istitutomarangoni

SEMESTER PROGRAMME
FASHION MANAGEMENT   Version 01

Brief Descriptive Summary

Over the past 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 programmes prepare students with the necessary knowledge and know-how approach 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, Art History and Culture.

General Information

1. Certification attained

Istituto Marangoni Certificate and Transcript*

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

Programme Information

2. Educational Aims and Programme Aims
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.

3. Programme Learning Outcomes
Programme Aims:
Study abroad programme 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 students 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 programme, credit transcripts or class (contact) hours are awarded on successful completion.
Study abroad programmes are offered twice a year. The content may be revised and updated with each start date to offer a wider range of subjects, giving students the opportunity to choose the programme that best suits their needs.
The semester abroad in Fashion Management covers skills in business strategy, digital luxury, and vision planning, as well as investigating the engaging fashion industry through effective creative research. Aimed at students with at least one-year previous undergraduate study in fashion business, buying or similar field, this inspiring short programme encourages participants to develop forward thinking business acumen, as well as broadening horizons for personal growth and future career development.

Educational Outcomes:
Students successfully completing the Semester Abroad programme in Fashion Management will have developed:
• A sound understanding of the principles of project management and how to apply these principles to fashion product development supply chain management and branding;
• A detailed understanding of the new technologies that support the changes within the fashion industry;
• The ability to evaluate the appropriateness of different approaches to problem solving;
• Advanced skills in fashion industry analysis and marketing strategy.

4. Teaching/Learning and Assessment Strategy
Curriculum:

Fashion Management Semester Abroad · October start

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.

Psychology of Fashion subject
Students are introduced to the fundamental psychological schools and approaches, including Behaviorism, Cognitivism, Gestalt, Clinical Psychology, the Psychology of personality, and Dynamic Psychology. Psychological theories are explained in the framework of Consumer Behavior, providing the students the tools to investigate consumers selves, perceptions, attitudes, memory, emotions and values. The course also explores the domain of neurosciences and its application to Fashion Marketing and Brand Management.

History and Criticism of Contemporary Design II subject
The course provides students analytical and critical tools to analyze contemporary fashion products and narratives. Fashion collections and promotional activities are interpreted in relation to their cultural context, exploring the relationship they engage with arts of the cultural industry, especially design and interior design. A special attention is paid to digitalization, enabling the students to critically evaluate contemporary phenomena as the mateverse, crypto fashion, trans-human avatars and NFTs.

Production Processes subject
Students learn the fundamentals of product development, collection merchandising and coordination strategies. Therefore, they learn to manage all the stages of the supply chain of both textile and leather fashion products: sourcing, collection design, samples production, market launch through fashion shows and trade exhibition, sales through showrooms, manufacturing and distribution to end consumers. At the end of the course students will also be able to master technical and professional tools as range plans, color and material charts, technical sheets, cost sheets, coordination boards and selling books.

Design Methods - Project Management subject
The course focuses on Project Management in order to enable students to successfully manage complex processes and operations related to fashion product development, manufacturing, promotion and distribution. The students will learn to critically examine the practice of managing resources and teams, approaching key issues in formating, developing and implementing a project, as well as defining an effective time management plan.

Fashion Trend Forecasting subject
Students learn the fundamentals theories and methodologies related to trend diffusion and fashion forecasting.
The course pays a special attention to the role of technology in supporting predictive tools, exploring the domain of AI driven fashion forecasting. As a result, students will acquire a deep understanding of new methodological approaches as image recognition and social media listening. Moreover they will learn how to master AI-driven trend reports and to design business solutions supported by AI/Big data market & industry insights.

Brand Communication subject
The course focus on the fundamental theories and methodologies of Brand Management, deepening strategic issues related to brand image, brand identity, brand equity, and brand experience. In this framework, students learn to develop strategic plans and promotional campaigns for fashion brands in both online and offline environments. The course also introduces students to an analysis of the key success factors, customer behaviour, and potential pitfalls of brand communication and extension strategies. Students discover the practice of triggering an emotional response and desire, and investigate brand traits that appeal to consumers' emotional needs and aspirations.

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Economics and Fashion Marketing - Tech-Powered Marketing and Data Science subject
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.
In this framework, students learn how to implement data-driven solutions and build marketing predictive models, also exploring the opportunities offered by smart sensing infrastructures and tech-empowered interaction. Moreover, they learn how to manage pricing strategies for virtual products, also including crypto-currencies and tokens.

Fashion Product Technologies - Digital Supply Chain Management subject
The course deepens the role of technology in fashion design and operations, enabling students to understand the phenomenon of the digitalization of the fashion supply chain. Specifically, students will become familiar with 3D product design, AI supported merchandise planning, virtual sampling, virtual showrooms, pure digital categories and NFTs, customization & on-demand production, blockchain & product traceability.

Integrated Product Design subject
TECH-POWERED PROJECT MANAGEMENT
An advanced Project Management course where students learn how technology can support fashion companies in designing their strategies and managing their operations. To this end, the course deals with processes and data integration, intelligence data management, predictive models, decision engines, and organizational design.

Breakeven Analysis subject
FINANCE & MANAGEMENT CONTROL / PIANIFICAZIONE FINANZIARIA E CONTROLLO DI GESTIONE
Students learn how to apply financial theories, techniques and investment analysis for decision making in a fashion business. The participants 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 be familiar with all the element of costs in range planning and supply chain management.
The course also covers the financial resources available to support entrepreneurial endeavors, including both debt and risk capital. In order to acquaint with the various financing options, the course will cover also investing and third capital markets.

Fashion Business Organization subject
During the course, the students will gain an in-depth understanding of different business strategies and models across all the markets of the fashion system. Students learn how to perform an industry analysis considering factors as market value, profitability, barriers to entry, and concentration. Moreover, they will discover different strategic management approaches, getting familiar with the fundamentals of business planning.

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 leaning experience;
• guest speakers provide the students with a full, broader and real prospective 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.
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 unit 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 unit.

Practical Coursework allows the students to demonstrate their understanding and application of practical areas of study.

Written Reports are required is some study areas, where a clear and structured brief is provided and the students are asked to submit work to me marked independently and anonymously by staff.

5. Programme Study Plan

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Subjects	Lesson Hours	IM Credits (ECTS)
History and Criticism of Contemporary Fashion	40	6
Psychology of Fashion	36	6
History and Criticism of Contemporary Design II	18	3
Production Processes	40	4
Design Methods - Project Management	20	2
Fashion Trend Forecasting	40	4
Brand Communication	18	3

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Subjects	Lesson Hours	IM Credits (ECTS)
Economics and Fashion Marketing - Tech-Powered Marketing and Data Science	40	4
Fashion Product Technologies - Digital Supply Chain Management	20	2
Integrated Product Design - Tech-Powered Project Management	36	6
Breakeven Analysis - Finance and Management Control	36	6
Fashion Business Organization	55	9

6. Personal Development Planning

The Personal Development Plan is a structured and supported process to develop the capacity of individuals to reflect on their own learning and to plan for their personal and educational career development.

All students may participate to receive guidance and where appropriate, set individual development goals. Success in achieving these goals will be determined through their studies and through extra-curricular activities etc. At the end of the programme all students are given the opportunity to meet with the school placement officer and discuss their future employment possibilities.

7. Programme Specific Admissions 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);
• Signed personal statement.

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 may be subject to change from time to time in order to comply with entry requirement regulations).

8. Student Support Strategy

Istituto Marangoni provides services and student care options to enhance the students' academic experience:
• Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme.
• Student Desk / IM Life: care officers dedicated to support students for any personal / academic issues (where appropriate).
• Programme and Student Handbooks.
• Induction programmes for facilities including library, iT, online resources (where applicable), School facilities and media services.
• WeListen Counselling Desk: a psychological health counseling desk service available for students upon appointment (at the moment, this service is available only at the Milano School).
• Student Representatives.

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, and through appointments with academic staff;
• end of Unit Evaluation;
• end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school. Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
• Programme Committee.

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.
In order to 'close the feedback loop' and to communicate any improvements resulting from student participation at least once every academic year, programme teams relate back to students the actions taken in response to student views.
Students will be asked to respond to a series of questions, for example, if they were clear about what they were meant to be learning on the unit, if the teaching had helped them learn effectively and if they have developed new or existing skills. 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;
• actions and improvements for the next academic year.