


FASHION BUSINESS ONE YEAR VOCATIONAL PROGRAM ISTITUTO MARANGONI MIAMI

ADMISSIONS GUIDANCE
Academic Year 2023/24



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FASHION BUSINESS ONE YEAR VOCATIONAL PROGRAM

PROGRAM DESCRIPTION

LEVEL 1: BUSINESS IN THE FASHION SYSTEM

Students approach the fashion system through the study of the fashion industry and its historical framework, studying the principles of business and economy within the sector. They will learn about the micro and macro business environments and the principals of marketing.

SUBJECTS

FASHION SYSTEM

The fashion system course teaches student how to develop a business marketing 'mind-set'. Students are then introduced to more specific arguments in communication, pricing, and buying, as well as a 360 vision of fashion products and production principles and processes.

HISTORY OF DRESS

In this course students learn about the creation of a brand and its identity, working from a business, marketing and visual point of view. They also move on to further study the financial aspects within fashion.

TREND MOVEMENTS

Learn about the image management of a brand through communications strategies and luxury business models to create an individual business plan and website.

FASHION MARKETING

Understand and define the relevance of marketing within the fashion system and identify the different elements of the marketing process.

PRINCIPLES OF BUSINESS & IT TOOLS

Recognize the importance of the principles of the fashion business and be able to analyze a variety of factors affecting the industry structure.



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PROGRAM DESCRIPTION

LEVEL 2: DEVELOPING THE FASHION ENVIRONMENT

Students will explore the environment around the fashion industry from a social and sustainable point of view, gaining an understanding of the new consumer and areas of interaction within the market.

SUBJECTS

PRODUCTION 360

Student delves deeper into the operational intricacies of fashion production, encompassing topics such as supply chain management, manufacturing optimization, quality assurance, and sustainability to effectively oversee the entire production cycle for a fashion business.

SOCIOLOGY OF FASHION

Explore the social and cultural dimensions of fashion within society. Students examine the impact of fashion on identity, status, and self-expression, as well as its role in shaping social norms, trends, and consumer behavior.

PRINCIPLES OF BUSINESS

Cover advanced topics such as strategic planning, marketing strategies, financial management, human resources, and leadership.

THE BUYING ARENA

Focus on the dynamic and complex world of retail buying. Students learn about the principles and strategies involved in the buying process.

FASHION COMMUNICATION & MARKETING

Students learn about various marketing channels and techniques specific to the fashion industry, including advertising, public relations, digital marketing, social media, and brand management.



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LEVEL 3: EMOTIONAL BRANDING

In this level, students learn the creation of a brand and its identity, working from a business, marketing and visual point of view. They also move on to further study the financial aspects within fashion.

SUBJECTS

FASHION BRAND

Explore the concept and management of fashion brands. Students learn about the foundations of branding, including brand identity, positioning, values, and personality. The class delves into topics such as brand development, brand strategy, brand equity, and brand extension, equipping students with the knowledge and skills to create, differentiate, and manage successful fashion brands in a competitive marketplace.

DIGITAL FASHION APPROACH

Explore the intersection of technology and fashion, focusing on the application of digital tools and platforms in the industry like digital fashion design, e-commerce, social media marketing, and the use of augmented reality (AR).

FINANCE MANAGEMENT CONTROL

Focus on the principles and techniques of financial management in the context of the fashion industry. Students learn about financial planning, budgeting, forecasting, cost analysis, financial statements, and financial performance evaluation.

CREATIVE RESEARCH & BUSINESS PROJECT

Combine creative exploration with business acumen. Students identify market trends, consumer insights, and business opportunities in the fashion industry.

MASTERING THE STRATEGY

Learn how to analyze factors influencing a fashion business, assess market opportunities and threats, and formulate effective strategies to achieve business objectives.



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LEVEL 4: COMMUNICATING LUXURY

In this level, students learn about image management of the brand including brand communication and strategies and luxury business models.

SUBJECTS

LUXURY BUSINESS MODEL

The class delves into various luxury business models, such as direct-to-consumer, vertical integration, licensing, and collaborations. Students also explore topics such as luxury brand management, pricing strategies, distribution channels, and sustainability in the luxury sector.

INDUSTRY BASED LEARNING

Explore the art and science of creating visually appealing and engaging retail environments within the fashion industry. Students learn about the principles and techniques of visual merchandising, including store layout, window displays, product placement, signage, lighting, and decor.

VALUE MARKETING PLANNING AND GREEN MARKETING

Focus on developing marketing strategies that align with value-driven principles and sustainable practices within the fashion industry.

DESIGN AND PRESENTATION LAB

Explore the role of public relations and events in the fashion industry. Students learn about the strategies and techniques involved in effectively communicating brand messages, managing media relations, and creating impactful events within the fashion context.

FINAL PROJECT

Students to utilize their acquired knowledge to develop an original business project within the industry. Students demonstrate their creativity and problem-solving skills by tackling real-world challenges or opportunities, showcasing their readiness for entrepreneurial ventures or impactful contributions in the fashion business.

