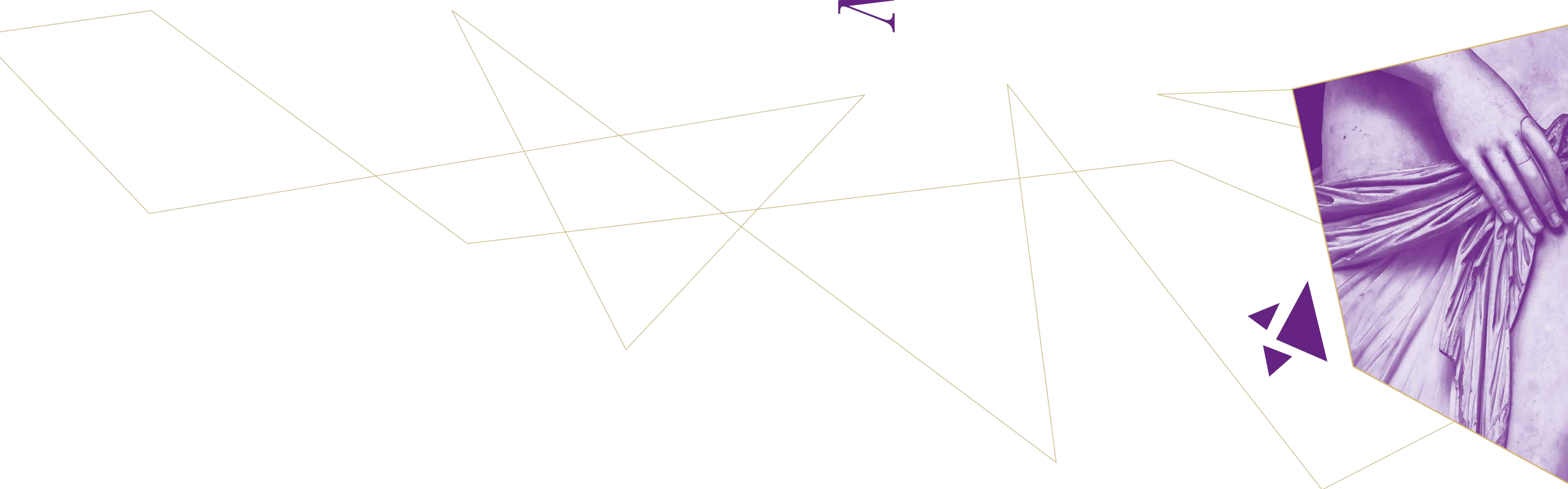


MASTER

Fashion
Management



OVERVIEW



The global fashion market is worth roughly three trillion US dollars each year, representing 2% of the world's Gross Domestic Product.

The prime contenders among this industry's sub-sectors are womenswear (621 billion), menswear (402 billion), childrenswear (186 billion), and sportswear (90.4 billion). To get an idea of the overall magnitude of the value created, just consider that wedding apparel on its own generates a sales volume of 57 billion US dollars, not to mention all the activities that are indirectly associated with the fashion world, such as beauty products and trendy household accessories. Furthermore, Italy is an optimal place to deepen one's knowledge and study of fashion management, due to tradition, culture and economic factors. In the past, the fashion market has consistently represented one of the most important fields of the Made in Italy

domain; the same can be said today, as 2017 sales figures totalled 87 billion euros (an increase of 3% over 2016). But fashion is not only about numbers; it's about creativity, passion, ways to socialise and express oneself. For these reasons and because of this complexity, it is essential to gain a good knowledge of the types of management, communication, and marketing that make up the fashion universe, just as it is to learn to understand the types of technological innovation related to it. Rome Business School's Master Course in Fashion Management is geared to provide all the tools necessary to interpret, forecast, and follow this sector's phases and trends as well as targeting students, professionals, and entrepreneurs in the fashion, design, and luxury industries.



When you look into it, the course is absolutely tailor made throughout and provides both practical and theoretical knowledge, as well as the latest trends in the industry's know-how. The school really produces better managers for a better future.

Bobby Jacobs - India

KEY FACTS



Accredited Master's Degree - 60 ECTS



Duration: 12 months



Language: English



On campus or online



Attendance formula: part-time



International classes



Scholarships: partial scholarships available

COURSE CONTENTS

The fashion market

- The fashion industry and its evolution in various cultural and geographical contexts
- The fashion system: types of businesses (from haute couture to fast fashion)
- Elements of consumer sociology
- Elements of fashion history

Managerial competencies

- Business strategy and company organisation
- Economics and company management
- Marketing management
- Digital marketing
- Accounting and management control
- Project Management
- Business Planning
- Human resource management

Fashion products

- Menswear, womenswear, childrenswear
- Accessories
- Jewellery
- Home
- Beauty and personal care

Fashion touch points and communication strategies

- Targeting, experiential branding, and holistic marketing in fashion
- Luxury Fashion: direct marketing, heritage marketing, ambient marketing, and packaging
- Naming, branding and guidelines for their use
- Visual Branding and Creative Direction: expressing exclusivity
- Public relations, the press office, and institutional communication for fashion
- Analysis and design of web-based supports, and elements of SEO
- Social networking in the fashion sector
- Brand monitoring for fashion
- Retail branding: point of sale furnishing and layout
- Shows and events

Technological innovation in fashion

- Point of sale and interfaces
- Materials
- Online presence and mobile app functionality
- E-commerce and new forms of distribution

Fashion in the Made in Italy domain

- Case histories, company visits and testimonials



INTERNATIONALITY

To provide its attendees with an international level training and professional opportunities, the Rome Business School's Master in Fashion Management includes:

Multicultural environment

The Rome Business School prizes intercultural exchange as a source of personal and professional development. Students from more than 140 countries regularly attend its courses.



International internships

Duration: three to six months
International internships at leading companies and organizations;
Opportunities in more than 130 countries.

World class teachers

Highly selected international professors, coaches, and business managers. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies that will be truly useful for the attendees' professional development.



"The programme was what I really needed in today's market, in which we have to go abroad in terms of our socio-economic development. I got what I wanted; all I have to do now is to put it into practice and make sure that my dreams become a reality".

Jean Chrysostome - Rwanda

BENEFITS



Career services

- o Free CV Review and its inclusion in the Rome Business School's database
- o Support in the management of job interviews
- o Networking meetings and a personalised search and flagging service for the best job opportunities

Tutoring

In both the on-campus and the distance-learning formulas, attendees can always count on the assistance of a tutor.

Learning materials

Slides, text books, case studies, articles, videos, and useful internet links.

The Rome Business School's Alumni Association

Attendance of the Master Programme entitles students to become part of the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences, and projects. Many facilitations are also available for attending further training courses.

Company visits

Students will have the chance to learn more about international companies and their organizational models and working environments. Through these activities, our students have the opportunity to widen their horizons and build international networks.



Studying in Rome

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience.

Studying online

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- o Follow lectures with full video and audio
- o Interact in real time in audio and video with the teachers and the other attendees
- o Collaborate and share documentation
- o Watch the recording of the lectures whenever you want



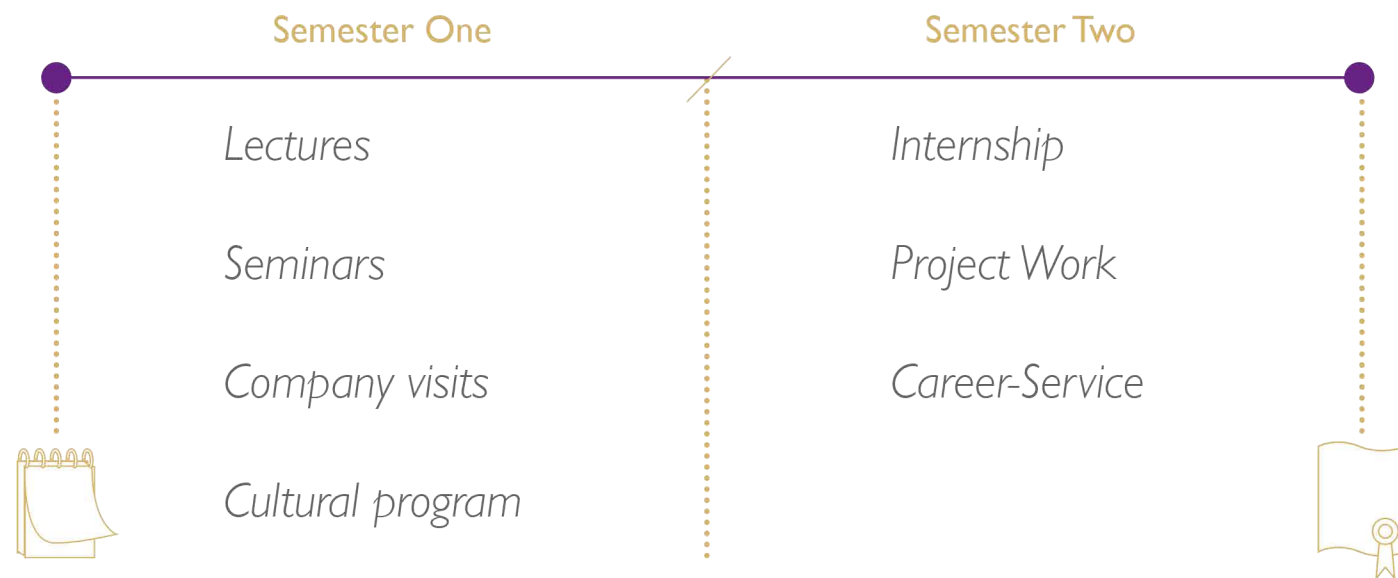
"I had an amazing experience with the Rome Business School. The small class size enabled the students to have a one on one relationship with the lecturers".

Gulnaz Sharipova - Russia

GENERAL LEARNING STRUCTURE

The course is structured in:

- Three-hour lectures, twice per week
- 1 company visit per week
- Cultural program
- Final project work
- Career Service and International internship opportunities



Scholarships

For each learning option, partial scholarships are available to partly cover the attendance fee; these will be assigned based upon the candidates' personal, previous experience and technical-motivational profiles.

Instalment payments

The attendance fee may be paid off in instalments or by means of a single lump sum payment, which entitles the student to a 10% discount on the total tuition fee.

HOW TO APPLY

ENTRY REQUIREMENTS

All applicants must:

- at least hold a three-year bachelor degree
- be fluent in the English language

Fill out the online application form at <https://romebusinessschool.com/apply-now/> or email your application to admissions@romebusinessschool.it

This should include:



your curriculum vitæ



a motivational letter
indicating why you wish to enrol



your expectations and your professional objectives
(no more than 200 words)

ADMISSION PROCESS



Application considered by Rome Business School

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required.



Interview (either in person or online)

All candidates selected must interview with a member of the Admission team, either in person or online via Skype.



Application outcome

We will notify you formally by email of your application outcome, and you will receive either an official offer to enrol, or a rejection notification within one week.



ACCREDITATION



Our accreditation has been awarded by VIU - International University of Valencia, which entitles you to a double degree and 60 ECTS.



The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre.



Some of the partners, clients and companies involved



BVLGARI



FENDI
ROMA



UniCredit



L'ORÉAL
PARIS



...and many more

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