Postgraduate Certificate
Collection Marketing

tech technological university

Postgraduate Certificate
Collection Marketing

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/in/design/postgraduate-certificate/collection-marketing**

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01
Introduction

New collections are constantly being launched in the fashion industry. Each season, fashion houses must showcase their new designs and make them as attractive as possible to appeal to the public. This TECH Technological University program focuses on marketing new creations, offering students an overview of the industry that will allow them to understand the strategies they must implement to be more competitive. As a result, they will achieve a greater market impact, thereby increasing their brand sales and becoming one of the most reputable professionals in the sector.

If you want your garments to be among the best sellers of the season, you just have to specialize in the main marketing strategies"

The structure of a fashion collection involves hard work to harmonize a whole ecosystem of garments and accessories guided by a transcendental concept that is in line with both the brand and current times. However, it is also important to pay close attention to the marketing process, which is what will ultimately determine whether a collection is a success or a failure. It will be of little use whether the new products of a certain brand get very positive reviews if these do not translate into sales.

In this course, the global vision of a collection will be projected, delving into the creation of Moodboards and the ability to generate ideas and present them to the public in an attractive and coherent way, promoting the development of strategic alliances to achieve company objectives.

To gain all this specialized knowledge in the field, the syllabus includes eco-design and event customization that will have a remarkable international impact in the post-pandemic era, and the dissemination and marketing of the collection through fairs and global mobile catwalks.

A comprehensive study plan that also has the advantage of being offered in a 100% online format, which allows students to self-manage their own study time, choosing the schedule that best suits them according to their own interests and needs.

The **Postgraduate Certificate in Collection Marketing** contains the most complete and up-to-date academic program on the market. Its most notable features are:

- Practical cases presented by experts in fashion
- The graphic, schematic, and practical contents with which they are created provide practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Special emphasis is placed on innovative methodologies in fashion collection marketing
- 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

The catwalks in London, Paris and New York are waiting to receive your collections"

" *By enrolling in this Postgraduate Certificate, you will gain access to a multitude of theoretical and practical resources that will be essential to further your professional growth"*

Creating a Moodboard will help you quickly visualize your collection.

Create a collection in tune with current times and gain great public reception.

Its teaching staff includes professionals from the fashion industry, who bring to this program the experience of their work, 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 an immersive training experience designed to train for real-life situations.

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

02
Objectives

The main objective of this Postgraduate Certificate in Collection Marketing is to offer students a first-class academic experience through which they will develop the necessary skills to project an adequate image of their brand, which will favor sales and, therefore, market growth. Students will be able to present their designs effectively, making them stand out in an increasingly competitive sector.

"
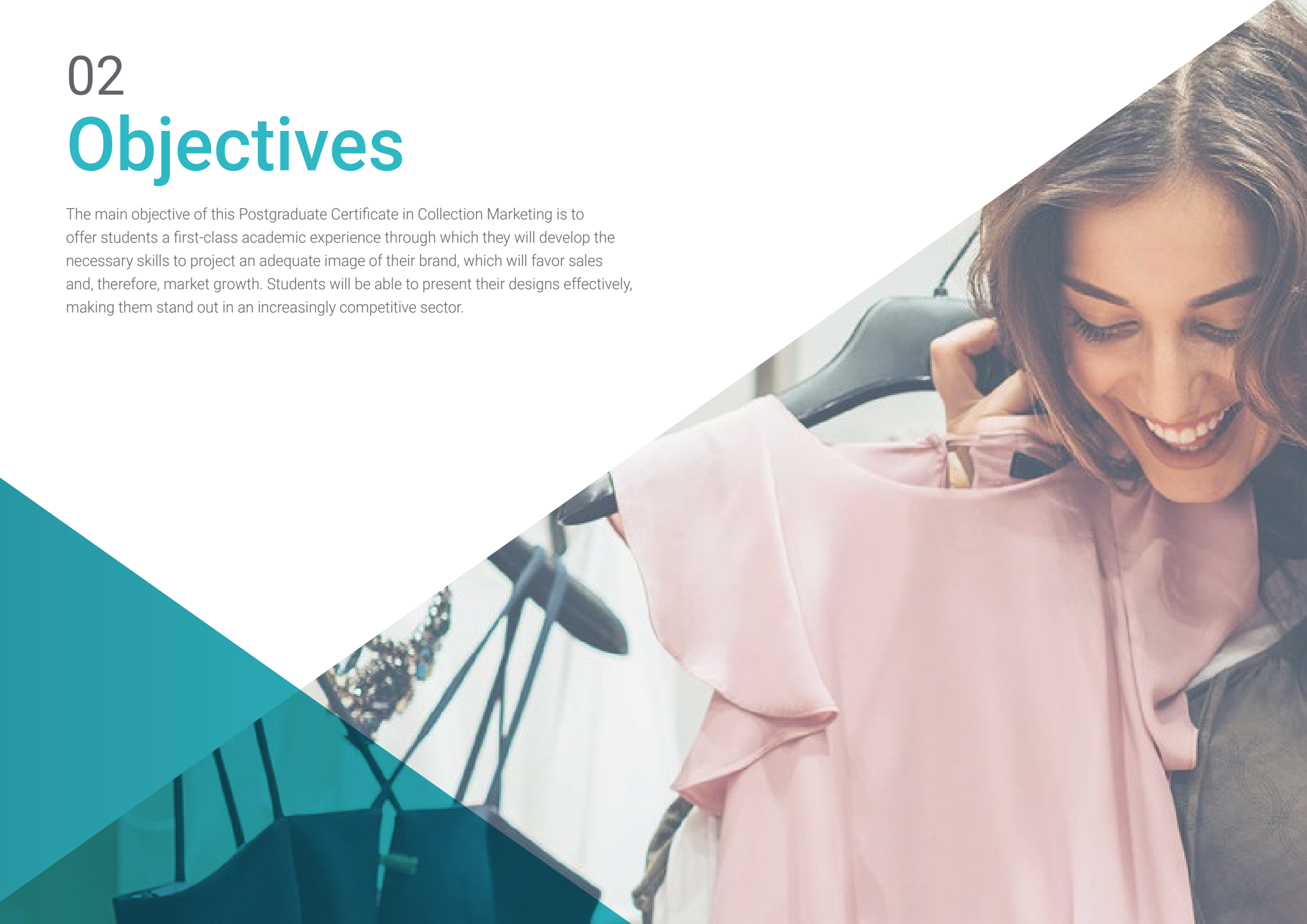
*Projecting the right image of your brand will be
fundamental to achieve a larger number of sales"*

General Objectives

- Develop virtual skills for the new fashion environment, managing current codes and fostering a creative and artistic spirit
- Elaborate a professional design project with global impact capacity based on new opportunities
- Design while being aware of the use of materials thanks to a deep knowledge in the use of fabrics
- Face changes with agility and flexibility through an interdisciplinary perspective
- Materialize the connection between the imaginary world and the real world

Specific Objectives

◆ Project an appropriate image of the brand or collection

◆ Present collections to the public in an attractive and coherent manner

◆ Know how to coordinate fashion events and promote the use of sustainable garments

Commit to sustainable fashion as an essential part of the sector's future"

03
Course Management

This Postgraduate Certificate in Collection Marketing at TECH Technological University has been developed by a teaching team with extensive experience in the sector. Professionals with extensive knowledge of the fashion industry who have been able to identify the needs of the sector and, as a result, have developed the best academic program on the market. Undoubtedly, a unique opportunity for students who wish to learn with the best professors.

"

Surround yourself with the best professionals in the fashion industry, who will teach you the keys for success"

Management

Ms. García Barriga, María

- More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- She has worked in major media outlets such as RTVE and Telemadrid
- Graduate in Information Sciences,UCM
- Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- PhD Candidate in Fashion Trend Creation
- Author of El patrón de la eternidad: creación de una identidad en espiral para la automatización de tendencias de moda en la actualidad (The Pattern of Eterns: Creating a Spiral Identity for the Automation of Fashion Trends Today)

Professors

Ms. Vela Covisa, Susana

- Director of the Polka Press Comunicación agency
- Founder and director of the Atelier Couture catwalk
- Promoter and coordinator of the Sustainable Experience space at MOMAD
- Lecturer and tutor at different universities, business schools and training centers, such as IED, Francisco de Vitoria University, Madrid School of Marketing and ELLE Fashion School
- More than 30 years of experience responsible for different fashion departments, especially in communication departments for various brands, press offices, agencies, fashion projects, international fairs and catwalks, as well as in the organization of events in the field
- Senior Fashion Technician
- Additional training in Sustainable Fashion, specializing in Ecodesign, Fashion and Communication

04

Structure and Content

The marketing of a collection is one of the most important aspects in the fashion industry, since it is useless to design the best garments if the public does not know about them to buy them. Thanks to this program, professionals will study all the phases involved in the process, achieving a higher level of training that will allow them to apply the most appropriate techniques to achieve successful designs.

"
Gaining specialized knowledge of the fashion industry will help you stand out with your creations"

Module 1. Collection Marketing

1.1.   Current Fashion Dynamics
    1.1.1.   Fashion Weeks and Haute Couture
    1.1.2.   Idea realization and the Sketchbook
    1.1.3.   Conceptualizing a Collection

1.2.   Creating a Collection
    1.2.1.   Moodboards and International Inspiration
    1.2.2.   World Factories and Suppliers
    1.2.3.   Labeling and Packaging

1.3.   Strategic Alliances and Partnerships
    1.3.1.   Strategic Partners
    1.3.2.   Among Designers, Entrepreneurs and Artists
    1.3.3.   Capsule Collections

1.4.   Styling
    1.4.1.   Visual Merchandising
    1.4.2.   Window Dressing
    1.4.3.   Digital Shooting: The Mobile Showcase

1.5.   Catwalks and Fashion Capitals
    1.5.1.   Fashion Shows
    1.5.2.   Paris, London and New York
    1.5.3.   Virtual Catwalks

1.6.   Design Fairs and Events
    1.6.1.   Event Management in the Fashion Market
    1.6.2.   The Unmissable: National and International Trade Fairs
    1.6.3.   The B2B Environment

1.7.   Eco-Design and Environmental Impact
    1.7.1.   Craftsmanship
    1.7.2.   The New Luxury
    1.7.3.   Sustainable Fashion in Numbers

You will be able to organize fashion events to market your creations"

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.

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

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 is the most widely used learning system in the best faculties in the world. 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 we face in the case method, an action-oriented learning method. Throughout the program, the studies 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.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 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. With this methodology we have 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, markets, and financial 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

The Postgraduate Certificate in Collection Marketing guarantees students, in addition to the most rigorous and up-to-date education, 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"

The **Postgraduate Certificate in Collection Marketing** contains the most complete and up-to-date program 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 certificate 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 Collection Marketing**

Official Number of Hours: **150 h.**

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Awards the following

CERTIFICATE

to

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

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Collection Marketing

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 certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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