

# Postgraduate Certificate Communication Plan at the Fashion Firm



## Postgraduate Certificate Communication Plan at the Fashion Firm

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

Website: [www.techtitute.com/in/journalism-communication/postgraduate-certificate/communication-plan-fashion-firm](http://www.techtitute.com/in/journalism-communication/postgraduate-certificate/communication-plan-fashion-firm)

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# 01

# Introduction

This Postgraduate Certificate will address the importance of strategic communication in the beauty and fashion sector. To this end, professionals will be taught to implement a complete communication plan where the context in which the company develops is thoroughly investigated and the relevant actions are implemented to lead it to success. Likewise, during the program, the correct way to carry out a communication plan will be studied in depth, taking into account aspects such as the types of audiences, the most effective strategies, the action plan, the calendar and the measurement processes. Thus, the professional will be better able to successfully undertake any planning action in the field of communication and their profile will be more highly valued within the organization.





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*At the end of this course, you will be able to design and implement a complete communication plan for companies in the fashion and beauty 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 their experience into this program 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 sector will be analyzed, with the purpose of providing the student with an in-depth knowledge of the functioning of these departments and learning how to manage them in an optimal way.

A journey that will lead students to learn how to carry out a complete Communication Plan adapted to the singularities of fashion firms. In this regard, the professionals will acquire the knowledge that will allow them to generate strategies at a global level, that is, both on and offline.

In addition, the communicator will learn to conduct a thorough analysis of the current situation of the firm, identify areas for improvement, generate strategies and put it all into motion in an action plan. After this, we will also delve into measurement processes as a fundamental part of analyzing the results of communication plans.

All of this development, under the guidance of professionals recognized and valued worldwide, in order to learn from the best, with the best learning system and a stimulating and attractive training process.

Another key to the success of this program is the possibility of the student themselves deciding how they organize their 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 contents, 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 Communication Plan at the Fashion Firm** 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



*Planning is a highly demanded competence for communication professionals in the field of fashion. Learn with this Postgraduate Certificate the correct way to generate complete and successful communication plans"*

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*TECH - Technological University offers you the best education on the market in Fashion Journalism and Communication. You only have to bring your enthusiasm to study”*

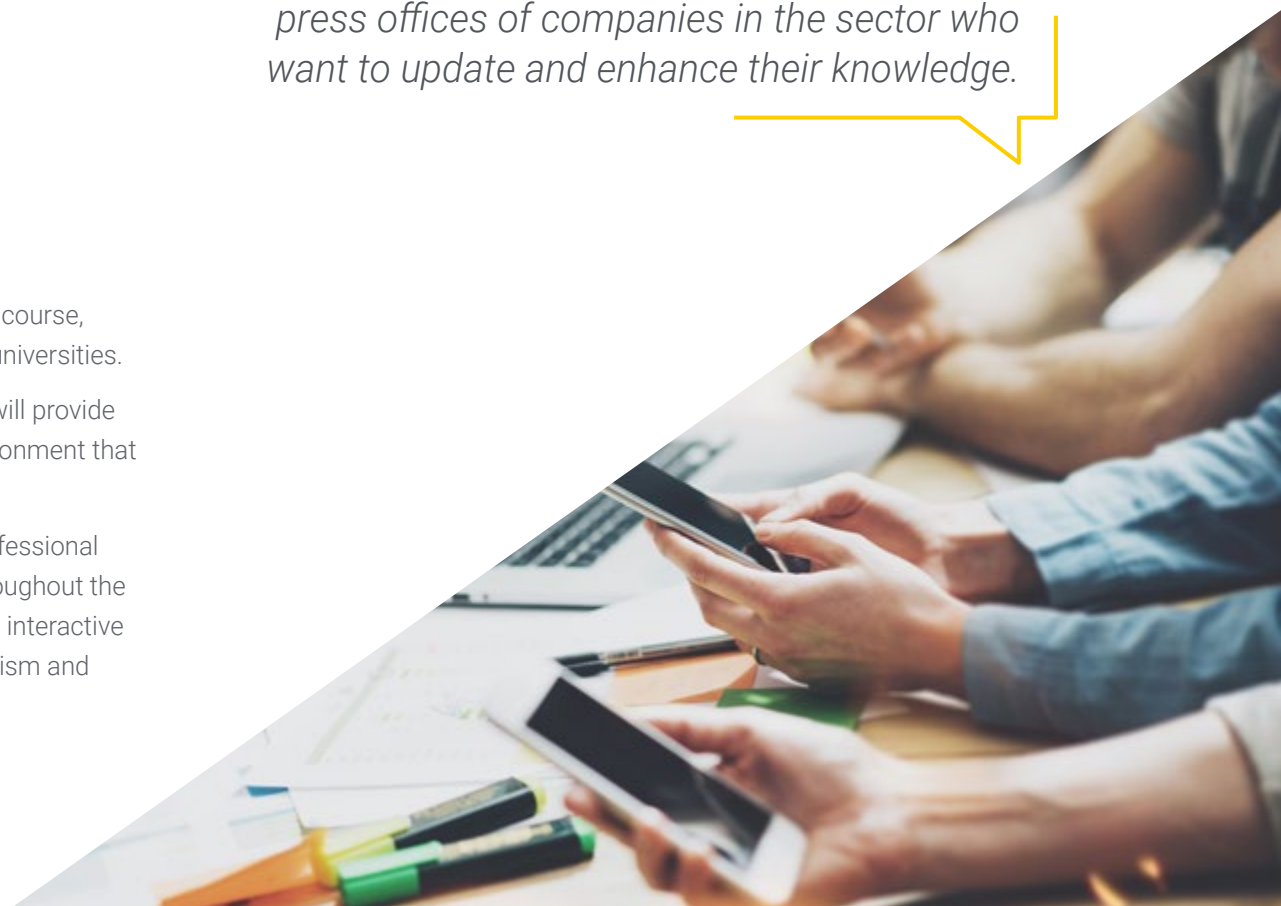
The program includes professionals belonging to the field of journalism and communication in its teaching staff, who bring their work experience to this course, along with recognized specialists from prestigious reference societies and universities.

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.

*Become an excellent journalist and learn to work successfully in communication offices, designing communication plans that enhance business results.*

*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.*



# 02 Objectives

This Postgraduate Certificate will provide you with the knowledge and essential techniques 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 course that will enable you to lead and manage planning projects, with the ability to use new communication channels and innovative strategies. Thus, after completing this program, you will be fully prepared to create communication plans adapted to the singularities of the sector and, therefore, you will be a much more competent professional.







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*A complete education that will allow you to enter fully into the process of communication planning as a means to enhance fashion, beauty and luxury businesses”*



## General Objective

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- ♦ 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, creativity 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

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- ◆ Apply the knowledge acquired to elaborate a complete and competitive communication plan
- ◆ Understand and fit our communication strategy in the fashion industry
- ◆ Understand the structure of the communication plan and its reason for being as well as the main techniques used in each of its stages
- ◆ Develop critical thinking for the assessment of the communication strategy
- ◆ Establish specific communication actions for the fashion and beauty sector
- ◆ Deliver a long-term communication strategy, evaluate and readapt it



*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 educational 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 training in the journalism and communication sector, have joined their knowledge to provide you with the most complete professional education in the market, which will allow you to develop successfully in the field of Fashion Journalism, achieving top-level 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



### Ms. 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. Vela Covisa, Susana

- ♦ Fashion Technician, with additional formation in Sustainable Fashion, specialized in Eco Design, Fashion and Communication
- ♦ Director of the agency Polka Press Comunicación, founder and director of the Atelier Couture Catwalk
- ♦ Professor and Tutor in different Universities, Business Schools and Training Centers, such as IED, Francisco de Vitoria University, Madrid School of Marketing and ELLE Fashion School

# 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 training in this field as a means to deepen the area of knowledge, have designed a complete syllabus designed especially to form the professionals of the information sciences on the singularities and characteristics of the fashion world. 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. The Communication Plan

- 1.1. The Fashion Calendar and the Dynamics of the Times in the Industry
  - 1.1.1. The Origin and Evolution of Fashion Weeks and Haute Couture
  - 1.1.2. General Calendar of the Industry
  - 1.1.3. How COVID Is Affecting the Established Dynamics
- 1.2. The Impact of Internal Communications on an MBL Brand
  - 1.2.1. Internal Communication
  - 1.2.2. Objectives and Tools
  - 1.2.3. Strategic Internal Communication Plan
- 1.3. Communicating Sustainable and Eco-Luxury Brands
  - 1.3.1. Slow Fashion and Eco-Luxury
  - 1.3.2. Evolution of Consumer Trends in the World of Fashion
  - 1.3.3. How to Communicate Sustainable Brands and Terminology to Be Used
- 1.4. The Functionality of the Communication Plan and Available Resources
  - 1.4.1. What Is the Communication Plan and What Is It For?
  - 1.4.2. Above the Line – Below the Line
  - 1.4.3. Communication Channels in Fashion Brands and Analysis of Available Resources 10.5
- 1.5. SWOT Analysis and the Rice Matrix
  - 1.5.1. The Fashion Market and Its Competitors
  - 1.5.2. Development and Application of the SWOT Analysis
  - 1.5.3. Rice matrix as epicenter of the Blue Ocean
- 1.6. Situation Analysis and Objective Setting
  - 1.6.1. Company Background and Diagnosis of the Brand's Situation with Respect to the Market
  - 1.6.2. Determination of Objectives in Relation to Goals
  - 1.6.3. Analysis and Reorganization of Objectives in a Fashion Firm
- 1.7. The Audience and the Message
  - 1.7.1. Is this CUSTOMER profile for my campaign?
  - 1.7.2. Are These Messages for My Campaign? Key Messages by Customer Type
  - 1.7.3. The Communication Strategy of Fashion Brands





- 1.8. The channels: Offline and Online
  - 1.8.1. The omnicanal campaign
  - 1.8.2. The Online Campaign
  - 1.8.3. Advantages of the Online Channel
- 1.9. The Action Plan and the Calendar
  - 1.9.1. Types of Communicative Actions in Fashion
  - 1.9.2. Structure and Approach of the Action Plan
  - 1.9.3. Integration of the Action Plan into the strategy as a whole
- 1.10. Evaluation of the Communication and Strategy Plan
  - 1.10.1. Main Metrics for the Evaluation of the Communication Plan
  - 1.10.2. Advanced Analysis of the Communication Plan
  - 1.10.3. Reformulation of the Communication Strategy

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



04

# 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.





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*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 Communication Plan at the Fashion Firm guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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*Including in your education a Postgraduate Certificate in Communication Plan in the Fashion Firm will allow you to take a giant step forward in your competitiveness in the sector, with the competences of an expert in the field”*

This **Postgraduate Certificate in Communication Plan at the Fashion Firm** contains the most complete and up-to-date program on 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 Communication Plan at the Fashion Firm**

Official N° of Hours: **150 h.**



\*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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom



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