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PROGRAMME SPECIFICATIONS

Bachelor of Arts in Fashion Management
Concentration in Digital Communication & Media
Foundation + 3-Year course
Academic Year 2024-25 DUBAI

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INDEX

Istituto Marangoni Dubai
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PROGRAMME SPECIFICATION
Bachelor of Arts in Fashion Management - Digital Communication & Media

Foundation + 3Year course

Brief Overview

Over the past 85+ 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.

Academic Certificate Awarded (Study Title)

Participants who successfully complete this course will be awarded a BA Degree - accredited by CAA (Commission for Academic Accreditation). Participants will obtain 180 credits.

Course description (Curriculum)

The course provides the skills for those students who want to enter the business aspect of the fashion industry, with a strategic and market-oriented blend of the main perspectives: marketing, communication, management, buying, retail and supply chain. The course allows students to work on branding, strategy, communication, marketing and retail, and possess a thorough knowledge of the fashion panorama. With a clear focus on the managerial and commercial aspects of fashion, students will be equipped with a thorough knowledge and understanding of the different types of businesses of the fashion industry. They will become familiar with the strategic issues related to the development of a product offer - from the collection of a designer brand to the assortment of a high street retailer - mastering all the technical skills required to both retail and wholesale buyers. The sound knowledge in marketing, communication, management, buying, retail and supply chain enables them to develop an advanced appreciation of the marketing mix and the marketing communication tools available to fashion organisations. Students acquire a strategic, and market-oriented blend of the main perspectives in fashion business; covering strategy, fashion marketing, communication, fashion management, brand management, retail operations, sourcing, buying and global distribution. During the course, students will develop their business expertise, in the investigation and application of the principles of business practice with a high level of numerical literacy and commercial skills to real fashion business scenarios in the global fashion marketplace. The students' educational path includes time-tested and contemporary business practices and approaches that are analysed in order to achieve successful business goals. Students are exposed to an interdisciplinary strategic approach to business that will make them thinkers who build and capitalise
on their knowledge and skills, developing future facing business strategies, for their own ventures, or re-invigorating strategies, within existing businesses. They are exposed to an advanced level of marketing and fashion management, with regards to the current changing dynamics of the fashion industry that include digital marketing, e-commerce, merchandising, buying and omni-channel consumer experiences. Time management, teamwork, and professional presentation skills provide a correct approach to business relations and networking. Graduates of this course will cultivate brand marketing and omnichannel strategies, for a fashion product or fashion brand and they will learn the principles of economics and finance, in order to measure profitability and ensure compliance with budgets and strategies, and implement specific cost control systems.

Concentration in Digital Communication & Media
Participants enrolled in the programme in Fashion Management and interested in pursuing a concentration in **Digital Communication & Media** will have the chance to attend a dedicated concentration of subjects over the three years, for a total amount of 40 ECTS.

Course descriptions (Subjects)

FOUNDATION YEAR
Global Culture & Contextual Studies
The course will provide students with an overview of global culture, with special focus on a variety of areas which make it a reality. The course "Global culture and contextual studies" offers a holistic view on the key topics and drivers of change to consider as a creative and critical thinker in the 21st century. The course invites students to think beyond the fashion and design industries with a view to becoming key opinion leaders with a sensitivity to geopolitical, environmental, and societal issues. The students will be invited to speak up about causes that matter

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to them and society at large - reframing what it means to make an impact through fashion & design. Focus will be placed on stepping into becoming creative advocates by learning about the concepts of awareness, attention, action, and accountability.

Design Methods
The course aims to bring a basic knowledge of different design methods within creative industry. We will outline key design methods and techniques for creative practice. Students will develop fundamental design processes used in creating a project and will learn how to analyze, research, and visually communicate their design concepts. They will be guided in a process of researching, analyzing, and engaging with visual and design-oriented references and materials.
The creative research process will focus on fashion, art, trends and style and students will learn how to conceptualize and generate concepts and ways of working that have relevance to the fashion industry.
Students will learn basic graphic design and methods of visual communication to develop and communicate ideas. They will acquire the necessary skills required for the construction and manipulation of images and visual messages. Students will apply fundamental concepts, techniques, and the use of tools in the creation of a personal expression that responds to a defined objective. Students will be asked to express and document their ideas through visual and graphic presentations.

Fine Arts Studies
This course is aimed at developing students' familiarity with styles and aesthetic languages that cross the boundaries between design, interiors, arts, fashion, therefore training both their observational skills and critical abilities and providing inspirations. The program is centered on the individual student's potential and imagination. Alongside and in support of each lesson, various types of homework assignments will be set: reading, museum and exhibition visits, films, group, and individual research projects. In this course students will be introduced to the foundations of visual languages and fine arts as a cultural construct and as a primary component in fashion and design communications.
The identification and comprehension of essential elements that underpin visual literacy as applied to creative arts and design will be introduced. The course ranges from cinema to literature, from figurative arts to music, aimed at familiarizing students on how arts influence fashion and design (and vice versa).
The course has a clear experience-based structure, with students actively taking part during the lessons. Furthermore, a series of visits to exhibitions, shows, events and museums will also be included. The course will ignite students' creativity and fuel their intellectual curiosity according to a multidisciplinary approach.

Visual Design Workshop
This course aims to teach students to interpret basic information coming from the world of styling such as images, colors, symbols, styles, fashion shows, exploring and comparing different phenomena.
Students will thus be able to re-elaborate their creative inspirations in a personal key, to present the basic information that will introduce them to the world of fashion styling. The course includes a photoshoot preparation group project that will lead students to a real photoshoot experience in the following year.

Product Workshop
The course will teach students the importance of developing a proper product range as a crucial phase in the value chain of a company operating or in the fashion or in the design sectors. Students will embrace a strategic perspective in dealing with products, to understand how to align a company's vision and mission with the target's needs and expectations, through the development of a diversified range of products or through the use of the most appropriate marketing and communication strategies. Students will become familiar with the concept of brand's positioning drawing on theories, models, and concepts from academic research. Students will gain an understanding on the trends and developments in corporate communication within organizations. During the lessons, students will assess the alignment for products range between a company's vision and mission, culture, and communication, drawing on theories, models, and concepts from academic research.
The course aims to provide students with comprehensive insights into the key issues — corporate social responsibility, corporate branding, corporate identity — that define this area of practice and how to deal with them. The student will thus have a general overview on the key activities and skills in specific disciplines and emerging areas of practice, including social media, management, and leadership. The course will equip students with an understanding of the concepts and tools in marketing and public relations activities and their overlap in addition to a summary on product development.

Italian Creative Culture
The course will provide students with an analysis of the links between their culture and Italian culture, with a clear experience-based structure, and students actively taking part during the lessons. The course aims to analyze the specificities of Italian culture, in terms of beliefs, attitudes, but also in terms of Italian "genius loci", lifestyle, production system based on districts, peculiarities of the so-called "Made In Italy" system, a focus on the Milanese cultural system, and the Milanese Fashion and Design sceneries. Students will be encouraged to compare the approach of Italian culture with the student country culture.
The student will thus get a general overview of Italian culture, focusing on a series of disciplines (visual arts, design, cinema, food), as well as outlining links and reciprocal influences between design, fashion and culture.

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Fundamentals of Sustainability in Design

The course aims to develop students' capability to understand the imperative of sustainability from a manifold point of view: in terms of product design, materials research, manufacturing processes and distribution, the rethinking of business models with a view to the rise of phenomena such as slow fashion, regenerative culture, and circular design. In particular the course will cover among the other topics: the competitive advantage of sustainability, the global appointment with the Sustainable Development Goals, the rise of the environmentally friendly customer, the energy crisis, green washing, digital pollution, the boom of upcycling and recycling and of the rise of Secondhand marketplaces, block-chain based solution to ensure the traceability of the supply chain. The course 'Fundamentals of sustainability in design' offers a deep dive into the theoretical and practical aspects to be considered in aligning design with sustainable practices. The course includes the study of terminology and case studies around circular economy, the raison d'être of the United Nations Sustainable Development Goals (the so-called '17 SDGs') as well as the importance of the ESG standards - Environmental, Social and Governance. An "hands-on approach" workshop will crown the course, to enable students' creative skills in leveraging the principles of circularity.

Creative Production

The course aims to support students in obtaining basic visual communication skills and layout skills for the preparation of their portfolio. Using Adobe InDesign tools, students will learn to present their projects effectively and in a personal way. The course will explore the world of graphic design and visual communication focusing on developing students' skills in Adobe InDesign, typography, and visual representation. The course covers the essential tools of Adobe InDesign, helping to understand and recognize how to use the tools effectively, learning how to collect and evaluate accurate images to visually represent ideas, as well as understand and apply basic knowledge about typography. The course culminates in the creation of a visual portfolio, which showcases students' skills and communicates ideas clearly and professionally.

Entrepreneurial Mindset

Why is entrepreneurship important these days? Entrepreneurship is a discipline inside management that has only begun to be studied and a very relevant body of knowledge has been developed around it to help and support creative minds in developing their entrepreneurial mindset. Innovation is a discipline, together with entrepreneurship, for which methodologies have been developed and taught to people who innovate. When these disciplines are brought together they create the concept of innovative entrepreneurship.
The course will define the concept of entrepreneurship across various scales and global markets, as well as the development of creatives from a historical sense, with an emphasis on the key traits of an entrepreneurial mindset. Students will learn the opportunities and challenges faced by prominent entrepreneurs and the habits they had to build to strive in the industry. The course will include several modules, worksheets, interviews, videos and content, and students will develop a strong sense of self-branding required to further research, plan, and develop their own entrepreneurial approach to become founders of their own brands. This will touch upon an overview of diverse resources, from theoretical work to practical business models successfully applied in fashion, art, and design. Students will also enhance their leadership skills and develop a clearer understanding of their potential as an entrepreneur.

Language – General Skills

The course is designed to broaden and improve students' English language skills in different contexts and situations related to both their chosen disciplines as well as real-life contexts. We will be looking at the principles of effective communication and through class practice and assignments, students will be given tools and tips to enhance their communication, develop their self-awareness as well as audience-awareness when it comes to the two main forms of communication, written and oral.
This will also include looking at body language in different cultures and countries to complement students' learning journey on communication and help them build good relationships at school and in real-life.

Language – Fashion & Design Fields Terminology

In this Course students will acquire new terms and specific phrases. used in the fields of fashion, design, creativity. Students will gain a specific vocabulary of the creative industry, being involved in conversations in class with the teacher as well as with their classmates, focusing on specific topics belonging to design culture, methods, and techniques. Students will be encouraged to reflect on the topics and compare their personal opinion with that of their classmates by using appropriate technical terminology and professional phrasing.

Product Workshop for Fragrances & Cosmetics

The course introduces students to product development for fragrances and cosmetics as a multi-step process that goes from research, cultural input and design to manufacturing, production planning, branding and packaging. Whether you're a designer or an entrepreneur, understanding all steps involved in the product development process is crucial for the success of your brand. In addition to that, the course will take students in a voyage through the centuries of fragrances to help you to understand the architecture of a good perfume. You will be introduced to the classifications of the large families of scents along with their typical components. Then, you will conclude by describing the basic principles of creating a harmonious, balanced and well rounded formula with our partners workshops.

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FIRST YEAR

Information Technology Fundamentals
The aim of the course is to allow students to develop a deep understanding of Microsoft Office Suite (Outlook, Word, Excel and PowerPoint). Students will learn how to create professional documents and presentations with Word and Power Point. They will discover how Outlook has recently evolved into a tool that can manage not only e-mail, but also conference calls, events, meetings and contacts. Particular attention will be paid to Excel, which will provide students with key Business Intelligence skills aimed at analysing and processing data. The course will conclude with an introduction to "big data" and the use of these to create interactive dashboards and reports.

Fashion History
History of fashion considers the formal and aesthetic development of fashion products interpreted as a result of the social, economic and cultural factors that characterize the different historical periods. In this context, garments, accessories and personal appearance are interpreted as the result of different theories and methodologies regarding design, as a product of technological development, as an expression of the business culture in its relations with social and economic development. The course will cover the period from the second half of the Nineteenth century to the present day, examining the history, the organization and the economic implications of fashion. You will be helped to understand how the fashion production system (haute couture, ready to wear, and all the aspects of the technological evolution process) originated, to better understand how it currently works and to know how to anticipate its developments and transformations in the future. The key figures of the fashion world will be analysed and placed in a historical, social, political and cultural context. The course also aims to provide students with a general knowledge of the evolution of fashion silhouettes in the various periods analysed and a more in-depth knowledge of the iconic "names" of fashion creators that emerged during the historical journey.

Sociology Of Fashion
Sociology interprets fashion phenomena according to the cultural context. The discipline focuses on the peculiar aspects of interaction and relationship that link the identity of a fashion product to the socially and culturally significant values that govern the collective and individual behaviours of a company, determining the aspects of material, organizational and productive culture. Referring to classical and contemporary sociological theories, students will learn how to interpret fashion phenomena in relation to the expression of social and individual identity, as well as to recognize and understand socio-cultural trends. In this framework, contemporary issues of particular relevance for the fashion industry, such as gender, sustainability, digitalization, globalization, and, more generally, communication and consumption, will be addressed.

Industrial Economics
The course will introduce students to the world of business and economics applied to the fashion industry.
Students will address the general foundations of economic sciences through the basic concepts of micro and macroeconomics, of structures of production and market, supply and demand and production efficiency.
They will also address the processes through which fashion products connect, on the one hand, to overall economic and innovation developments, and on the other to the strategic and operational methods of companies in the management of innovation and organizational resources. By studying business management, its hierarchical structure and the characteristic functions of SMEs and businesses, students will gain an understanding of managerial decision-making processes.
They will have the opportunity to get familiar with the main quantitative methods of business analysis, using various sources of economic and managerial data. In addition, they will address the main financial issues and the challenges that fashion companies face in different markets. 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.
Finally, 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.

Graphic Design
The course aims to address two different design phases, from the development of the personal collection concept to the development of the garment, and allows the identification of the correct tools for the creation and representation of the creative work.
To encourage the student to understand the importance of research in the field of Fashion Design, the basic methods of acquiring information are put into practice, using different sources. The student is sensitized to appreciate the power of Fashion to express social change, cultural and political phenomena, and the economic reference system.
In the design phase, they are provided with skills to elaborate their own research, to develop ideas, volumes and details that can satisfy the chosen target in the contemporary fashion market.

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Foreign Language
The course is designed to broaden and improve students' English language skills in different contexts and situations related to both their chosen disciplines, as well as real-life contexts.
By looking at the principles of effective communication and through class practice and assignments, students will be given tools and tips to enhance their communication, and develop their self-awareness as well as audience awareness when it comes to the two main forms of communication, written and oral.
Main focus of the course will be Business English, with a specific reference on how to pitch ideas as well as how to write a CV and prepare for job interviews, to get students ready to step into the work environment.

Material Science and Technologies
This theoretical and practical course aims to transmit the knowledge necessary to understand the functioning of the textile supply chain in the design and production phase of fabrics. Becoming familiar with the processes of transformation of raw materials, and the production techniques, allows the student to be able to appreciate the specific properties of the fabrics as well as to refine the sensitivity in the use of materials for fashion and understanding the environmental impact of textiles and production processes.
To broaden the knowledge of materials, the world of yarns, leathers, accessories and small parts is also explored, in order to understand their multiple technical and creative possibilities, against the context of the rising imperative of sustainability.

Mathematics for Business
The course aims at the development of theoretical knowledge and applicative skills in the logical-mathematical field, as a critical and methodological support for managing business processes typical of the fashion industry.
Basic mathematical knowledge will be consolidated, imparting elements of operational research aimed at measuring company performance, with particular reference to the analysis of sales and profitability.
The course will therefore represent a fundamental support for all technical and managerial disciplines for which quantitative skills are required, from strategic marketing to management control, from collection merchandising to the development of omnichannel strategies. Finally, the course will allow students to approach the topic of big data and their strategic management in the business environment.

History and Criticism Of Contemporary Design
The disciplinary sector the course belongs to includes the studies of History of Arts and Techniques and History and Culture of Design. The history of art, understood in its broadest sense of the history of aesthetic productions, is characterized as a theoretical-critical study of the main phenomena relating both to the specific field of art and to the products of material and industrial culture. The history and culture of design considers, starting from the nineteenth century, the formal and aesthetic typological development of products interpreted as a result of the social, economic and cultural factors that characterize the different historical periods. The exemplary products of the history of design are also seen as a result of the different design theories and methodologies, as a product of technological development, as an expression of the business culture in its relations with social and economic development.
The course of History and Criticism Of Contemporary Design addresses the evolution of the main currents of design in the field of product design, interior design and communication design, highlighting the contamination between design and other areas of the cultural industry. In this framework, a special attention will be paid to the world of fashion and the domains closest to it, in particular art, cinema, photography and theatre.
The relationship between design, fashion and the cultural industry will be addressed by referring to multiple interpretative paradigms, especially aesthetics, philosophy of art and semiotics.

Communication Science
The course is divided in two modules. In the first, students will learn about the main theories regarding communication within a business organization. The lessons will enable students to become more aware of their personal potential and develop important soft skills related to public speaking, leadership, and intercultural communication. The second module approaches marketing communication strategies, exploring the world of advertising, corporate communication, media relations, event management and PR. Moreover, students will approach the contemporary dynamics in digital communication, deepening the strategic role of social media and digital marketing. At the end of the course, they will learn how to perform a critical analysis of the communication strategies implemented by fashion and luxury brands, identifying key success factors and potential pitfalls. They will also discover the practice of triggering emotional responses and desires, identifying key messages that appeal to consumers' emotional needs and aspirations.

Basic Design
In this course, students will adopt the peculiar perspective of a fashion designer, discovering the fundamental role played by research underneath the creative development of a fashion collection.
They will learn how to investigate both secondary and primary sources to develop creative concepts in line with the style identity of a brand and current market trends. Moreover, they will learn how to professionally communicate

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their creative ideas, through the use of technical tools as moodboards, collection boards, colors and material charts.

Marketing
The aim of the course is to provide students with a thorough understanding of fashion marketing. Students will analyze the fashion system and the fragrances and cosmetics business sector, and learn to identify consumer segments, target markets and strategic positioning. Managerial skills will be developed both from a consumer behaviour and both from a consumer behavior and marketing point of view, with a focus on strategic planning and the definition of objectives within the fashion business. Through the analysis and understanding of contemporary market trends, together with the marketing principles and techniques learned in the course, students will mature their skills in evaluating and selecting the most appropriate marketing strategies for the fashion and luxury industry.

Techniques Of Visual Communication
The course will enable students to strengthen their visual communication skills, learning how to effectively, clearly and professionally illustrate the technical and creative components of a project. They will learn how to use the Adobe package to present the creative research supporting the development or the concept of a collection, producing moodboards and research books. Moreover, they will learn how to create professional documents as color charts, fabric charts and collection boards. Conceived as a design for range planning laboratory, the course will also enable students to intervene on designers technical drawings, in order to make them more in line with market demands and increase their commercial potential. A technical skill that today is more and required to professionals figures different than designers, especially product developers and buyers.

Free Study Activities
The entire amount of credits for the first year's Free Study Activity (4 CFA) will be given to the student for a series of written contents covering different topics revolving around fashion management. These contents will be resulting from autonomous research activities conducted by the student to explore the interdisciplinary contamination between fashion and other creative fields. A special focus on the cultural scenery of the MENA region will be also requested. Some of this content might be then submitted to be published on Istituto Marangoni's corporate online magazine "Maze35", or used for a class blog or to nurture Istituto Marangoni Dubai cross-departmental research activities. The contents must comprise a total of at least 2500 words (not including bibliography or any appendix), complete with images and any material elaborations.

SECOND YEAR

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

History and Criticism of Contemporary Design 2

The course provides students with analytical and critical tools to analyse contemporary fashion products and narratives. Fashion collections and their promotional activities are interpreted in relation to their cultural context, exploring the relationship they engage with arts and other domains of the cultural industry, such as design and interior design. An additional focus of the course is digitalization, enabling the students to critically evaluate contemporary phenomena as the metaverse, crypto fashion, trans-human avatars and NFTs.

Production Processes for Fashion

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:

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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, colour and material charts, technical sheets, cost sheets, coordination boards and selling books.

Project Management
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 participants will learn to critically examine the practice of managing resources and teams, approaching key issues in forming, developing and implementing a project, as well as defining an effective time management plan.

Trend Forecasting
Students learn the fundamentals of trend diffusion and fashion forecasting and apply the main interpretative theories and methodologies related to different geographical areas and markets.
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
The course focuses 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.

Digital Marketing & Data Science
The course focuses on the new frontiers of Tech-Powered Marketing, making students familiar with the theoretical perspectives and methodologies of Digital Marketing, Engagement Marketing and Agile Marketing.
In this framework, students approach data-driven solutions and marketing predictive models, also exploring the opportunities offered by smart sensing infrastructures and tech-empowered interaction. Moreover, they get familiar with pricing strategies for virtual products, also including crypto-currencies and tokens.

Fashion Product Technologies
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.

Web3-Integrated Product Design
An advanced 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.

Finance & Management Control
Students learn how to apply financial theories, techniques and investment analysis for decision making in 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.
The course is also focused on cost management, enabling the students to be familiar with all the element of costs in range planning and supply chain management.

Corporate Organization
During the course, students will gain an in-depth understanding of different business strategies and models across all the markets of the production 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.

Free Study Activities

The entire amount of credits for the first year's Free Study Activity will be given to the student for a series of written contents covering different topics revolving around fashion management. These contents will be resulting from autonomous research activities conducted by the student to explore the interdisciplinary contamination between fashion and other creative fields. A special focus on the cultural scenery of the MENA region will be also requested. Some of this content might be then submitted to be published on Istituto Marangoni's corporate online magazine "Maze35", or used for a class blog or to nurture Istituto Marangoni Dubai cross-departmental research activities. The contents must comprise a total of at least 2500 words (not including bibliography or any appendix), complete with images and any material elaborations.

THIRD YEAR

Cultural Anthropology

Students will become familiar with the interpretative framework of cultural anthropology, strengthening their ability to critically analyze global fashion phenomena.
The course will provide students with an overview of the history and development of the ethno-anthropological discipline, from its origins, to today's theoretical formulations, focusing on the contemporary debates on fashion as a cultural phenomenon.
The course also examines the relationship between culture, clothing, and consumption practices. The field of cultural anthropology, focusing on fashion and consumerism, provides insights into how clothing and fashion choices are intertwined with cultural practices, social structures, and economic systems. As a result, the lessons shed light on the diverse ways in which societies engage with, and give meaning to the world of fashion and consumption.
By the end of the course, students will acquire a solid knowledge of the basic concepts, theories, and methodologies of cultural anthropology. They will be able to apply anthropological perspectives to the understanding of human societies and cultures, with a particular focus on fashion.
Moreover, they will develop a comprehensive understanding of the role of fashion in consumer societies, deepening the relationship between fashion and identity, power, globalization, and consumerism.

Omnichannel Retail

This unit analyses selective distribution and retail management theories and practices for fashion products and their relevance in the global fashion distribution environment. Students learn how to manage problem solving and decision-making skills in developing and evaluating a range plan, as well as planning and developing merchandising plans.
They become familiar with offline and online point of sales, as well as different visual merchandising strategies for fashion luxury goods in their different channels of product axes or distribution. The course explores buying cycle, stock mix, the axes buying calendar, range planning, pricing strategies, and profitability, all crucial when planning the purchase of a seasonal collection. Through an in-depth study of merchandising and buying students are able to demonstrate and advanced understanding of the fashion product buying process from concept to consumer, in relation to varying customer and market levels.

Metaverse Economy

In this unit, students will adopt a broader perspective to strengthen thier strategic analytical skills in the domain of fashion distribution. They will go beyond analyzing the impact of next tech on omnichannel & buying strategies, exploring new consumer behaviors within the metaverse and other digital platforms, getting familiar with the "NFT consumer" and avatar shopping.
Students will also approach NTF marketplaces and discover advanced techniques as big data & A.I. driven sales forecasting, digital range planning & optimization, RFID stock tracking. They will also learn how to manage B2C and B2B relations within digital platforms as virtual showrooms.

Collection Development

The course explores the new frontiers of product development for fashion and range planning, with a special focus on sustainability and size inclusivity. Students become familiar with the approach of "design for all", also deepening the domain of "adaptive fashion".
Moreover, they will evaluate the role of virtual fashion, the metaverse and other technologies in the development of inclusive and sustainable strategies.

Multimedia Languages

The course is organized in two different modules: Data Analysis and immersive Spaces. In the first module, students will learn advanced data analysis techniques, necessary to perform sales analysis and forecasts in the domain of fashion buying and retail merchandising.
In the second module, they will strengthen their abilities to efficiently promote fashion products, learning visual merchandising strategies for digital channels. The course offers a special focus on immersive realities and 3D environment, exploring the potential offered by VR/AR and the metaverse.

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Corporate Communication

This course will be supporting students in the development of the business plan required for their dissertation final project. They will learn the main strategies and techniques to efficiently communicate the values and the culture of a company to both internal and external stakeholders.

Students will also evaluate the impact of technology on corporate communication, exploring issues as big data & CRM, as well as virtual consumer care.

Visual merchandising for experiential display

During the course students will discover how to manage in-store communication activities, learning interior design and visual merchandising strategies.

They will learn how to create a comprehensive design proposal for a phygital pop-up shop that integrates the elements learned throughout the course, to deliver an innovative and engaging retail experience.

Image Semiotics

The course aims to provide theoretical notions and analytical tools to deepen and better understand different texts, both visual and verbo-visual. In particular, after introducing the main theories, concepts and topics of semiotics and visual semiotics, the course conducts students to a review and analysis of several examples of visual communication forms and artifacts, with a particular reference to graphic design and advertising, and to the so-called "informational images" (i.e. maps, diagrams, data and information visualizations). During the course students will discuss topics such as: the role of signs as part of social life; signs and signification; the nexus between expression and content as well as between design and content; the difference between verbal language and representation, as well as the difference between representation and visualization; narrative semiotics and narrativity in images; semiotics and visual semiotics concepts and analysis tools.

Design Thinking

This course will be supporting students in the development of the business plan required for the dissertation final project. During the lessons, students will become familiar with the problem-solving skills typical of designers and other creative professional figures.

As a result, students will learn how to creatively approach problem-solving to formulate innovative business solutions. They will have the opportunity to be mentored by young entrepreneurs and to participate to an elevator pitch session.

Organization Skills and Enterprise Performance Management

This course will be supporting students in the development of the business plan required for their dissertation final project. During the lessons, students will learn how to evaluate a market opportunity and propose a new business concept. They will work on their personal entrepreneurial vision, defining not only theri company business model, but also its corporate culture and managerial style.

Students will demonstrate their abilities to autonomously master the key disciplines approached during the three-year course, defining the marketing, the operation and the financial plan of their new business venture.

Innovation Management

This course will be supporting students in the development of the business plan required for the dissertation final project. During the lessons, students will be introduced to innovation management, evaluating the role of technology in business planning.

They will be inspired by the biographies of the greatest entrepreneurs of our times, as Steve Jobs, Jeff Bezos, Elon Musk, Sergei Brin, Larry Page, Richard Branson. Learning from different industries and giants like Apple, Amazon, and Google, students will mature a greater awareness of the fundamental dynamics at the heart of complex systems as corporations.

Students will also have the opportunity to learn from fashion and luxury group as LVMH, Kering and Only the Brave, as well as from unsuccessful or controversial case studies, approaching the fundamental topic of business ethics. Deepening business classics and the fundamental literature on business planning, at the end of the course they will be encouraged to mature their personal entrepreneurial vision, critically evaluating fundamental aspects related to leadership, innovation, human resources and communication. In other words, students will be able to provide an answer to one of the most important question students will ever ask to yourselves "Which kind of CEO am I going to be?".

Internship

The internship activity facilitates students to undertake work placement(s) to develop work based learning skills. The experience of working in a professional environment supports the development of professional and transferable skills, which in turn enhance future employability. Students will have the opportunity to develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives. Thanks to the internship experience, students will apply both theoretical knowledge and practical skills of critical analysis to real world situations within a defined range of contexts to eventually increase their awareness of the

social and community contexts within their disciplinary field. This unit will support the development of students as reflective practitioners and potential employees, who are equipped to meet the challenges and opportunities of the design industry. Students will undertake a work placement in industry, while documenting and reflecting upon the critical aspects of their experience in a critically reflective review. Each Student will be visited at least twice by their placement tutor during this unit. Tutorial support sessions can also be booked individually.

Dissertation

The dissertation is the final assessment of the skills acquired by the student, his/her maturity both with regard to the methodological approach and acquisition of the technical and cultural instruments of reference. It consists in the concrete application of theoretical and cultural studies and from a critical approach to research (primary and secondary) on a topic, linked to the final degree project and (eventually, not mandatory) to the internship experience. The dissertation's findings will result in a concrete and well-articulated creative idea ("Degree Project") from which the aspects and stages of the path followed by the candidate appear clear.

Educational Mission of Istituto Marangoni

- 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.

Programme Learning Outcomes: Framework

Knowledge [K]: outcome of the assimilation of information through learning, set of facts, principles, theories, and practices that are linked to an area of work or study.
Skills [S]: ability to apply knowledge and use know-how to complete tasks and solve problems.
Competence [C]: proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

Programme Learning Outcomes - Digital Communication & Media Concentration

On successful completion of this program the graduate will:

Knowledge:

K1. Understand the dynamics affecting the business context by identifying its historical, cultural and sociological evolution, with specific reference to trends impacting the worlds of fashion and luxurym such as sustainability, globalisation and digital disruption.

K2. Learn how fashion and luxury industries organisations manage their communication, marketing and buying strategies to compete in different local and global environments.

K3. Gain further independent learning or continuing professional development in the fashion management area.

Skills:

S1. Develop the ability to compare and critically analyze theories, frameworks and practices to elaborate systematic and creative solutions relevant to luxury fashion product development and brand positioning.

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S2. Select, gather, evaluate, record, and utilise a range of business data (both primary and secondary) to evaluate and assess it in the context of fashion business.

S3. Master ideas' organization effectively and communicate information appropriately (verbal and non verbal), by employing a range of media, including ICT.

S4. Gain a high degree of professionalism characterized by initiative, problem solving attitude, creativity, motivation and self-management.

Competencies:

C1. Demonstrate an advanced application of current and emerging processes, tools, materials, digital mediums and technologies employed within the fashion industry to create professional standard outcomes and solutions.

C2. Develop a research plan for fashion product development by using appropriate methodologies, creative concepts and solutions to business briefs, relevant to context and target market.

C3. Master the ability to work productively with others, through cooperation, collective endeavour and negotiation, to achieve the shared objectives.

C4. Self-evaluate and lead contributions to professional knowledge, ethics and practice regarding the fashion industry.

Map of Programme Learning Outcomes and Course Learning Outcomes (Matrix)

Program Learning Outcomes		Knowledge			Skills				Competencies			
Subject Code	Subject	K1	K2	K3	S1	S2	S3	S4	C1	C2	C3	C4
ISDC/07	Information Technology Fundamentals		P			P	P					
ISSC/03	Fashion History	P	P		P							
ISSU/05	Sociology of Fashion	P	P		P							
ISSE/01	Industrial Economics		P		P							
ISDC/03	Graphic Design	P			P				P			
ISSE/02	Foreign Language			P			P	P			P	P
ISST/02	Materials Science and Technologies								P	P		
ISST/01	Mathematics for Business				S2?	P				P		
ISSC/01	History and Criticism of Contemporary Design	P	P		P							
ISDC/01	Communication Sciences		P		P							
ISME/02	Basic Design		P		P				P	P		
ISSE/01	Marketing		P		P				P	P		

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Code	Subject	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11
ISDR/03	Visual Communication Techniques								P	P		
AA	Free Study Activities			P			P			P	P	P
ISSC/03	History and Criticism of Contemporary Fashion	P			P				P			
ISSU/05	Psychology of Fashion	P			P	P						
ISSC/01	History and Criticism of Contemporary Design 2	P	P		P							
ISST/03	Production Processes for Fashion	P			P	P			P			
ISME/01	Project Management		P		P				P	P		
ISDE/05	Trend Forecasting		P		P				P			
ISDC/02	Brand Communication	P			P	P			P			
ISSE/03	Digital Marketing & Data Science		P		P					P		
ISST/04	Fashion Product Technologies		P		P				P			
ISDE/04	Web3-Integrated Product Design		P		P				P			
ISSE/03	Finance & Management Control		P		P							
ISSE/03	Corporate Organization		P		P	P						
AA	Free Study Activities			P			P			P	P	P
ISSU/05	Cultural Anthropology	P			P							
ISSE/01	Omnichannel Retail		P		P		P					
ISSE/01	Meta-Retail		P		P				P			
ISDE/01	Collection Development	P			P				P			
ISDC/02	Multimedia Languages				P	P			P			
ISDC/05	Corporate Communication			P			P					
ISDE/02	Visual Merchandising for Experiential Display	P			P							
ISDC/01	Image Semiotics	P			P	P			P			
ISSE/01	Design Thinking								P	P		
ISSE/02	Organization Skills and Enterprise Management				P				P	P		

ISST/02	Innovation Management			P				P				
INT	Internship	P	P				P	P	P	P	P	
DIS	Dissertation	P	P		P	P	P	P	P	P		

Map of Program Learning Outcomes to the Emirates Qualification Framework (QF Emirates)

PLOs Knowledge	K1	K2	K3
Specialized factual and theoretical knowledge and an understanding of the boundaries in a field of work or discipline, encompassing a broad and coherent body of knowledge and concepts, with substantive depth in the underlying principles and theoretical concepts	ISSC/03 Fashion History ISSC/01 History and Criticism of Contemporary Design ISSC/03 History and Criticism of Contemporary Fashion ISSU/05 Psychology of Fashion ISSC/01 History and Criticism of Contemporary Design 2 ISDC/02 Brand Communication ISDC/01 Image Semiotics	ISDC/01 Communication Sciences ISSE/01 Marketing ISME/01 Project Management	ISSE/02 Foreign Language ISDC/05 Corporate Communication
An understanding of allied knowledge and theories in related fields of work or disciplines and in the case of professional disciplines including related regulations, standards, codes, conventions	ISSU/05 Sociology of Fashion ISSC/01 History and Criticism of Contemporary Design ISSU/05 Cultural Anthropology	ISSE/01 Industrial Economics ISSE/01 Marketing ISSE/01 Omnichannel Retail ISSE/01 Metaverse Economy	

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Understanding of critical approach to the creation and compilation of a systematic and coherent body of knowledge and concepts gained from a range of sources	ISSC/03 Fashion History ISSC/01 History and Criticism of Contemporary Design ISSC/03 History and Criticism of Contemporary Fashion ISDC/02 Brand Communication	ISDC/01 Communication Sciences ISDE/05 Trend Forecasting ISSE/03 Digital Marketing & Data Science ISSE/03 Finance & Management Control ISSE/03 Corporate Organization ISDE/04 Web3-Integrated Product Design	
A comprehensive understanding of critical analysis, research systems and methods and evaluative problemsolving techniques	ISST/03 Production Processes for Fashion ISDE/01 Collection Development ISDE/02 Visual Merchandising for Experiential Display INT Internship DIS Dissertation	ISME/01 Project Management ISDE/05 Trend Forecasting ISDE/04 Web3-Integrated Product Design	ISST/02 Innovation Management
Familiarity with sources of current and new research and knowledge with integration of concepts from outside fields	INT Internship DIS Dissertation		

Skills	S1	S2	S3	S4
Technical, creative and analytical skills appropriate to solving specialized problems using evidentiary and procedural based processes in predictable and new contexts that include devising and sustaining arguments associated with a field of work or discipline	ISDC/03 Graphic Design ISST/03 Production Processes for Fashion ISDC/02 Brand Communication ISDC/02 Multimedia Languages	ISDC/07 Information Technology Fundamentals ISST/01 Mathematics for Business INT Internship		

	ISDE/02 Visual Merchandising for Experiential Display ISDC/01 Image Semiotics			
Evaluating, selecting and applying appropriate methods, procedures or techniques in processes of investigation towards identified solutions	ISME/01 Project Management ISST/04 Fashion Product Technologies ISDE/04 Web3-Integrated Product Design ISDE/01 Collection Development DIS Dissertation	ISST/01 Mathematics for Business		ISST/02 Innovation Management
Evaluating and implementing appropriate research tools and strategies associated with the field of work or discipline	ISDC/01 Image Semiotics ISSE/02 Organization Skills and Enterprise Management DIS Dissertation	INT Internship		
Highly developed advanced communication and information technology skills to present, explain and/or critique complex and unpredictable matters	ISSE/03 Digital Marketing & Data Science ISSE/03 Finance & Management Control ISSE/03 Corporate Organization ISSE/01 Metaverse Economy ISSE/02 Organization Skills and Enterprise Management DIS Dissertation	ISDC/07 Information Technology Fundamentals INT Internship		

Competencies	C1.1	C2.1	C3.1	C3.2
Can take responsibility for developing innovative and advanced approaches to evaluating and managing complex and unpredictable work procedures and processes, resources, or learning.	AA Fundamentals of Sustainability in Design ISST/02 Materials Science and Technologies ISDE/04 Web3-Integrated Product Design ISSE/01 Design Thinking	AA Fundamentals of Sustainability in Design ISST/02 Materials Science and Technologies ISDE/04 Web3-Integrated Product Design ISSE/01 Design Thinking AA Product Development & Collection Culture		
Can manage technical, supervisory, or design processes in unpredictable,	ISME/02 Basic Design ISME/01 Project Management	ISME/02 Basic Design		

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unfamiliar, and varying contexts.	ISST/04 Fashion Product Technologies ISDE/01 Collection Development	ISME/01 Project Management ISST/04 Fashion Product Technologies ISDE/01 Collection Development		
Can work creatively and/or effectively as an individual, in team leadership, managing contexts, across technical or professional activities.	AA Creative Production ISSE/01 Marketing ISDC/02 Brand Communication ISSE/02 Organization Skills and Enterprise Management INT Internship	AA Creative Production ISSE/01 Marketing ISDC/02 Brand Communication ISSE/02 Organization Skills and Enterprise Management INT Internship AA Free Study Activities	AA Global Culture & Contextual Studies	
Can express an internalized, personal view, and accept responsibility to society at large and to socio-cultural norms and relationships.	ISSE/01 Metaverse Economy DIS Dissertation	ISSE/01 Metaverse Economy DIS Dissertation	AA Global Culture & Contextual Studies	
Can function with full autonomy in technical and supervisory contexts and adopt para-professional roles with little guidance.	ISSE/02 Organization Skills and Enterprise management		AA Free Study Activities	
Can self-evaluate and take responsibility for contributing to professional practice and undertake regular professional development and/or further learning.	ISDC/03 Graphic Design ISST/03 Production Processes for Fashion ISDR/03 Techniques of Visual Communication ISDE/05 Trend Forecasting	ISDC/03 Graphic Design ISST/03 Production Processes for Fashion ISDR/03 Techniques of Visual Communication ISDE/05 Trend Forecasting AA Product Development & Collection Culture ISSE/03 Digital Marketing & Data Science		
Can manage learning tasks independently and professionally, in complex and sometimes unfamiliar learning contexts.	ISSE/02 Organization Skills and Enterprise management	ISST/01 Mathematics for Business AA Free Study Activities		

Study Plan

Bachelor of Arts in Fashion Management - Digital Communication & Media

Foundation Year

Semester	Disciplinary Fields	Lesson Type	Lesson Hours	Study Hours	Total Hours	ECTS	Hours/ Credits ratio	Type of Assessment
I/II	Language- General Skills	T	75	175	250	10	25	E
I/II	Language- Fashion & Design Fields Terminology	T	75	175	250	10	25	E
I	Global Culture & Contextual Studies	T	38	88	125	5	25	E
I	Design methods	TP	38	38	75	3	25	E
I	Fine Arts Studies	T	30	70	100	4	25	E
I	Visual Design Workshop	TP	38	38	75	3	25	E
I	Product Workshop	TP	50	50	100	4	25	E
II	Product Workshop for Fragrances & Cosmetics	TP	75	75	150	6	25	E
II	Italian Creative Culture	T	38	88	125	5	25	E
II	Fundamentals of Sustainability in Design	T	23	53	75	3	25	E
II	Entrepreneurial Mindset	T	30	70	100	4	25	E
II	Creative Production	TP	38	38	75	3	25	E
Total			545	955	1500	60		

Year 1

Subject Code	Subject	Credits CFA (ECTS)
ISDC/07	Information Technology Fundamentals	4
ISSC/03	Fashion History	6
ISSU/05	Sociology of Fashion	3
ISSE/01	Industrial Economics	6
ISDC/03	Graphic Design	4
ISSE/02	Foreign Language	4
ISST/02	Materials Science and Technologies	2
ISST/01	Mathematics for Business	3
ISSC/01	History and Criticism of Contemporary Design	6
ISDC/01	Communication Sciences	6
ISME/02	Basic Design	4

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ISSE/01	Marketing	6
ISDR/03	Visual Communication Techniques	2
AA	Free Study Activities	4

Year 2

Subject Code	Subject	Credits CFA (ECTS)
ISSC/03	History and Criticism of Contemporary Fashion	6
ISSU/05	Psychology Of Fashion	6
ISSC/01	History and Criticism of Contemporary Design 2	3
ISST/03	Production Processes for Fashion	4
ISME/01	Project Management	2
ISDE/05	Trend Forecasting	4
ISDC/02	Brand Communication	3
ISSE/03	Digital Marketing & Data Science	4
ISST/04	Fashion Product Technologies	2
ISDE/04	Web3-Integrated Product Design	6
ISSE/03	Finance & Management Control	6
ISSE/03	Corporate Organization	9
AA	Free Study Activities	5

Year 3

Subject Code	Subject	Credits CFA (ECTS)
ISSU/05	Cultural Anthropology	3
ISSE/01	Omnichannel Retail	6
ISSE/01	Meta-Retail	6
ISDE/01	Collection Development	2
ISDC/02	Multimedia Languages	4
ISDC/05	Corporate Communication	6
ISDE/02	Visual Merchandising for Experiential Display	2
ISDC/01	Image Semiotics	2
ISSE/01	Design Thinking	6
ISSE/02	Organization Skills and Enterprise Management	4
ISST/02	Innovation Management	2
INT	Internship	9
DIS	Dissertation	8

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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 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 learning 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:

- Final project: Students present their final project developed during the course, which is evaluated by the instructor and/or a panel of industry professionals.
- Portfolio review: Students present a portfolio of their works and sketches developed throughout the course, which is evaluated by the instructor and/or a panel of industry professionals.
- Dissertation: Students present and defend a research-based thesis on a topic related to their field of study.
- Oral examination: Students take an oral examination, answering questions from the instructor and/or a panel of examiners about the course material and their own work.
- Final presentation: Students give a final presentation on their work or research, which may include a visual presentation, slideshow or video.
- Written test.
- Final report: a report that covers a topic assigned by the tutor and developed according to brief requirements

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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.

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.

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.

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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.

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.

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