

# Fashion Brand 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 Brand 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

Marketing manager, Brand manager, Licensing manager, Sales manager, Retail manager, Buyer

## Introduction to the Master's course

The changes that characterise the fashion and luxury sectors are constantly evolving. The Master in Fashion Brand Management analyses complex fashion scenarios and deepens knowledge of commercial variables, consumption dynamics, and the relationship between consumer and brand. From this perspective, Brand Managers are the key figures who deal with the development and positioning of a brand. The skills Brand Managers

must possess concern product management and sales and distribution policies, with particular attention paid to studying the competitive landscape and the evolution of markets. They are well-rounded professionals, able to understand and unite the interests of a company with market demands. They collaborate with the production and commercial departments and have direct contact with consumers - both existing and potential ones. They promote the brand philosophy with targeted strategic and operational marketing actions. They follow the entire development and sales process of the product associated with the brand, taking care of the style, quality, image, and effectiveness of advertising campaigns to ensure the success or repositioning of the brand. Thanks to the transversal nature of their skills, Brand Managers can cover numerous roles within the luxury system, from marketing to branding, licensing to distribution, to retail.

## Course objectives

The Master aims to provide the essential skill set to be able to undertake the career of Brand Manager. The course shapes a qualified, well-rounded professional with transversal skills in the style, product, marketing, and branding areas. A key figure, who is capable of working sensitively on the product and has the ability to liaise with the different company functions, as well as being proficient in analytical tools and in orientation towards business goals.

## Teaching and learning

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

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- **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.
- **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 Brand 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.

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Subject	CFU
<b>G1- LUXURY MARKETS</b>	<b>7</b>
<b>International &amp; Fashion Markets</b> 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.	3
<b>Luxury &amp; Fashion Marketing</b> 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.	4
<b>G2 - SOCIOLOGY AND ANTHROPOLOGY OF FASHION</b>	<b>4</b>
<b>Sociology of Consumer Behaviour</b> 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.	4
<b>G3 - SUSTAINABLE PRODUCT TECHNOLOGY AND FASHION LAW</b>	<b>4</b>
<b>Sustainability 101</b> Meaning of eco fashion and analysis of all the processes involved. Study of the impact that the fashion industry has on the environment and virtuous actions that aim for a fashion industry built on equity, inclusion, and social and environmental welfare.	4
<b>G4- BUSINESS MANAGEMENT &amp; FINANCE FOR FASHION</b>	<b>19</b>
<b>Sustainable economics of fashion global business</b> Study of the main characteristics of an economic system that is socially, economically, and environmentally sustainable within a context of globalisation in which the exchange of resources, goods, and services challenges the concept of ethical and environmental responsibility.	4
<b>Business ethics and analytics</b> Study, understanding, and examination of raw data to be able to derive relevant schemes and submit useful and innovative insights and solutions to decision makers.	3
<b>Financial reporting</b> Study of the method for documenting and communicating financial activities. Balance Sheet, Cash Flow Statement, Income Statement, Balance Sheet of a fashion company.	4
<b>Buying techniques &amp; merchandising</b> Analysis of the professional figure of buyer in its historical evolution. New operational tools and the negotiation process. Analysis of the merchandising plan and its composition for a winning commercial offer. Simulation of compiling a merchandising plan.	4
<b>Circular economy</b> Study of an economic model founded on production and consumption that is based on the concepts of reusing and recycling existing materials so as to extend the life of products as much as possible in a context of environmental responsibility, ethics, and sustainability. Application of the circular economy in the field of fashion and luxury. Study of the strategies that allow a product to be maintained for as long as possible within the economic cycle and the positive impact of this approach.	4

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Subject	CFU
<b>G5 - MARKETING AND COMMUNICATION</b>	<b>11</b>
<p><b>Licensing &amp; brand extension</b> Evolution of licensing in Italy. The brand as a vector of growth in the fashion sector. The license report. The licensing life cycle: from growth through agreements to internal growth through acquisitions. The creative project. Organisational implications: different licensing professionals. The trademark and the counterfeit: legal problems. Brand extensions as an opportunity for brand growth. Case study analysis.</p>	4
<p><b>Digital sales strategies &amp; communication</b> 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 &amp; programmatic buying. E-commerce: strategies and development, Affiliate Marketing &amp; Loyalty: and Sales Data Analysis.</p>	4
<p><b>Third sector and fundraising for fashion</b> Study of private non-profit organisations which operate outside the public sector but are in coordination and cooperation with public administration. Analysis of operating models, positioning strategies, and legal and organisational aspects. Importance of the Third Sector in ethical and sustainable economics and in institutional welfare services. Analysis of models, and legal and organisational aspects. Fundraising strategies: identifying development tools and generating a fundraising plan.</p>	3
<b>G6 - GRAPHICS</b>	<b>6</b>
<p><b>Fashion Brand Design</b> 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.</p>	4
<p><b>Personal Branding &amp; Portfolio</b> Develop and manage personal projects through time and resource planning. Creating a personal identity: logo, letter-head, business card, and graphics for social media. Graphic design of a professional and effective portfolio.</p>	2
<b>G7 - WORK WEEK</b>	<b>3</b>
<p><b>Work Week 1</b> 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.</p>	3
<b>FINAL EXAM</b>	<b>6</b>
<b>TOTAL</b>	<b>60</b>