

L'Università degli Studi Guglielmo Marconi è la prima e la più prestigiosa Università telematica italiana riconosciuta dal MIUR.

Oggi è considerata tra le migliori nel settore dell'e-learning per la qualità della didattica, per i rapporti con il mondo delle imprese e delle professioni e un punto di riferimento a livello internazionale grazie alla cooperazione scientifica con una rete di prestigiosi centri di ricerca e atenei internazionali.

Unimarconi propone un'ampia offerta di programmi master di I e II livello per rispondere alle esigenze di

- laureati che vogliono completare il loro iter formativo
- professionisti interessati ad avere una crescita professionale

I nostri programmi permettono di acquisire competenze su tematiche specifiche, capacità e mindset necessari ad accelerare la crescita professionale e personale.

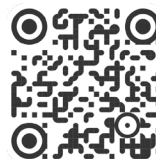
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Seguici su:



Unimarconi

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Lun - Ven 9.00 - 18.00



Unimarconi

Master in

Fashion Management & Design

English
Language

Il livello

Ingegneria



Director:
Prof.ssa Cinzia Bellone

Overview

The fashion industry has always expressed a great economic and creative potential, particularly in Italy where it represents a historical sector of excellence. Thanks to the manufacturing and tailoring tradition as well as the creativity and the innovative ability of its great designers, the "Made in Italy" label has found in the fashion industry an important vehicle for its growth, both from the cultural/artistic and the economic/commercial point of view. The Master in Fashion Management & Design has been designed by Marconi University to capitalize the value of the Italian styling tradition and to improve professional training and refreshment in this ever-evolving sector.

Learning Objectives

Like all degree Programs at Marconi University, the Master in Fashion Management & Design is based on a concept called "Outcomes Based Learning". This breaks up the educational experience into the categories of knowledge and ability, identifying the things a student should know and be able to do upon completion. The Master program is structured to train professionals to meet the needs of internationally renowned fashion designers, through an innovative approach combining theoretical knowledge with practical experiences. Virtual laboratories, case studies, lectures and testimonies given by experts in the field ensure a highly practical and operational approach which emphasizes the Italian creativity and management system that made the fashion sector an excellence in the world.

Final Thesis

The final thesis of the Master's program, intended to assess the technical, scientific and professional preparation and competences of the student, requires the completion, discussion and presentation of a written project work during the dissertation.

| Module | SSD | Courses | ECTS | US QC |
|------------|-------------------------|---|------|-------|
| Module I | M-STO/05 L-ART/03 | History of the Fashion Industry, Style and Design | 6 | 4.50 |
| Module II | ING-IND/22 ICAR/13 | Introduction Design Theory and Practice | 8 | 6 |
| Module III | ING-IND/22 ICAR/17 | Introduction to Fashion Drawing, Pattern-Cutting & Construction | 10 | 7.50 |
| Module IV | SECS-P/10 ING-IND/15 | Luxury Brand Management | 11 | 8.25 |
| Module V | SECS-P/08 | Contemporary Fashion Promotion and Distribution | 9 | 6.75 |
| Module VI | SECS-P/07 SECS-P/08 | Industry Analysis | 10 | 7.50 |
| | | Final Thesis | 6 | 4.50 |
| | | Total | 60 | 45 |

Outcomes and Professional Profile

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The Master was developed for those looking for professional training and refreshment in the field of fashion conception and design, in the realization of the fashion product, in the management and valorization of a fashion factory through appropriate communication and promotion strategies.

- More specifically, the expert in Fashion Management & Design will be able to follow the whole process of the fashion industry, from the products planning and design to the marketing, promotion and communication activities (e.g. fashion shows, showrooms, magazines, etc.).
- He/she can manage the entire fashion product lifecycle until its distribution and introduction to the targeted market.

Admission:

MSc academic degree (second cycle degree, a five-year tuition degree, laurea specialistica/laurea magistrale or an equivalent university qualification obtained abroad. Certified copy of foreign degree provided with a certified translation into Italian (the translation into Italian is not required if the original document is issued in English, French or Spanish)

e-learning

Duration: 1 year

Credits: 60 CFU 45 Quarter Credits

Tuition fees: 3.500 €

Tuition fees facilitations: Unimarconi provides scholarships to reduce students' contribution to €2.900 for administrative fees, instead of the expected enrollment fee of € 3.500. For further information contact the Master Secretariat.