

Postgraduate Certificate

Business Strategies
in the Fashion, Beauty
and Luxury Businesses



Postgraduate Certificate

Business Strategies in the Fashion, Beauty and Luxury Businesses

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/business-strategies-fashion-beauty-luxury-businesses

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

This program will address the importance of strategic communication in the beauty and fashion sector. To this end, professionals will be taught to design and implement innovative action plans specially designed to enhance fashion, beauty and luxury businesses from a communicative point of view. Likewise, the program will delve into the most effective strategies for launching successful startups and companies in these sectors. All this with the purpose of identifying the dynamics with which the companies in these areas are structured and maintained, turning the professionals into an asset of high value in the organization due to the global knowledge they possess.





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Learn everything you need to know about the most effective business strategies to boost the results of companies in the fashion, beauty and luxury sector”

The contents of this Postgraduate Certificate are directed by professionals in the areas of communication who work in companies in the fashion and beauty sector. This teaching team pours into this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, all the aspects of communication management in companies in the fashion, beauty and luxury sector will be analyzed with the aim of providing the student with an in-depth knowledge of how these departments work and how to manage them optimally.

A journey that will lead students to recognize the strategies that enhance the results of companies in these sectors and that will allow them to use the most effective means to implement successful action plans.

All this development, hand in hand with recognized and valued professionals worldwide, to learn from the best, with the best learning system and a stimulating and attractive process.

Another key to the success of this specialization is the possibility of being the one who decides how to organize your learning: from the time, to the place and intensity of study. This way we make sure that this program is fully compatible with your personal and professional life. So that you never lose motivation.

In this sense, the program is 100% online, although you will be able to download the content to continue offline if you wish. You will also have access to illustrative videos, review audios, an online library with complementary material and the help and support of your tutor throughout the process.

This **Postgraduate Certificate in Business Strategies in the Fashion, Beauty and Luxury Businesses** 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, beauty and luxury journalism
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ News on fashion, beauty and luxury journalism
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in fashion, beauty and luxury journalism and communication
- ♦ Algorithm-based interactive learning system for decision-making in situations focused on journalism and digital communication
- ♦ 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



This program will allow you to improve your skills and become a successful journalist”

“

TECH offers you the best renovation of the market in Business Strategies in Fashion, Beauty and Luxury Companies. You only have to bring your enthusiasm to study”

Become an excellent journalist and learn to move successfully, enhancing your relationship with companies in the fashion industry.

This program is not only designed for working journalists, but also for those who work in the press offices of companies in the sector who want to update and enhance their knowledge.

The program includes professionals belonging to the field of journalism and communication in its teaching staff, who bring their work experience to this course, along with recognized specialists from prestigious reference societies and 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 program designed 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 throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system developed by renowned experts in the field of Judicial Journalism and with great experience.



02

Objectives

This Postgraduate Certificate will provide you with the knowledge and techniques necessary to efficiently manage the Communication area in companies in the fashion industry, either as part of a media or as a collaborator in a press office. A program that will enable you to lead and manage projects of lesser or greater intensity and complexity, with the ability to intervene and plan smoothly and to develop successfully in all areas in which this action is performed. Thus, after the completion of this program, you will be able to implement effective strategies specially designed for the fashion industry and, therefore, you will be a much more competent professional.





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A complete course that will allow you to be fully introduced to all the business strategies that make the communication of fashion companies successful”



General Objectives

- ♦ Have a comprehensive and professional vision of the communication environment in the areas of fashion, luxury and beauty, identifying the particularities of the sector, as well as its impact and repercussion on the business fabric as a whole
- ♦ Acquire basic and advanced knowledge to be able to generate new communication ecosystems in relation to fashion
- ♦ Enhance your management, analysis, creative and leadership skills as the main competencies to grow within the industry
- ♦ Develop excellent oral and written, verbal and non-verbal writing and communication skills
- ♦ Obtain the necessary ethical responsibility
- ♦ Develop critical thinking skills
- ♦ Generate a competitive communication strategy within the industry by knowing in depth the dynamics of communication, the fashion business and the determining components
- ♦ Identify opportunities and be able to evolve by looking at one's own work
- ♦ Generate a social impact and direct public opinion with ethical and professional responsibility
- ♦ Improve skills in decision-making thanks to observation, analysis, interpretation and action in relation to the professional criteria and the elaboration of critical reports
- ♦ Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective





Specific Objectives

- ♦ Identify the dynamics in which fashion and beauty companies are formed and maintained
- ♦ Adapt the communication strategy to the most suitable business model for each brand
- ♦ Understand and apply strategies and tactics specific to the fashion and beauty industry
- ♦ Establish a "communicable" value proposition
- ♦ Communicate through product sales in phygital environments
- ♦ Communicate innovation and realign the target audience when a change occurs and calculate its impact on product pricing



The goal is to push you towards the highest competence, through real and constant support, and with the flexibility of self-managed learning"

03

Course Management

The design of this program has been created by a team of journalism professionals with years of professional and teaching experience. All of them, aware of the current need for quality education in the journalism and communication sector, have joined their knowledge to provide you with the most complete program in the market, which will allow you to develop successfully in the field of Fashion Journalism, achieving first class professional skills and becoming a much more reputable professional in the sector.



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Learn, from the best professionals in the industry, the latest developments in the world of fashion communication and become a much more sought-after professional"

Management



Dr. García Barriga, María

- ♦ Graduate in Information Sciences,UCM
- ♦ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies
- ♦ MBA in ISEM Fashion Business School
- ♦ 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



Professors

Ms. Macías, Lola

- ♦ Degree in Business Administration and Management from the University of Valencia
- ♦ Masters in Management and Administration of Commercial Companies (Institut d'Administration des Entreprises, Université Paris I. Pantheon - Sorbonne)
- ♦ Masters in Fashion, Design Management and Operations (Aitex, Association for Textile Industry Research)
- ♦ She has been Coordinator of the Textile Market Observatory at Aitex, Textile Industry Research Association

04

Structure and Content

The structure of the contents has been designed by a team of professionals in Journalism, Marketing, Fashion and Communication who, aware of the relevance of the current relevance of education in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially thought out to prepare professionals in the information sciences on the singularities and characteristics of the fashion world and the most effective strategies in these sectors. Therefore, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.





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We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world with every guarantee of success”

Module 1. Business strategies in MBL companies

- 1.1. Strategic and Competitive Framework of the Fashion System
 - 1.1.1. The Fashion Industry Sector at a Global Level Structure and Evolution of the Sector Worldwide
 - 1.1.2. The Concept of the Fashion Value Chain
 - 1.1.3. The Collaboration of the Links in the Value Chain
- 1.2. Business Models in the Fashion Industry
 - 1.2.1. The Evolution of Business Models: From designers to fast fashion chains
 - 1.2.2. The competitiveness of fashion business models: The French model, the American model, the Italian model, the Asian model
 - 1.2.3. Fashion business models: Designers, luxury brands, premium brands, large-scale retailers
- 1.3. The Distribution of the Luxury Sector and the Profitability of Spaces
 - 1.3.1. Distribution in the Luxury Industry and Its Profitability
 - 1.3.2. The New Luxury Customers, Millennials, Asians, etc
 - 1.3.3. The Integration of the Supply Chain in the Luxury Industry
- 1.4. Main Business Strategies in the Major Fashion Brands
 - 1.4.1. Main Operators in the Fashion Business
 - 1.4.2. Business Strategies of the Leading Fashion Retailers
 - 1.4.3. Business Strategies of the Cosmetics and Perfumes Retailers
- 1.5. Entrepreneurship and Creation of the Start Up in the Fashion Sector
 - 1.5.1. What Is Entrepreneurship? The Entrepreneurial Ecosystem
 - 1.5.2. The Start Up Model in Fashion Businesses
 - 1.5.3. Entrepreneurs in the Fashion, Luxury and Beauty Sector; Success and Failure cases
- 1.6. The Value Proposition of Beauty Brands
 - 1.6.1. The Cosmetics Franchise Sector
 - 1.6.2. What Is a Brand License?
 - 1.6.3. Licensing in the Cosmetics Sector



- 1.7. Profitability in Traditional Models
 - 1.7.1. The Evolution of the Multibrand Channel and Department Stores
 - 1.7.2. The Keys to the Future of the Multibrand Channel
 - 1.7.3. Differential Value and the Shopping Experience in Department Stores
- 1.8. E-Commerce in Fashion, Beauty and Luxury: Trends, Users and the Future
 - 1.8.1. Global Growth of E-Commerce
 - 1.8.2. E-Commerce Buyer Profile
 - 1.8.3. Trends in the E-commerce Sector
- 1.9. Planning the Internationalization of the Fashion Company
 - 1.9.1. Internationalization Planning
 - 1.9.2. Internationalization Planning
 - 1.9.3. Research and Selection of Foreign Markets
- 1.10. Strategies for Accessing International Markets
 - 1.10.1. What Is Innovation?
 - 1.10.2. How to Materialize Innovation in My Company?
 - 1.10.3. Innovative Business Models

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A complete program that will take you through the knowledge you need to compete among the best”

05

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.

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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, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 business 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 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.



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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.





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 Business Strategies in Fashion, Beauty and Luxury Businesses guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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Include in your learning a Postgraduate Certificate in Business Strategies in Fashion, Beauty and Luxury Businesses will allow you to take a giant step forward in your competitiveness in the sector, with the skills of an expert in the field”

This program will allow you to obtain your **Postgraduate Certificate in Business Strategies in the Fashion, Beauty and Luxury Businesses** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Business Strategies in the Fashion, Beauty and Luxury Businesses**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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