



istitutomarangoni



**SEMESTER COURSES
FASHION BUSINESS**

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 Study Abroad (semester) experience are recognised by the validating partner Regent's University London. In addition, applicants should also make sure that the experience also meets any internal arrangements and is fully 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

Students successfully completing the Semester Abroad programme in Fashion Business will have developed:

- A sound understanding of the principles of brands and branding and gained an understanding of the strategic brand management process and its relevance to fashion organisations;
- An ability to investigate all aspects of modern organisations operating within the fashion industry taking the process from management, finance and logistics, manufacturing processes and technologies and retailing;
- An understanding of the cultural, social and environmental drives and their impact on the fashion industry;
- The ability to evaluate the appropriateness of different approaches to problem solving.

4. Teaching/Learning and Assessment Strategy

Curriculum:

Fashion Business Semester Abroad • October start

Visual and Emotional Branding unit

In the unit Visual and Emotional Branding students will develop and recognise the theoretical frameworks that are used to explain the complex nature of brands, branding, and communication.

The unit will introduce students to an analysis of the key success factors, consumer behaviour, and potential pitfalls of brand communication and extension strategies. Students will discover the practice of triggering an emotional response and desire, and investigate brand traits that appeal to consumers' emotional needs and aspirations.

As part of the unit students will be learning the appropriate digital visual frameworks in line with professional and employability standards in emotional branding. Digital skills will be focused on current and emerging CAD tools (for example Adobe suite), digital mediums, and technologies.

Students will also evaluate the elements of different types of brand marketing campaigns with a particular focus on fashion brands and innovative branding (such as sustainability, diversity and responsible fashion).

Luxury Marketing Strategies unit

The unit Luxury Marketing Strategies aims to develop the ability to critically examine the impact of evolving macro and micro environmental factors on the competitive strategies of luxury fashion companies.

Students will be able to analyse collated data and marketing information to develop a marketing strategy, as well as understand a set of marketing tools including SWOT / TOWS matrix and strategic fit of luxury products, and call on creative research techniques to support their own work preparation and presentation.

The unit will cover the creation, development, and implementation of marketing strategies, tailored for a specific business context in the fashion arena.

Professional skills such as teamwork, time management, and project management are further developed via the completion of a group project marketing campaign.

Finance and Management Control unit

This unit covers two main themes: Business Finance and Management Control, and aims at developing students' skills in terms of financial analysis, and developing their ability to analyse various aspects of corporate finance, and management in a fashion context.

The topics discussed will capitalise on what the students learned in the first year, in economics and business, with a more in-depth focus on finance. Some of the topics discussed: fundamental analysis of financial statements, investment appraisal, budgeting, variance analysis, cost management, and cash flow forecasting. There will be a heavy focus on financial planning and forecasting, as it is supposed to give the students required knowledge and skills to write a business plan in their third year of study.

Fashion Business Semester Abroad • January start**Luxury Marketing Strategies unit**

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Professional skills such as teamwork, time management, and project management will be further developed via the completion of a group project marketing campaign.

Fashion Lab Project unit

The unit Fashion Lab Project aims to develop a better understanding of the marketing mix and its applications within a fashion context, in line with the new contemporary marketing trends and strategies. The unit will look at both traditional and innovative solutions, while considering the impact of new marketing strategies on luxury business models, brand image, and consumer behaviour.

Students will develop an awareness of green marketing and new guerrilla marketing strategies that form part of the current fashion industry panorama.

The unit, as its name suggests, will be a laboratory of marketing skills, knowledge, and tools put together to develop strategies for fashion brands.

During the unit students will also be asked to critically examine the practice of managing resources and teams, working on project management and development. This unit will provide advance knowledge of new perspective in marketing strategies, with students approaching key issues in forming, developing, and implementing a project, as well as defining an effective time management plan.

Students may also work on live industry projects during the programme.

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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 assessments appropriate to their field of study.

Programme 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 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 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.

5. Programme structure

Fashion Business Study Abroad • October start

Visual and Emotional Branding unit

Subjects	Total Hours	IM Credits
Fashion Psychology	20	30 (equivalent to 15 ECTS credits)
Interdisciplinary Project	20	
Brand Insight	20	
Digital Branding	20	
Fashion Promotion Strategy	20	

Luxury Marketing Strategy unit

Subjects	Total Hours	IM Credits
Fashion Strategic Management	40	30 (equivalent to 15 ECTS credits)
Vision Planning	20	
Creative Research	20	
Digital and Innovation	20	

Fashion and Management Control unit

Subjects	Total Hours	IM Credits
Fashion and Management Control	40	20 (equivalent to 10 ECTS credits)

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Luxury Marketing Strategy unit

Subjects	Total Hours	IM Credits
Fashion Strategic Management	40	30 (equivalent to 15 ECTS credits)
Vision Planning	20	
Creative Research	20	
Digital and Innovation	20	

Fashion Lab Project unit

Subjects	Total Hours	IM Credits
Project Management	20	30 (equivalent to 15 ECTS credits)
Digital Project Management	20	
Green Marketing	20	
Campaign Planning	20	
The Business Models	20	

Fashion and Management Control unit

Subjects	Total Hours	IM Credits
Fashion and Management Control	40	20 (equivalent to 10 ECTS credits)

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. Career Service for Three Year Programmes

The purpose of the Istituto Marangoni Career Service is to bridge the gap between a programme 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.

8. Programme 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:

- Completion of 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 b2 of Common European Framework of Reference with specific requirements (e.g. IELTS Academic with 6.0 overall, without elements below 5.5).
- 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 revised from time to time in order to comply with entry requirement regulations.

9. Student Support Strategy

Istituto Marangoni Paris offers the following support:

- Admissions: the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- Academic and Student Services: the aim is to support and enhance your experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- Library: the library service aims to deliver a high quality engaging and supportive service for you in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire you to discover more about your subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
- Careers Service: the department supports students and alumni, offering guidance on all aspects of your career journey, providing practical advice, and helping students connect with industry.
- SEN support: the School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent you from fulfilling your potential and the School is always ready to respond positively to your needs. Any students identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assist them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their personal Learning Plan. The arrangements are being kept under review on an annual basis..

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 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 programme 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 unit, 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.