




FASHION BUSINESS ONE-YEAR VOCATIONAL PROGRAM

ISTITUTO MARANGONI MIAMI
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ADMISSIONS GUIDANCE
ACADEMIC YEAR 2024/25

FASHION BUSINESS ONE-YEAR VOCATIONAL PROGRAM



The One Year Vocational Program in Fashion Business is designed for individuals interested in the dynamic world of fashion entrepreneurship and management. Students will gain a solid foundation in business principles specific to the fashion industry, including marketing, branding, merchandising, retail operations, and trend analysis. This program equips students with the essential skills to navigate the business side of the fashion world successfully while also providing them with the opportunity to engage in practical exercises involving real-life case studies, thus effectively preparing them for real-world business challenges.

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 principles of marketing.

LEVEL 2: THE BUSINESS & MARKETING ENVIRONMENT

The second unit teaches students how to develop a business marketing 'mindset'. Students are then introduced to more specific arguments in communication, pricing, and buying, as well as a 360-degree vision of fashion products and production principles and processes.

LEVEL 3: EMOTIONAL BRANDING

Students learn about the multifaceted realm of brand creation and identity development, exploring these concepts from a holistic perspective that encompasses business strategy, marketing expertise, and a keen focus on visual aesthetics. Additionally, as they progress through the curriculum, students transition seamlessly into the intricacies of financial management within the dynamic fashion industry.

LEVEL 4: COMMUNICATING LUXURY

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