istitutomarangoni

THREE-YEAR COURSE
FASHION MANAGEMENT
AND BRAND STRATEGIES 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 undergraduate courses prepare students with the necessary knowledge and *know-how* in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture.
Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

General Information

1. Certificate / Diploma awarded
Students who successfully complete this three year course will be awarded with a Bachelor's Degree. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university undergraduate level degree, participants will obtain 180 CFA (crediti formativi accademici) equivalent to 180 ECTS credits.

2. Course Description
The goal of the course is to provide students with the necessary knowledge and skills required to executive professionals within the fashion industry, namely managers and entrepreneurs. Students become aware of the various business models and industries of the fashion system – ready to wear, fast fashion, menswear, accessories, sportwear, etc. – understanding consumer behaviours, operations, brand strategies and competitive dynamics at global level.
The programme enables to mature a strategic mindset and creative problem-solving skills in the domains of fashion marketing, brand management, industrial economics, business analytics, project management, finance, management control and business planning.
Within the curriculum, a special attention is paid to innovation management, deepening subjects related to digital transformation, creativity and responsible corporate strategies. Students are guided in critically evaluating the impact of technology on fashion companies, exploring the opportunities offered by artificial intelligence, big data, immersive spaces and the digitalization of the whole fashion value chain. Moreover, they are encouraged to embrace a design thinking and a design for all perspective. Students learn how to apply the research methods and the problem-solving skills typical of creative processes to approach business issues and identify new solutions. Additionally, they are guided in searching for innovative solutions creating synergies between technology and responsibility, pursuing goals of both environmental and social sustainability, as well as inclusivity and diversity.
At the end of the course the alumni are prepared for both managerial and entrepreneurial careers, as they are provided with all the necessary know how to develop a business plan for a new fashion company.

Course Information

3. Educational 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.

4. 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;
• express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
• manage their professional development reflecting on progress and taking appropriate action.

Final Award Learning Outcomes

At the end of the three-year course in Fashion Management and Brand Strategies, the student will be able to:

• Analyze and manage the qualitative and quantitative aspects connected to the planning, creation and development of a business or brand in the fashion industry;
• Understand the strategic management processes of a company or a brand in the fashion industry;
• Manage the technological-productive, cultural, social and economic aspects with awareness and a critical sense to develop and communicate the brand;
• Communicate the brand and its values using different expressive technical tools, multimedia and digital languages;
• Develop an analysis of industrial products and processes aimed at understanding the relevant production and socio-economic contexts;
• Evaluate innovation as a natural integration of the creative moment and technological development of the fashion project;
• Evaluate the economic aspects of the fashion project linked to the management of the company and the brand;
• Develop adequate skills for the management of the professional activity, both to facilitate entry into the world of work and to ensure the interface with the economic and productive organization.

5. Plan of Study*

Year 1

Year	Semester	Code	Subject	Lesson hours	Study hours	Total hours	Cfa (ects)
i	I	ISSC/01	History of Applied Arts	45	105	150	6
I	I	ISSU/05	Sociology, Anthropology and Psychology of Fashion	45	105	150	6
I	I	ISST/02	Materials Science and Technology	45	105	150	6
I	I+II	ISME/02	Basic Design	125	125	250	10
I	I+II	ISDE/05	Fashion Design	125	125	250	10
I	II	ISDC/07	Multimedia Information Technology	100	100	200	8
I	II	ISDR/03	Techniques of Visual Communication	62,5	62,5	125	5
I	I	ISSE/02	Foreign Language S1	30	70	100	4
I	II		Free Study Activities S2			125	5

Year 2

Year	Semester	Code	Subject	Lesson hours	Study hours	Total hours	Cfa (ects)
II	II	ISDC/07	Communication Technologies	60	140	200	8
I	I	ISDE/05	Fashion Trend Forecasting	45	105	150	6
II	I+II	ISSE/03	Fashion Business Organization	100	100	200	8
II	I+II	ISME/01	Design Methods	125	125	250	10
II	I	ISSE/03	Fashion Marketing	75	75	150	6
II	II	ISST/04	Integrated Product Design	75	75	150	6
II	I	ISST/01	Mathematics for Design	30	70	100	4
II	I	ISDC/02	Brand Communication	60	140	200	8
II	I		Free Study Activities S2			100	4

* This course is currently under evaluation by the Italian Ministry of Education for accreditation as a Bachelor of Arts Degree.

Year 3

Year	Semester	Code	Subject	Lesson hours	Study hours	Total hours	Cfa (ects)
III	I	ISDC/08	Image Semiotics	37,5	87,5	125	5
III	I	ISDE/01	Product Design	125	125	250	10
III	I+II	ISSE/01	Design Management	75	75	150	6
III	I	ISDE/03	Process Innovation	60	140	200	8
III	II	ISDC/05	Corporate Communication	45	105	150	6
III	II	ISDE/04	Product Engineering	60	140	200	8
III	II		Internship			225	9
III	II		Dissertation			200	8

6. Learning and Assessment Strategy
Programme methods:
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 students with another dimension to their leaning experience;
• guest speakers provide students with a full, broader and real prospective to their specialist field of study.

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. Various forms of assessment are used to test different types of skills and learning.

Formative Assessment:
formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:
• criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
• self and peer assessment: With peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
• student record keeping helps students better understand their own learning curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

Summative Assessment:
These assessments are a means of evaluating student learning, at a particular point in time, relative to established marking criteria. Summative assessments can occur during, as well as at the end of each subject - concentrating on specific evidence of student work, examples as follows:
• Portfolio Assessment is used to assess a variety of projects that have been developed throughout the subject;
• Practical Coursework allows students to demonstrate their understanding and application of practical areas of study;
• Written Reports are required in some study areas, where a clear and structured brief is provided;
• Formal Examinations;
• Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance:
The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses.
To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year.

Grades:
The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude".
Full details on attendance and assessment are explained in the Student handbook and in the Academic Regulation.

7. Career service
The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.
Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences.
When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities.
The traineeship activity is regulated by a specific convention that indicates: duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications provided by the Academic Board, and the name of the company tutor.
The learning activities performed by the students at other institutes in Italy, Europe or other countries, which are fruit of activated agreements, will be recognised. The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee appointed by the Academic Board.

8. Course Specific Admission Requirements
To apply, the following documents are required:
• Copy of high school diploma or equivalent:
• Signed personal statement (motivational letter)
• Successful completion of entry test*
• English Certificate
• Entry Test for design related courses: Students are asked to provide 6 drawings they would consider as their personal statement on fashion, art or design in relation to their chosen subject, plus a short skills test consisting of 4 multiple-choice questions on the subject of fashion, and design.
• Entry Test for business related courses: a short skills test consisting of 10 multiple-choice questions.

9. Student Support Strategy
Student Support Officers
A dedicated Student Support Officer is available for all students on the programme.
For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties.
A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.
For matters of pastoral care the Student Support Officers will help in:
• finding their way around;
• managing their time;
• dealing with stress;
• getting the best from their course;
• understanding and applying the school's rules;
• anything else the officers can advise on.

*Entry Test (Undergraduate courses).

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

10. Student Evaluation
Student feedback is essential to the programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.
Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:
• informal contact with Programme Leader and subject Tutor, and through appointments with academic staff;
• end of Course Evaluation;
• end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognizes this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.