in marketing strategies and the promotional mix, as well as the investigation of the power of communication and the creation of 'aspirational desire' in fashion products. The level also looks into leadership and the development of a business marketing 'mind-set', necessary for key industry roles.

##### Opportunities

At the end of the two levels participants will have gathered a wealth of skills and information to be able to pursue a wide variety of roles within the international fashion business, design and creative industries, or undertake a research project resulting in a business plan for a start-up, or for existing company development.

##### Progressing Abroad - European Study Options

Participants attending the undergraduate Progression Courses in Mumbai have the opportunity to further excel in business skills, including global markets, and digital media techniques, by completing their study pathway at one of Istituto Marangoni's schools in Milano or Firenze (Italy). On successful completion of that programme they will be awarded the 3-year Undergraduate Diploma from the European school.

##### 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 in some cases are 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 structure

### Fashion Business Certificate Level 1 Duration: 24 weeks

Core Units		
Code	Status	Unit Title
IFS	Core	Introduction to the Fashion System
DFE	Core	Developing the Fashion Environment

### Fashion Business Certificate Level 2 Duration: 24 weeks

Core Units		
Code	Status	Unit Title
EB	Core	Emotional Branding
CL	Core	Communicating Luxury

## 6. Unit Leaders' 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 Unit Leaders' 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.

## 7. Student 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, 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.

### 8. Student 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 Unit Leaders, Tutors through appointments with academic staff;
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year);
- end of course online questionnaires where participants are 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.