



**istitutomarangoni**



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**STUDY ABROAD  
FASHION MANAGEMENT,  
DIGITAL COMMUNICATION & MEDIA  
SEMESTER**

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 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 Management and Communication, Multimedia Arts, Interior Design, Product Design, Art History, Culture and Fragrances&Cosmetics.

**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 & Programme Aims****Educational 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 develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills;
- 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:**

Study abroad courses provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends.

Study abroad semesters at Istituto Marangoni offer participants a chance to experience different styles of education and learn key skills from international experts in the field. The study abroad level is structured and taught at year two of a three-year undergraduate programme. According to the chosen course, credit transcripts or class (contact) hours are awarded on successful completion.

Courses are offered twice a year, in autumn and spring. Course content changes with each start date to offer a wider range of subjects, giving participants the opportunity to choose the course that best suits their needs.

This semester course looks at key issues in contemporary communication channels, including online and offline tools, video, and digital media using images and successful copy. Aimed at students with at least one-year previous undergraduate study in fashion communication, promotion, or similar fields this inspiring short course encourages participants to create and enhance business digital communication strategies, as well as broadening horizons for personal growth and future career development. Communicate, connect and create a 'buzz' with consumers through different digital media techniques and channels.

**3. Course Learning Outcomes**

Students successfully completing the Semester Abroad programme in Fashion Management, Digital Communication & Media (Level 5) will have developed:

- LO1. A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process, together with its relevance to fashion organisations;
- LO2. A sound understanding of the principals involved in style and trend analysis process used in the fashion media industry and how to apply these principals in an editorial context;
- LO3. An understanding of the cultural, social and environmental drivers and their impact on the fashion industry;
- LO4. The ability to evaluate the appropriateness of different approaches to problem solving.

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

##### **Curriculum:**

##### **Fashion Management, Digital Communication & Media Semester Abroad • October intake**

###### **Production Processes**

In the first semester, students learn the fundamentals of product development, collection merchandising and coordination strategies. Therefore, they learn to manage all the stages of the supply chain fashion products: sourcing, collection design, samples production, market launch through fashion shows and trade exhibition, sales through showrooms, manufacturing and distribution to end consumers.

###### **Fashion Product Development: from Conception to Consumer**

During the first semester, the course includes the subjects of Communication Plan and Event Management & PR.

Communication Plan: The course aims to explain to students how to structure an effective communication plan, using the communication tools studied in the first year.

Event Management and PR: The course aims to explain to students how to organise a successful event.

###### **History and Criticism of Contemporary Fashion**

The course explores the evolution of global aesthetics focusing on the history of costume and fashion of non-Western countries. A particular attention is paid to Japan, China, India, and Middle-East. In this framework, phenomena as modest dress, exoticism, orientalism and cultural appropriation are critically reviewed. Students will learn to critically analyse key aesthetics, icons and symbols with their relations to contemporary trends, cultural movements and innovation in textiles and materials.

###### **Communication Science**

The course includes two subjects: Copywriting and Soft Skills.

Copywriting: The course focuses on writing to enable students to produce and write more effective projects, presentations and professional e-mails.

Soft skills: The course prepares students to communicate effectively with different types of interlocutors, to assert their own thoughts but to accept the thoughts of others and to manage conflict.

###### **Multimedia Planning**

The course includes the subjects of Digital Storytelling, Excel for fashion companies and Graphic Design.

Digital Storytelling: The aim of the course is to introduce students to the world of fashion advertising and its most recent evolution with the support of the most advanced digital tools, from social media to the metaverse and immersive worlds. Students will learn how fashion brands create engagement with their target audience through innovative and original storytelling techniques that coherently combine strategic approach, creative direction and styling.

Excel for fashion companies: The course focuses on explaining how Excel is required to work in fashion and luxury companies.

Graphic Design and Video editing: The course focuses on explaining how to make attractive presentations using software such as Adobe Firefly. The basics of making short videos will also be provided.

##### **Fashion Management, Digital Communication & Media Semester Abroad • February intake**

###### **Production Processes**

During the second semester, a special attention will be paid to the promotional tools used to launch new collections and to the sustainable communication.

###### **Fashion Product Development: from Conception to Consumer**

During the second semester, the course includes the subjects of Business Economics and Communication budget.

Business Economics: The course will introduce students to the world of business and economics applied to the fashion industry. Particular attention will be paid to business economics applied to the fashion and luxury industry, learning to evaluate the financial statements of fashion companies and calculate the main indices for management control.

Students will learn various theories and techniques to understand and analyse the effects of different variables on the business activity and its stakeholders, mastering the quantitative analysis methodologies to support corporate decision-making processes.

Communication budget: Students will learn how to identify the main components and characteristics of management control systems, mastering how to implement various control systems techniques to measure the overall performance of the company and evaluate the financial and economic performances of an organization.

A special attention is paid to cost management, enabling the students to learn the budgeting techniques necessary to plan communication activities.



**Design for Publishing**

The course includes the subjects of New Editorial Environment and Fundamentals of Fashion Styling.

**The New Editorial Environment:** During the course, students will have the opportunity to experience the typical dynamics of an editorial board, developing a fashion magazine and other digital editorial products in line with the current digital transformation.

**Fundamentals of Fashion Styling:** During the course, students will learn who the Fashion Stylist is and how he/she works and how to apply communication skills to Fashion Styling.

**Communication strategies**

The course focuses on the new frontiers of Tech-Powered Marketing, making students familiar with the theoretical frameworks and methodologies of Digital Marketing, Engagement Marketing and Agile Marketing. A special attention is paid to Engagement Marketing techniques, deepening the tools of unconventional marketing techniques as guerrilla, contextual and experiential marketing.

**Fashion Business Organisation**

The course explores the fashion communication system from an economic and strategic point of view, comparing sectors and players such as editorial groups, communication agencies, strategic consultancy firms, media centers, etc. The lessons will be divided into two modules: in the first, students will learn how to carry out an industry analysis by comparing different strategic groups on parameters such as market value, profitability, barriers to entry and concentration. In the second, they will deepen the role of communication and consultancy agencies, delving into the critical success factors related to the development of social media, influencer & celebrity marketing strategies in the fashion sector.

**Free Study Activities**

Students will have the opportunity to deepen fundamental concepts related to fashion promotion and brand communication through independent study on the fundamental academic literature.

**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.

**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 as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a "grade," to see where they started and the progress they are making toward the learning goal.

### Summative Assessments:

These **assessments** are a means of gauging 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 semester and concentrate 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 programme.

Practical Coursework allows the 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 and the students are asked to submit work to be marked independently and anonymously by staff.

### Formal Examinations are required in some study areas

Presentations are used in some subjects to allow the student to develop their professional communication and presentation skills. Student Projects are used when the student is required to submit work to be marked independently and anonymously.

## 5. Course structure

Fashion Management, Digital Communication and Media Semester Abroad • October intake

Semester

Semester	Total Hours	Related Credits*
Production Processes	75	6
Fashion Product Development: from Conception to Consumer	50	4
History and Criticism of Contemporary Fashion	60	8
Communication Science	30	4
Multimedia Planning	75	6

Fashion Management, Digital Communication and Media Semester Abroad • February intake

Semester

Semester	Total Hours	Related Credits*
Production Processes	75	6
Fashion Product Development: from Conception to Consumer	50	4
Design for Publishing	50	4
Communication strategies	60	8
Fashion Business Organisation	45	6
Free Study Activities		

\*Istituto Marangoni credits system is equivalent to European Credit Transfer System (ECTS). The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

## 6. Course Specific Admission Requirements

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award.

Admission requirements are listed below:

- Completed the first year (L4) of an Undergraduate Bachelor programme in Fashion Business or similar;
- For non English/French/Italian native speakers: certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IELTS 5.0 without elements below 4.5);
- Piece of Written Work/Essay<sup>1</sup>;
- Good knowledge of marketing.

1) For Business courses, applicants are requested to submit either:

a piece of written work/Essay/Exam/Business case developed in his/her study pathway completed before the application.

If the applicant doesn't have a written work to submit, he/she might be requested to develop a business case/essay based on indications received by the School he/she wants to attend, and related to the area of study or pathway he/she is applying to.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- Signed personal statement;
- Transcript from an Undergraduate Bachelor programme in Fashion Business or similar;
- Piece of Written Work;
- Certificate of the chosen language of the course.

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate).

(Admission requirements are subject to change in order to comply with entry requirement regulations).

### 7. Programme Leader's Responsibilities

Programme Leaders will have responsibility for implementing the strategic direction of the courses within their programme and for co-ordinating the academic administration necessary for its successful day-to-day operation.

Programme Leader's responsibilities are:

- chairing the Programme Committee, and arranging for such meetings of the Committee as considered appropriate;
- acting as the Chief Executive Officer to the programme. As such he/she will be responsible, within the agreed policies of the Programme Committee, and Academic Boards, for the efficient operation of the programme as approved by the Institute;
- supporting and encouraging their teaching team including PDP;
- advise the Programme Committee on its proper responsibility for the continuing development of the programme;
- liaise on behalf of the Programme Committee with all staff as appropriate;
- be empowered to take on behalf of the Programme Committee any reasonable action with respect to the proper functioning of the programme;
- recommend areas for curriculum development;
- co-ordinate the assessment schedule and ensure that it is communicated to students and the Director of Education;
- liaise with Student Support Officers to ensure that appropriate study support is available;
- recommend the appropriate level of resources required and liaise with the teaching team;
- undertake training and professional development and contribute to the training of others;
- actively participate and organise Peer Support systems;
- monitor & respond to the student voice including regular meetings with the student Rep.;
- monitor course feedback and the student voice;
- organise all areas of assessment procedures, facilitate monitoring, joint marking, internal verification;
- maintaining the quality of academic standards by supporting the rules and regulations concerning exam procedures and conduct of the student and teaching team.

### 8. Student Support Strategy

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- Academic documentation, such as Programme and Student Handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

#### 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.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

### 9. 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 through appointments with academic staff;
- issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- formal Student Representation;
- Semester/Term Questionnaire;
- resources Questionnaire (at the end of each academic year);
- final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

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.

In order to 'close the feedback loop' and to communicate any improvements resulting from participants attendance, at least once in the academic year, programme teams relate back to participants the actions taken in response to their views.

Participants will be asked to answer to a series of questions, for example, if it was clear what they were meant to be learning on the programme, if the teaching had helped them learn effectively and if they have developed new skills or improved the existing ones. The data will be analysed and the Programme Leader will be required to comment on:

- key strengths and issues arising from student performance;
- key strengths and issues arising from student feedback.