Postgraduate Certificate
Artificial Intelligence and Robotics Applied to the Fashion Industry

tech technological university

tech technological university

Postgraduate Certificate
Artificial Intelligence and Robotics Applied to the Fashion Industry

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/artificial-intelligence/postgraduate-certificate/artificial-intelligence-robotics-applied-fashion-industry**

Index

01
Introduction

In the fashion world, it is common for crisis situations to occur in institutions. The reasons are diverse, ranging from work ethics scandals to product quality problems or accusations of copyright infringement. Faced with this reality, it is vital that professionals anticipate these situations and acquire the communication skills required to deal with these crises. In this way, experts will contribute to protecting the reputation of institutions, as well as to minimize the financial impact and maintain the trust of all stakeholders. In this context, TECH is launching a 100% online university program that will provide specialists with the keys to carry out a strategic contingency plan.

tech

You will handle Machine Learning to design highly customized garments and accessories thanks to this 100% online program"

Artificial Intelligence is revolutionizing most business sectors, including the fashion industry. More and more companies are realizing the benefits of these technological tools. A clear example of this is robots, which provide numerous advantages to designers, such as creating garments more quickly and with greater precision. In addition, these intelligent systems enable manufacturers to locate defects in their garments before they leave the production line. This reduces the time and cost that the correction of faults would generate.

In view of this, TECH presents a Postgraduate Certificate in Artificial Intelligence and Robotics Applied to Fashion. Prepared by real experts in this field, the curriculum will delve into concepts such as the Value Chain, the stakeholder ecosystem or corporate activism. In turn, the teaching materials will focus on crisis management in fashion companies. As a result, graduates will be able to develop strategic plans that include measures to effectively manage critical situations that may affect an organization. The program will also provide students with strategies for brand growth based on environmental sustainability. In addition, the program will provide keys to implement robotics in the luxury universe, through resources such as the Virtual Personal Shopper.

For this academic itinerary, the only thing students will need is a device with Internet access to access the teaching material. In this sense, the schedules and evaluation chronograms can be planned individually. It is worth mentioning that the syllabus will be based on the innovative Relearning teaching system, which relies on repetition to guarantee the mastery of its different aspects. At the same time, it mixes the learning process with real situations so that the knowledge is acquired in a natural and progressive way, without the extra effort of memorizing.

This **Postgraduate Certificate in Artificial Intelligence and Robotics Applied to Fashion** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts in fashion and luxury marketing
- The graphic, schematic and practical contents with which it is conceived provide complete and practical information on those disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

You will develop the most effective contingency plans to solve crisis situations in fashion companies"

You will delve into the global effects on the luxury market, to incorporate the latest trends in your projects and develop cutting-edge products.

A university program tailored to your needs and designed under the most effective pedagogical methodology: Relearning.

"
Are you looking for your brand to grow exponentially? This program will provide you with the most innovative sustainable strategies to achieve it"
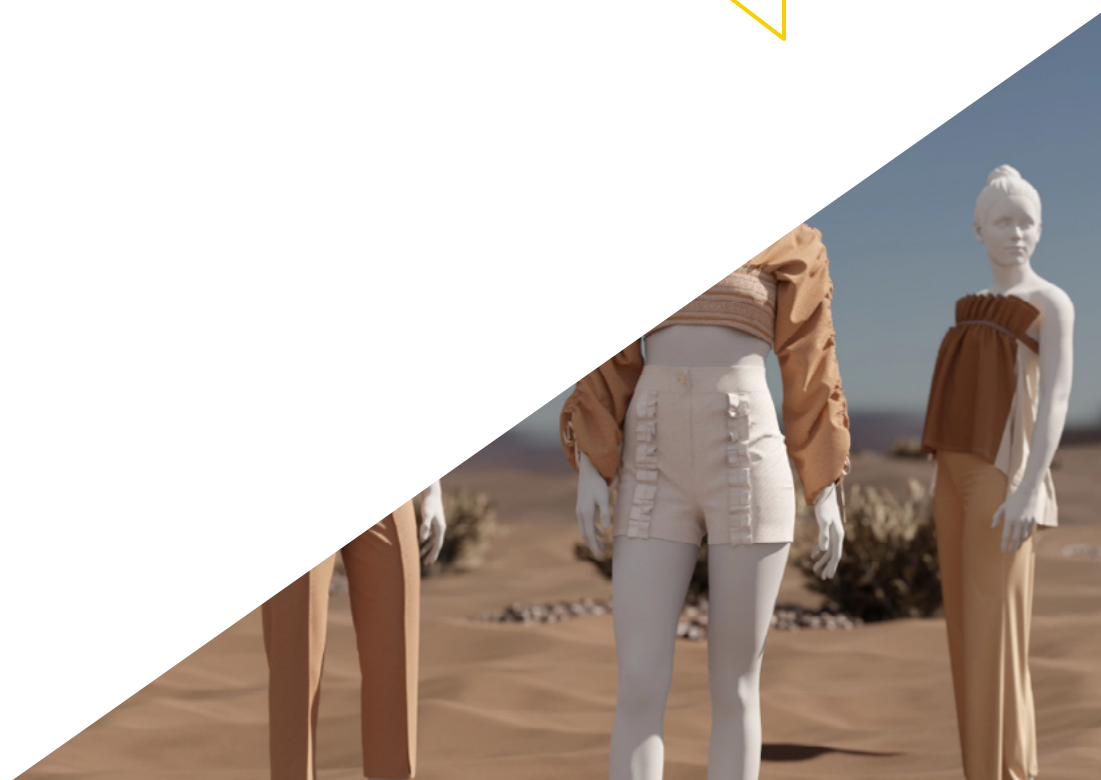
The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

After 180 hours of learning, students will be highly specialized in how Artificial Intelligence and Robotics are applied in the fashion industry. In this way, graduates will broaden their creative horizons by exploring new ways to optimize the design, production and marketing of garments. In addition, they will be highly prepared to carry out innovative projects with which to stand out in this field. In this sense, professionals will lead the Digital Transformation in institutions to ensure their competitiveness over time. They will also be able to adequately manage crisis situations, thus minimizing their impact.

" *You will learn about the current situation of the labor market in Artificial Intelligence and Robotics Applied to Fashion. You will multiply your chances of success, thanks to TECH!"*

General Objectives

- Detect brand behavior in the face of institutional crisis situations
- Acquire the necessary tools to design brand strategies oriented to new technologies
- Explore the applications of Artificial Intelligence in the Fashion industry
- Apply the tools of Artificial Intelligence to the luxury universe, such as robotics
- Have the skills and knowledge necessary to meet the challenges of the job market in the field of Robotics Applied to Fashion
- Encourage interdisciplinary collaboration between the different professionals that make up the fashion industry
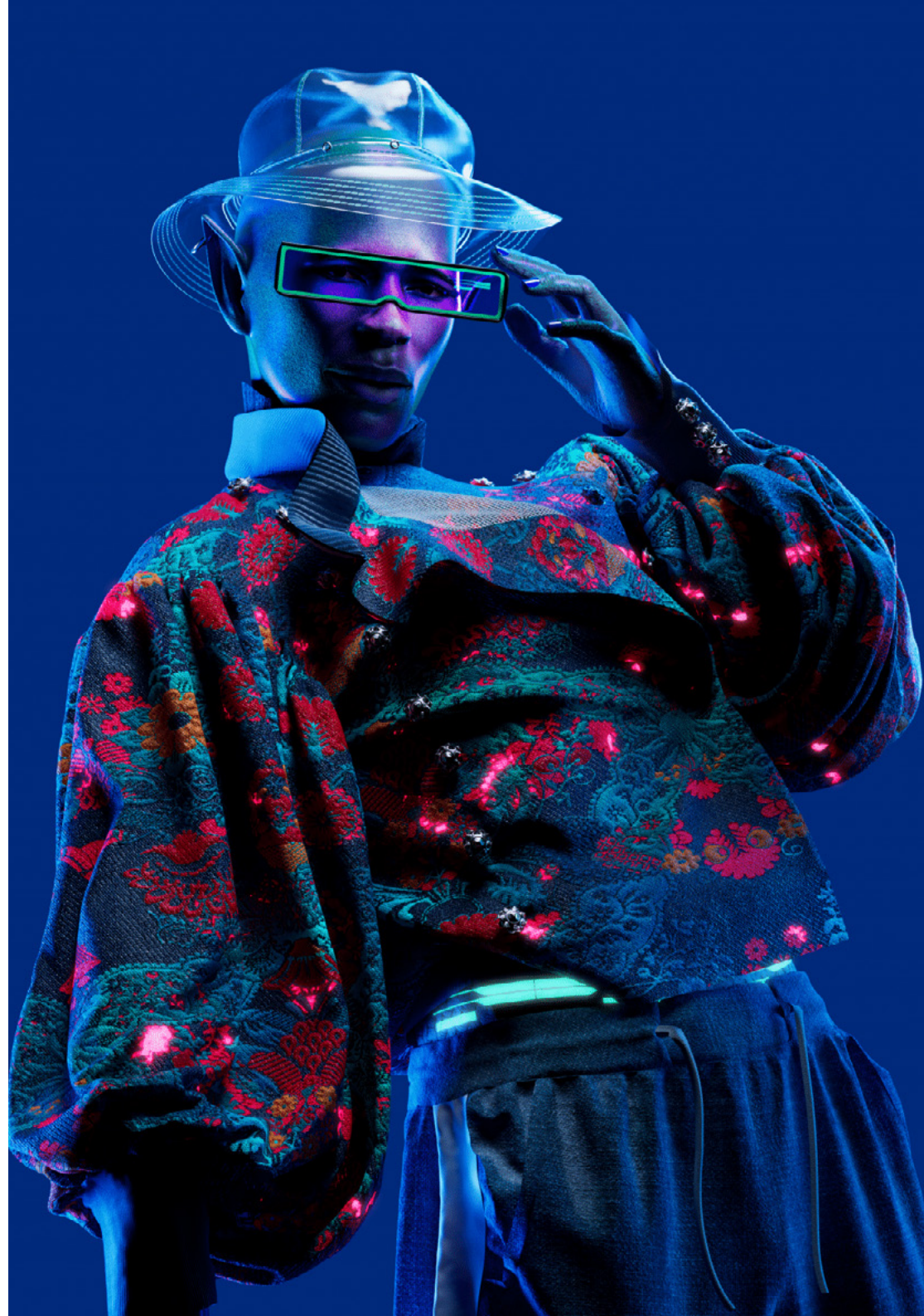
Specific Objectives

- Manage the three-pronged approach brand - strategy - consumer
- Understand the progress of new digital marketing tools
- Acquire critical thinking in relation to sustainability and innovation in luxury marketing
- Expand the ability to analyze the commercial scenario of brands
- Improve decision making in the business and business development context
- Develop strategic skills to adapt to new labor market
- Elaborate a correct Marketing Plan adapted to the client, brand and market needs
- Plan marketing actions in line with the luxury industry, providing profitable solutions in the short and long term
- Learn to project the brand's identity to society as a whole.
- Build predictable, flexible and sustainable marketing models that guarantee the survival and impact of the luxury product
- Discover the evolution of public relations and the latest market trends Understand the persuasive component of PR for luxury marketing and the role of social media in luxury marketing and communication strategies
- Reduce uncertainty in the face of changes internal and/or external to the organization
- Understand the crisis resolution process and the role of the communication director in difficult times

- Organize your own discourse for social networks and mass media aligned with the company's values
- Fit sustainability and digital transformation into the communication strategy without losing identity
- Plan digitalization by knowing and assessing the different proposals and advances offered by the technological market

"You will access all the content from day one and acquire new skills in Digital Transformation in the fashion industry"

Course Management

With the aim of providing the most complete and updated university program in the academic market, TECH brings together in this Postgraduate Certificate a top-level teaching group. Specialized in Fashion and Luxury Marketing, these professionals also have a deep knowledge of Artificial Intelligence. They also have an extensive career in which they have offered innovative technological solutions to prestigious companies in the fashion industry. This makes them more than authoritative voices to design and deliver this program, thus transmitting to the students the latest trends in these fields.

"

Thanks to the guidance of the teachers you will enter a world of opportunities, where creativity merges with AI to create a lasting impact on the Fashion industry"

Guest Director/International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Product**, Merchandising and Communication. All this, linked to prestigious brands such as **Giorgio Armani**, Dolce&Gabbana, Calvin Klein, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute concrete actions aligned to **specific business objectives**. In addition, he is recognized for his **proactivity and adaptation to fast-paced** work rhythms. To all this, this expert adds a strong commercial awareness, **market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel** and **accesories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments.**

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaigns.** He has also been in charge of the **terms**, costs, processes and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Ms. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

" *Thanks to TECH you will be able to learn with the best professionals in the world"*

Management

Dr. García Barriga, María

- PhD in Design and Marketing Data
- Communicator at RTVE
- Communicator at Telemadrid
- University Teacher
- Author of The Pattern of Eternity, Creating a Spiral Identity for Automating Fashion Trends
- Communications, Marketing and Social Campaigns, Arts Heritage and Digital Marketing
- Editor in Chief of Chroma Press
- Marketing and Social Media Account Executive at Servicecom
- Web Content Editor at Premium Diffusion, Siglo XXI Newspaper and Managers Magazine
- PhD, Design and Marketing Data from the Polytechnic University of Madrid
- Degree in Information Sciences, Communications, Marketing and Advertising from the Complutense University of Madrid.
- Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies from the Complutense University of Madrid
- Certificate in Data Analysis & Creativity with Python, China
- MBA Fashion Business School at the Fashion Business School of the University of Navarra, Spain
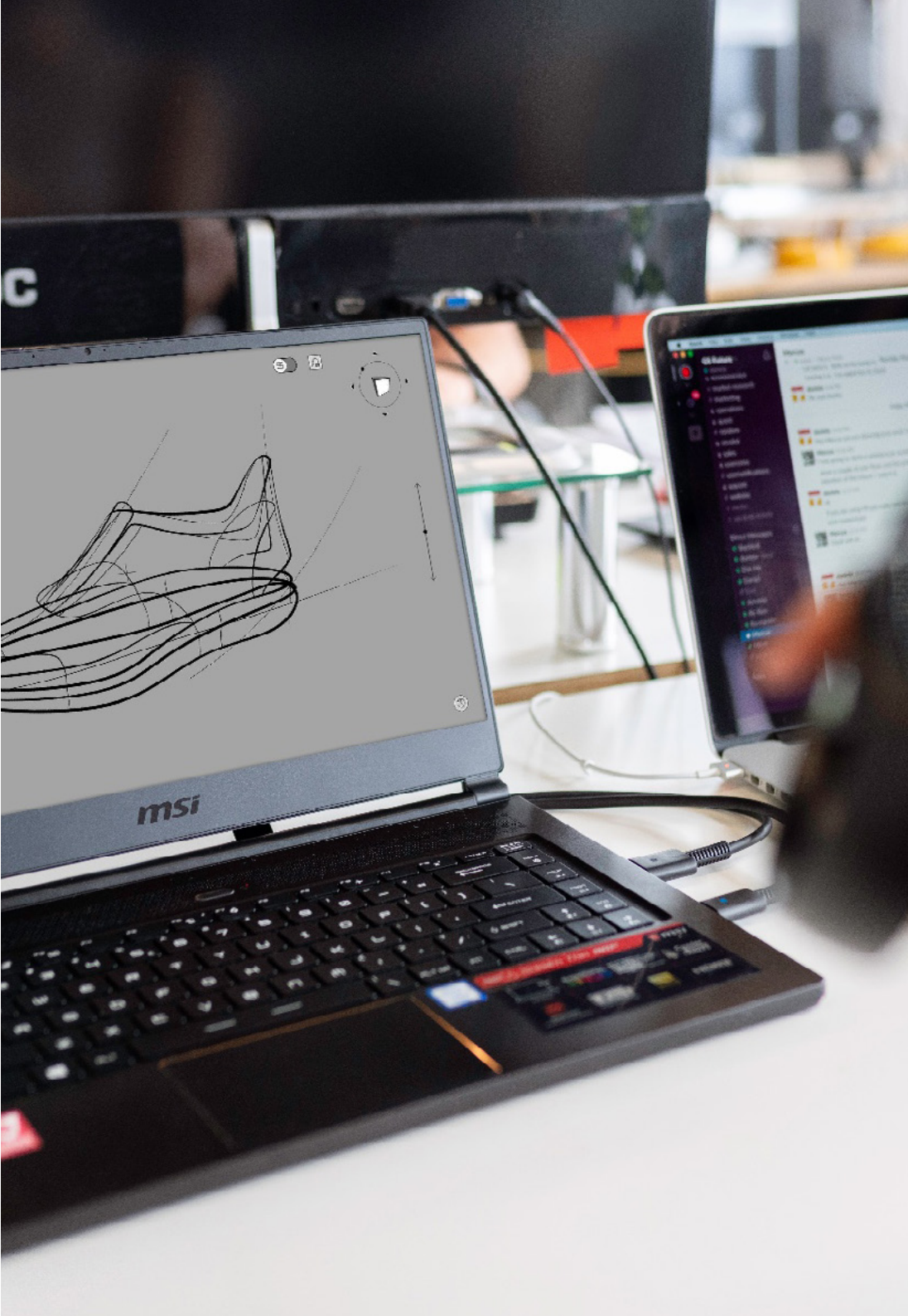
Professors

Dr. Gárgoles Saes, Paula

- PhD, Researcher and Consultant Specialist in Fashion, Communication and Sustainability
- Research Professor at the School of Communication and Head of the Corporate Communication at the Panamerican University, Mexico City
- Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- Fashion journalist at Europa Press agency and Asmoda digital magazine
- Fashion Specialist at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan
- Certificate in Fashion Communication and Management from the Department of Communication, Villanueva University Center and ISEM Fashion Business School
- PhD Cum Laude in Applied Creativity from the University of Navarra, with the thesis Reputational model for the fashion industry
- Degree in Journalism from the Complutense University of Madrid. Executive Fashion MBA from ISEM Fashion Business School

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

04
Structure and Content

This program will provide students with advanced knowledge on the applications of Artificial Intelligence and Robotics to the world of Fashion. The curriculum will analyze aspects such as Corporate Social Responsibility, the value of reputation and the stakeholder ecosystem. The syllabus will also provide the keys for graduates to manage crisis situations in companies. In this sense, the didactic materials will provide different strategic plans that anticipate these crises, providing keys to mitigate their effects. The program will also address different strategies for brand growth based on environmental and corporate sustainability.

tech

The didactic content of this university program will lead you to deepen in a more visual way in the Value Chain of the Fashion sector"

Module 1. Artificial Intelligence in the Age of Corporatism

1.1. Corporate Social Responsibility in the Current Context
- 1.1.1. The Stakeholder Ecosystem
- 1.1.2. The Consumer and the Employee in the Luxury Market
- 1.1.3. Social Responsibility as a Precedent for Fashion Brands

1.2. The Value of Reputation in Luxury Brands
- 1.2.1. The Global Effects on the Luxury Market
- 1.2.2. Analytics for Globalization
- 1.2.3. Corporate Activism and Brand Ambassadors

1.3. Crisis Management in Fashion Companies
- 1.3.1. Types of Crisis
- 1.3.2. Contingency Plan
- 1.3.3. The Strategic Plan

1.4. Communication in Times of Crisis
- 1.4.1. Spokespersons and the Discourse of Communication Leaders
- 1.4.2. The Impact of the Crisis on the Income Statement
- 1.4.3. Post-Crisis Actions: Getting back to Normality

1.5. Sustainability: Brand Growth Strategies
- 1.5.1. The Three Dimensions of Sustainability: Social, Environmental and Corporate at MBL
- 1.5.2. The Value Chain of the Fashion Industry
- 1.5.3. Sustainability Communication: Reporting

1.6. Sustainability: A Way Out of the Crisis?
- 1.6.1. Types of Crisis in Each Area of Sustainability
- 1.6.2. Authenticity and Transparency in the Eye of the Public
- 1.6.3. Sustainability as Part of the Crisis Solution

1.7. Digital Transformation in the Fashion Industry
- 1.7.1. Data
- 1.7.2. E-Commerce
- 1.7.3. Innovation

TECH presents you This exclusive university program will allow you, in only 6 week, to experience a leap in quality in your profession"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.
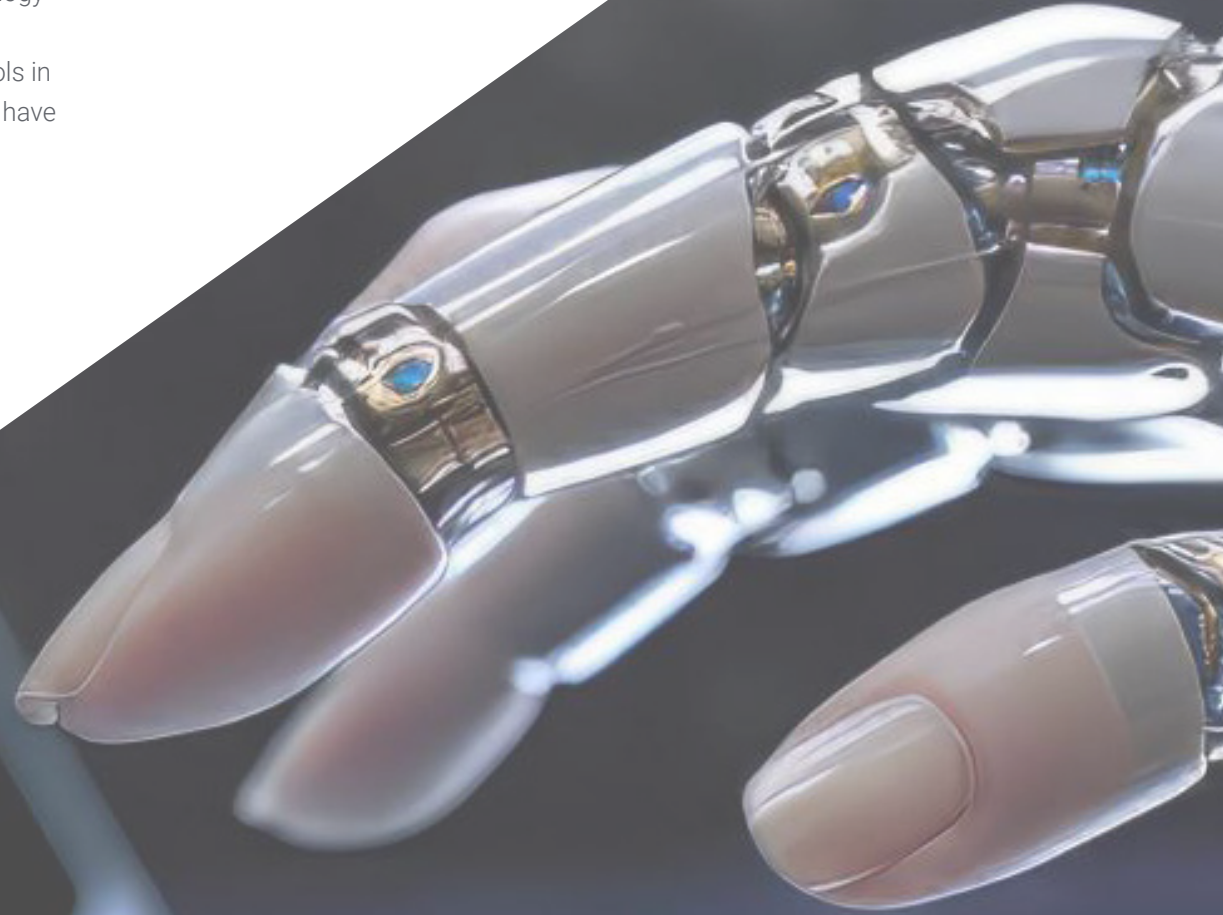
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

> " *At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

> *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

06

Certificate

This Postgraduate Certificate in Artificial Intelligence and Robotics Applied to the Fashion Industry guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Certificate in Artificial Intelligence and Robotics Applied to the Fashion Industry** contains the most complete and updated Scientific program in the market.
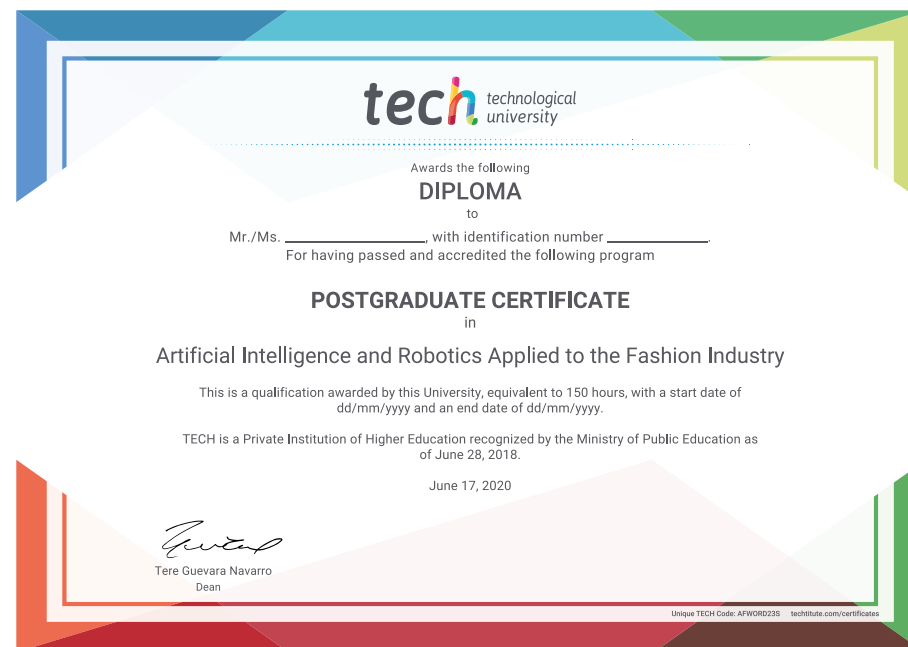
After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Artificial Intelligence and Robotics Applied to the Fashion Industry**

Modality: **online**

Duration: **6 weeks**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Artificial Intelligence and Robotics Applied to the Fashion Industry

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

Postgraduate Certificate
Artificial Intelligence and Robotics Applied to the Fashion Industry

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate
Artificial Intelligence and Robotics Applied to the Fashion Industry

tech technological university