



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA



Master in Business and Management for the Fashion Industry

Master in Business and Management for the Fashion Industry

Who is this master for:

The admission requirements include the possession of a three-year degree or a master's degree issued by Italian universities, preferably with an economic-business, marketing or communication, fashion product design path. Foreign students can enrol in the Master's if they have a degree equivalent to the Italian first-level degree (bachelor) or higher, and legally recognized by the ANVUR system.

Profile and Professional Opportunities

The Master's program in Business and Management for the Fashion Industry is designed to enhance participants' cultural and technical knowledge, equipping them with the competence to navigate the economic, managerial, and communicative aspects of the fashion industry. The curriculum fosters a deeper understanding of the industrial and commercial facets of fashion, including product development, distribution, branding, communication, point of sale, and digital landscapes. Participants will learn to formulate and oversee marketing and communication strategies, and to manage the shift towards sustainable practices and business conduct. Upon completion of the program, graduates will be well-prepared to assume leadership roles or launch entrepreneurial ventures in the fashion sector.

Starting date:

Anytime

Study Mode:

E-learning

Duration:

1 year – 60 ECTS CREDITS

Language:

English

Tuition fee:

6.000,00 Euros

Tuition Fee Assistance:

Guglielmo Marconi University offers a range of scholarships on total tuition fees throughout the academic year.

Overview

The ever-evolving scenarios in the contemporary fashion system, and more generally, the study of the phenomena of consumption related to it, require managers with increasingly extensive, multifaceted competence capable of simultaneously addressing contiguous, synergistic, and strategically high-content areas. As theoretical knowledge must increasingly merge with business practices, marketing actions and management of industrial processes must be consistent, effective, and in tune with communication and branding.

The Master in Business and Management for the Fashion Industry offers a high-level managerial training path in the fashion sector companies.

Master's Program and Structure

The program is structured in three distinct phases:

- A first propaedeutic area which provides a historical introduction and framework for the operational and strategic aspects of the fashion industry;
- A second area of in-depth analysis, focuses on the economic aspects of the fashion business, the principles of the circular economy, and the establishment of corporate identity.
- A third area of business design in which we consider the generative steps, start-up, and management phases of a fashion start-up. This is done in conjunction with examining models that facilitate changes in the business environment, as well as the internal and external organization of an existing company.

This program empowers to comprehend the dynamic nature of the fashion industry, adapting to shifts in consumer behavior and interests. It provides insights into the development of a brand's identity, effective management, and marketing strategies, as well as both online and offline communication tactics. Furthermore, the program offers a deep understanding of the complexities and viewpoints within the industry, including materials and manufacturing, supply chains, distribution, and communication. This knowledge equips you to navigate market responses, devise product design strategies, and implement successful sales tactics.

Modules

- Marketing and Brand Management
- Media and Communication for Fashion
- Fashion Economy
- Fashion Management
- Business and Circular Economy
- Business Design (implementation and start-up, H&R and human resources economy)

The educational program is designed to impart essential theoretical and practical knowledge required to excel in the Fashion industry. It begins with an exploration of marketing and branding principles, followed by an in-depth study of corporate management. It provides insights into the socio-cultural trends influencing the fashion market, comprehensive economic and business analysis, and the aesthetic-symbolic values inherent to the industry. This holistic approach equips students with a robust understanding of the multifaceted fashion sector.

A distinguished faculty, comprising both university professors and industry professionals, will impart valuable insights through a variety of methods. These include case study presentations, in-depth analyses of brand value and perceived value, and discussions on sales strategies and the development of touch-points. The curriculum will cover a broad spectrum of communication strategies, encompassing both B2C and B2B scenarios. It will delve into the intricacies of brand identity and the evolving digital landscape. Furthermore, it will guide students in selecting the most suitable media channels to maximize the impact of their messages.

**Università degli Studi
Guglielmo Marconi**

Via Plinio, 44 - 00193 Roma

Email: admissions@unimarconi.com

Ph: +39 06 37 72 55 24

unimarconi.it

