

Fashion Communication Management

In collaboration with  eCAMPUS UNIVERSITY

Duration 1 academic year
Study mode Full-time attendance
Location Milan
Language English or Italian
Credits 60

ACCADEMIA
DEL LUSSO

Entry requirements

- 3-year university degree minimum (or equivalent qualification following at least 15 total years of formal education). Please note that for qualifications obtained outside of Italy, a Declaration of Value (Dichiarazione di Valore in loco) must be presented by 1st July of the year of enrolment.
- Suitable level of the language the course is taught in, to be demonstrated through formal certification or via an online interview with the admissions office (for non-native speakers).

Qualification awarded

First level university master's degree (Master universitario di I livello)

eCampus University

The Master in **Fashion Communication Management** is run **in collaboration with eCampus University**, one of the major online universities in Italy, offering an education that is geared towards the world of work and constantly updated in order to **guarantee excellence**.

Career prospects

Communication manager, Events organiser, Public relations manager, Press office manager, Editor, Stylist, Research consultant, Image consultant.

Introduction to the Master's course

The Master in **Fashion Communication Management** aims to create profiles capable of managing the communication of a brand by providing skills in a range of areas, including the planning of advertising campaigns, the promotion of corporate values, and online and offline communication of the brand's vision and mission. The curriculum allows the student to acquire the **necessary skills** to

be able to follow all stages of implementing **communication strategies**, such as launching the brief, the definition of communication objectives, selecting the most suitable means of communication, organising the photo-shoot, and writing a press release or fashion article. The course will examine specifically the fashion and luxury sectors. The Communication Manager becomes the spokesperson for corporate values during events or conferences and has the task of creating a network of contacts that can allow the company to develop and expand.

Course objectives

The Master in Fashion Communication Management aims to provide the skills required in order to follow every phase in planning the communication strategy of a fashion or luxury product: briefing, definition of objectives, definition of marketing strategies, organization of a launch event, organization of the photoshoot, creation of the press release, production of the company profile or a fashion item.

Teaching and learning

The teaching method at Accademia del Lusso is **dynamic and interdisciplinary**. The programme of the Master in Fashion Communication Management includes various types of lessons and activities which differ in form and in educational objectives.

- **Classroom lessons:** traditional classroom teaching, which is compulsory to attend. Including classes based solely on theory, those based on practice, and some which combine both theory and practice.
- **External visits:** guided visits to museums, showrooms, factories that will include the analysis of fashion and luxury locations.
- **Seminars:** seminars to consolidate learning, with experts from the fashion and luxury industry.

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- **Work Weeks and Workshops:** interdisciplinary educational workshops focused on developing an assigned project.

Our **limited class sizes** guarantee a high-standard of education and promote a student-teacher and student-student relationship that is solid, efficient, and personal.

Teachers

The Master in Fashion Communication Management is taught by **expert** higher education teachers who, as well as teach, also currently work in the luxury sector. This allows students to establish a **direct contact with the business world right** from the start of their course.

Placements

Accademia del Lusso reserves placements within fashion and luxury businesses for its eligible students, allowing them to consolidate their education on the field. The Careers Office is always in contact with important businesses and agencies: this allows 90% of our students to find relevant placement opportunities or to begin work within 6/8 months after finishing their course.

Assessment

Students are assessed through **periodical tests and exams**. At the end of the course, students must take a **final exam** and present their thesis before the Examination Committee.

Fashion Communication Management Curriculum

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Subject	CFU
G1- LUXURY MARKETS	7
<p>International & Fashion Markets Meaning, code, cycle and process of the fashion system. Fashion: identity, ambivalence, anti-fashion, and theories. Organisation of the fashion system. The production world. The cultural industry of fashion. Fashion news. Analysis of fashion businesses with a tendency for the international market. Market, competition, and clientele analysis techniques. Introduction to locations suitable for market positioning. Legislation linked to product exportation. Project work.</p>	3
<p>Luxury & Fashion Marketing Needs, desires, demand. Economic evolution of luxury goods. Characteristics of the luxury market. Strategic positioning, the target and segmentation. Communicating luxury. The key elements of luxury marketing. The evolution of licensing in Italy. The brand as a growth vector in the fashion system. The life cycle of licensing: from growth through agreements to growth through acquisition. Creative Fashion & Luxury Marketing project. Organisational implications: the different professionalisms of licensing. The brand and counterfeiting: legal problems.</p>	4
G2 - SOCIOLOGY AND ANTHROPOLOGY OF FASHION	4
<p>Sociology of Consumer Behaviour Study of new consumption trends: eco-consumption and virtualisation of consumption. Analysis of consumer behaviour in the context of the global market and of the cultural factors that determine consumption. The social dimension of consumption: consumer behaviour in relation to the social structure in which they live, their age group and level of education, and the influence of social media. Study of new research methods related to consumer behaviour: comparison of qualitative and quantitative research.</p>	4
G3 - FASHION COMMUNICATION	20
<p>Fashion Journalism & Web Editing Introduction to journalism focussing on the fashion sector, beginning with a study of the main Italian and international fashion and lifestyle magazines. The basics of journalistic writing and the glossary of journalism, specifically regarding fashion. Illustration of the main primary and intermediate sources, paying attention to the main differences and to their professional use. The relationship between publishing and production businesses. The periodicity of publications, the publishing line, the end public, and related segmentation. Publishing and editing: the roles of the editing coordinator and the professionals within an editorial office. The importance of coordinating with advertising and photo-editing. Analysis of how to structure and draft a fashion or lifestyle article. Respecting deadlines and word limits. Production of online content for online magazines.</p>	4
<p>Press Office & Public Relations The role and tasks of the press office. Differences between a company press office and an external one. Public relations: people and interlocutors. Media relations. Business relations. Press conferences: organisation and management. The press kit.</p>	4
<p>Fashion & Luxury Event Management Fundamentals for organising an event. Client wishes and presenting a targeted proposal. Budget analysis and drafting a quote. Location, food and drink, hostess, gifts. Correctly managing the mailing list: choosing guests, invitation graphics, save the dates. Development of a final project.</p>	4
<p>Fashion & Luxury Communication Strategies The communication system. The consumer and an analysis of brand positioning. Analysis of the various communication strategies. The advertising campaign. The role of public relations. Communication in the fashion sector. Presentation and discussion of case studies.</p>	4
<p>Digital Sales Strategies & Communication Study of the design and management of a web marketing plan that knows how to integrate online marketing actions with corporate marketing strategies. E-Marketing and digital strategic planning, search engine positioning (SEO/SEM). Notions of social media marketing and social advertising, real time bidding & programmatic buying. E-commerce: strategies and development, Affiliate Marketing & Loyalty: and Sales Data Analysis.</p>	4

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Subject	CFU
G4 - PHOTOGRAPHY FOR FASHION & TECHNOLOGY	14
Styling & Shooting Producing fashion images for publishing, advertorials, advertisements, and lookbooks. Roles and key figures. The fashion stylist. Coordination and organization of a photoshoot. Photoshooting project beginning with elaborating a personal concept based on a brief given by the teacher. Research and moodboard creation. Model casting. Fitting of garments. Creating the shots. Editing of the final project.	6
Fashion Photography Study of the main tools of digital photography: light, diaphragms, ISO, lenses, programmes, exposure meter. Approach to the management of photographic files and the basics of photo editing and postproduction.	4
Trends & Research Analysis of the main fashion trends and the logics that define them. The professionals involved in trend forecasting and the ways in which new visions are developed. The main Italian and international bureaux de style, the most relevant trend books, and the distribution system (trade fairs, showrooms, agencies). Final project work: creating a personal trend book.	4
G5 - GRAPHICS	6
Fashion Brand Design Introduction to vector and bitmap graphics programmes used in the fashion field. Photoshop: acquisition of the main tools, analysis of image management and different photo editing techniques. Creating a moodboard. Introduction to InDesign.	4
Personal Branding & Portfolio Develop and manage personal projects through time and resource planning. Creating a personal identity: logo, letterhead, business card, and graphics for social media. Graphic design of a professional and effective portfolio.	2
G6 - WORK WEEK	3
Work Week 1 Experience lasting a full-time week in which, through a stimulus from a company or a professional in the sector, students work on the development of a project. The resulting projects are subject to verification.	3
FINAL EXAM	6
TOTAL	60