

# Postgraduate Certificate

Communication Techniques  
in the Fashion, Beauty and  
Luxury Ecosystem





## Postgraduate Certificate

### Communication Techniques in the Fashion, Beauty and Luxury Ecosystem

- » 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/communication-techniques-fashion-beauty-luxury-ecosystem](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/communication-techniques-fashion-beauty-luxury-ecosystem)

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# 01

# Introduction

Communication is extremely important in all sectors, but if there is one where it plays a fundamental role, it is fashion. In this sense, knowing how to apply the right communication techniques is crucial because it allows companies in the sector to position themselves and achieve greater audience engagement . Therefore, this format program will focus on providing participants with the skills that will enable them to design and implement strategic plans containing the most effective communication techniques to generate a sense of community with the brand and drive the need to communication. In this way, the professional will become a very important asset for fashion companies and, therefore, will obtain a great professional growth.





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*Learn everything you need to know about communication in the fashion industry and become a top professional"*

The contents of this Postgraduate Certificate are directed by professionals in the fields of communication and journalism 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 course, all the aspects that directly influence the creation of an effective digital environment that is capable of attracting traffic/audience to fashion brands, either offline or online and with a desired positioning, will be discussed and analyzed. This way, you will achieve greater visibility for the brand and boost its commercial results. All this knowledge will be very useful both in your work in specialized media and in press offices, because it will allow you to choose the most effective techniques according to your objectives and strategies.

A journey that will take students to learn in depth the most effective and efficient ways to create social content for companies in this field and its proper planning, also generating content trees, press releases, blog articles and any other piece that helps to strengthen the brand message. All this without neglecting the importance of measurement as a vehicle for recognizing whether techniques are working or not.

Another key to the success of this program is the possibility of being the student themselves who decides how they organize their learning: from the time, to the place and intensity of study. This ensures from 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 Techniques in the Fashion, Beauty and Luxury Ecosystem** contains the most complete and up-to-date educational 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
- ♦ Latest news in fashion, beauty and luxury journalism
- ♦ Practical exercises where the self-assessment process can be carried out 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”*

“

*Learn in a transversal way the functioning of the world of communication in the fashion industry and become a professional more prepared to work both in the media and in press offices”*

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. To do so, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of fashion, beauty and luxury journalism.

*TECH offers you the best educational program in the market in fashion journalism and communication. All you have to do is put the will to study.*

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



# 02

# Objectives

This Postgraduate Certificate will provide you with the essential knowledge and techniques to efficiently manage the communication field in companies of 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 fields in which this action takes place. After completing 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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*This program is not only designed for working journalists, but also for those who work in the press offices of companies in the sector and who want to update and enhance their knowledge"*



## General Objectives

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- ♦ Have a comprehensive and professional vision of the communication environment in the fields 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 in order 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 reporting and communication skills, both spoken/verbal and written/non-verbal
- ♦ 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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- ♦ Build a digital environment capable of attracting traffic/audience to your fashion brand, either offline or online, with a desired positioning
- ♦ Generate a content tree and consistent content throughout the Bio
- ♦ Write a press release, blog or tell a story that identifies your brand ecosystem
- ♦ Adapt the results and generate a new ecosystem
- ♦ Recognize and replicate the style of communication in the fashion and beauty environment



*A complete program that will allow you to fully introduce you to all the techniques and tactics that make communication successful for fashion companies"*

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 specialization 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.





“

*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

- ♦ 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*
- ♦ Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- ♦ Editor-in-Chief. Chroma Press
- ♦ Marketing and Social Media Account Executive. Servicecom
- ♦ Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- ♦ PhD, Design and Marketing Data. Polytechnic University of Madrid
- ♦ Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- ♦ Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- ♦ Certified in Data Analysis & Creativity with Python in China
- ♦ MBA Fashion Business School, the Fashion Business School of the University of Navarra

## Professors

### Mr. Campos Bravo, Ignacio

- ♦ Bachelor's Degree in Communication with a double specialization in Media for Information and Corporate Communication at Loyola University in Andalucía
- ♦ Executive Master's Degree in Fashion Business Management at ISEM
- ♦ She has worked in small media and communication agencies and, more recently, in point-of-sale management in multi-brand channel of Loewe Perfumes



# 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 current education in this field as a means to delve deeper into the field of knowledge, have designed a complete syllabus specially designed to specialize professionals in the information sciences on the peculiarities and characteristics of the world of fashion and the most effective techniques 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.







“

*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. Communication Techniques in the La Fashion, Beauty and Luxury Ecosystem

- 1.1. The Fashion Ecosystem and Its Composition
  - 1.1.1. Construction and Maintenance of a Phygital Ecosystem
  - 1.1.2. Search Resources and the Development of SERPs
  - 1.1.3. Ecosystem Monitoring and Retrofitting
- 1.2. Creation of a Brand Ecosystem: SEO, SEM and SMO
  - 1.2.1. Positioning of Digital Content: SEO
  - 1.2.2. The Creativity of SEM Campaigns
  - 1.2.3. The Relevance of SMO in the Fashion Industry
- 1.3. Differences and Similarities in MBL Brand Communication.
  - 1.3.1. Differences between a CMS Website and an E-Commerce Site
  - 1.3.2. Evolution of Communication Objectives
  - 1.3.3. Interaction in Content Creation
- 1.4. Traditional Offline Communication Techniques: Press Release, News, and News Report
  - 1.4.1. Objective Communication: The Press Release and Relevant Information.
  - 1.4.2. Social Communication: The News as a Driver of New Information
  - 1.4.3. Commercial Communication: The Advertorial as a Sales Element.
- 1.5. The Creation of Blogs and Digital Dissemination Magazines
  - 1.5.1. Bidirectional Communication in Static Tools
  - 1.5.2. Structure and Composition of Blogs
  - 1.5.3. Content Creation for Digital Fashion Magazines
- 1.6. Transmedia Narrative and Storytelling
  - 1.6.1. The Composition of Space and Time in Fashion Communication
  - 1.6.2. Virtual Realism in Transmedia Storytelling
  - 1.6.3. Stages in Storytelling Creation





- 1.7. The Audiovisual Language in the Fashion Environment
  - 1.7.1. The Strength of the Image for the Beauty Sector
  - 1.7.2. The Storyline in a Brand Story
  - 1.7.3. The Creation of Fashion Icons and Myths
- 1.8. The Creation of Content Based on the Google Trends Universe
  - 1.8.1. Functioning and Search Dynamics in Google Trends
  - 1.8.2. The Description of the Story in Relation to Keywords and Fashion Tagging
  - 1.8.3. The Integration of Competitors and Virality
- 1.9. Functioning of an Ecosystem in the Whole Universe.
  - 1.9.1. Alignment of Content and Trends
  - 1.9.2. The Musical Atmosphere in Audiovisual Communication
  - 1.9.3. Fashion Films
- 1.10. Redefinition and Adaptation of the Brand Ecosystem
  - 1.10.1. Creativity, Innovation and Invention as Dynamics of Growth.
  - 1.10.2. Inspiration and Aspirations of the Fashion Industry
  - 1.10.3. Reordering the Fashion Universe: Content for the Whole Community

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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.



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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.



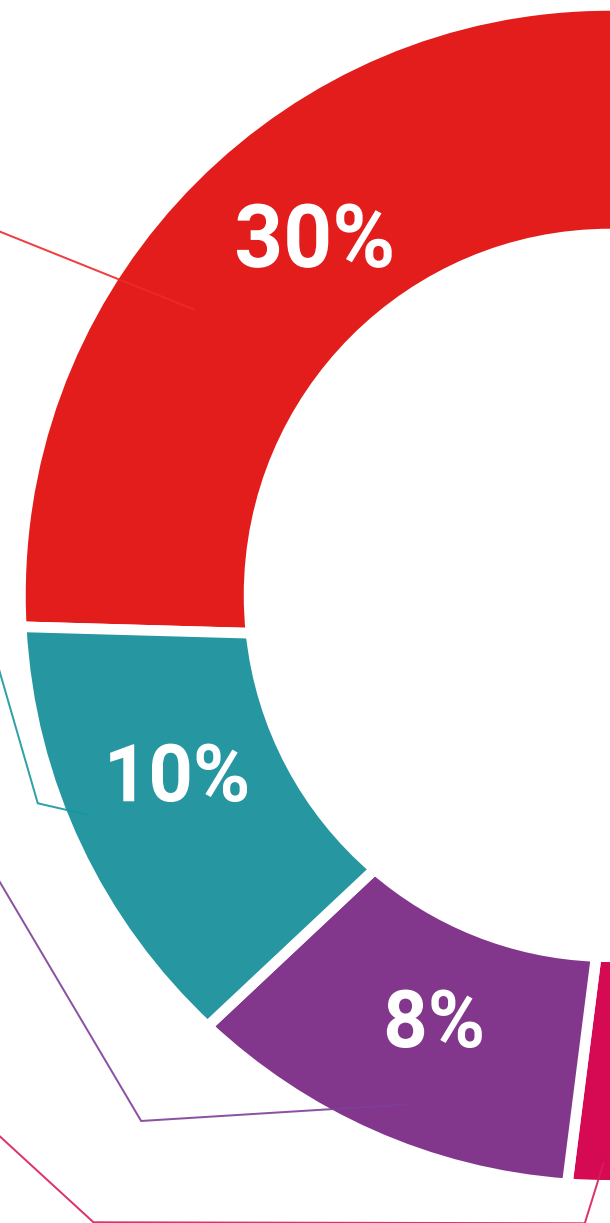
### Practising Skills and Abilities

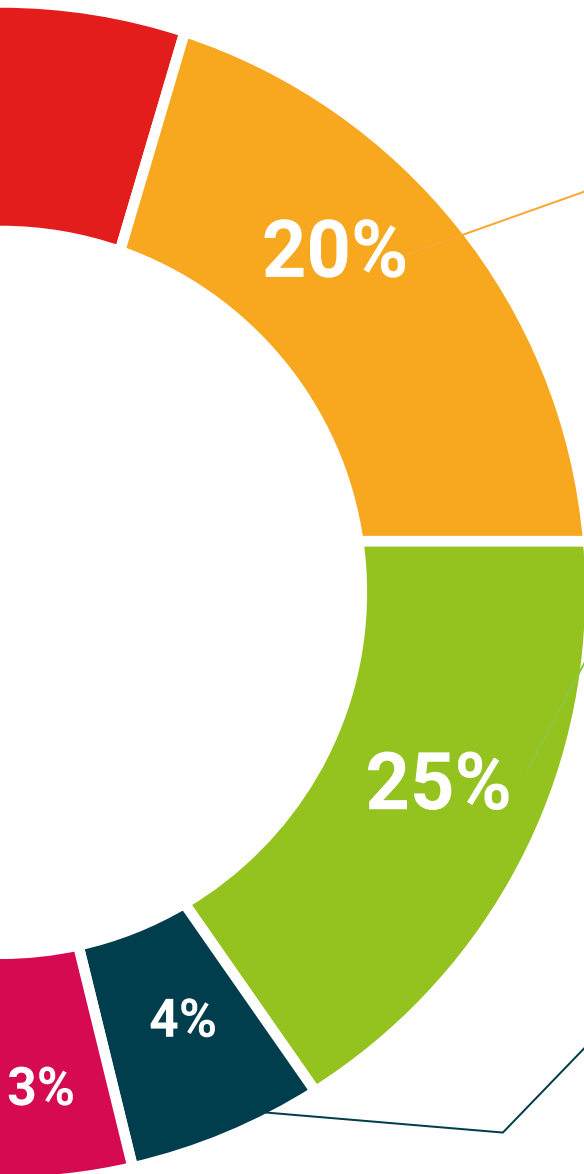
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Techniques in the Fashion, Beauty and Luxury Ecosystem 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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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Communication Techniques in the Fashion, Beauty and Luxury Ecosystem** 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 Communication Techniques in the Fashion, Beauty and Luxury Ecosystem**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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

**tech** global  
university

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