

# Postgraduate Certificate

Introduction to Communication  
in the Fashion Industry





## Postgraduate Certificate

### Introduction to Communication in the Fashion Industry

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

Website: [www.techtute.com/pk/journalism-communication/postgraduate-certificate/introduction-communication-fashion-industry](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate/introduction-communication-fashion-industry)

# 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

Communication is an asset of great value for companies in all sectors, because without its correct use, the organization may be unable to achieve any strategic objective. Therefore, and speaking specifically of the fashion industry, communication takes on a fundamental role, as it drives the message to reach the right audiences and, therefore, the company or the media is consolidated. That is why, in this TECH program, professionals will delve into communication in the fashion industry, making a special insight into all its intricacies. All this, through a 100% online program that will enable the graduate to manage a communication department successfully and grow in their professional career.







“

*Learn everything you need to know about  
Communication in the Fashion Industry and  
become a top-notch professional"*

The contents of this Postgraduate Diploma are directed by professionals in the areas of communication and journalism who work in companies and media 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 sector will be analyzed, with the aim that the student knows in depth the functioning of these departments and learns how to manage them optimally. In this sense, the current management of the fashion industry will also be studied in depth, and, through this study, it will help the journalist to understand how to work specializing in this sector.

A journey that will lead Communication Management 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. This same specialization will also help you to work as part of a press department of companies in this sector, providing great ideas and revaluing your professional profile.

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 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 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 Introduction to Communication in the Fashion Industry** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ Practical cases presented by experts in fashion journalism, beauty and luxury
- ♦ 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 the self-assessment process can be carried out to improve learning
- ♦ With special emphasis on innovative methodologies in journalism and communication in fashion, beauty and luxury
- ♦ 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



*TECH offers you the best specialization on the market in journalism and communication in fashion. You only have to bring your enthusiasm to study”*

“

*We offer you the best teaching methodology and a multitude of practical cases to simulate the real-life situations which you could face throughout your career”*

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.

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

The design of this program focuses on Problem-Based Learning, through which the student must try to solve the different professional practice situations that arise, with the help of an innovative interactive video system created by renowned and experienced experts in the field of fashion, beauty and luxury journalism.

*Become an excellent journalist and learn to work 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.*



# 02 Objectives

This program 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 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 in all fields in which this action is carried out. Therefore, after the completion of this program, you will know all the aspects that influence communication the fashion industry and, therefore, you will be a much more competent professional.







“

*A complete update that will allow you to enter fully into all the aspects 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, creativity and leadership skills as the main skills 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 with an in-depth knowledge of the dynamics of communication, the fashion business and the determining components
- ♦ Identify opportunities and be able to evolve personally through scrutinizing your 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

---

- ♦ Approach the main areas of communication in relation to fashion and beauty.
- ♦ Questions and introduction to some topics of interest that will be developed throughout the program
- ♦ Lay the foundations of knowledge in the field of fashion, beauty and luxury.
- ♦ Analyze the role that each professional plays within the fashion industry.
- ♦ Know and learn how to use the terminology of the sector



*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 specialization in the journalism and communication sector, have joined their knowledge to provide you with the most complete program on 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.





“

*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

### 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.
- ♦ He 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 specialization in this field as a means to delve into the area of knowledge, have designed a complete syllabus, structured specially to update professionals in the information sciences on the peculiarities and characteristics of the world of fashion. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.



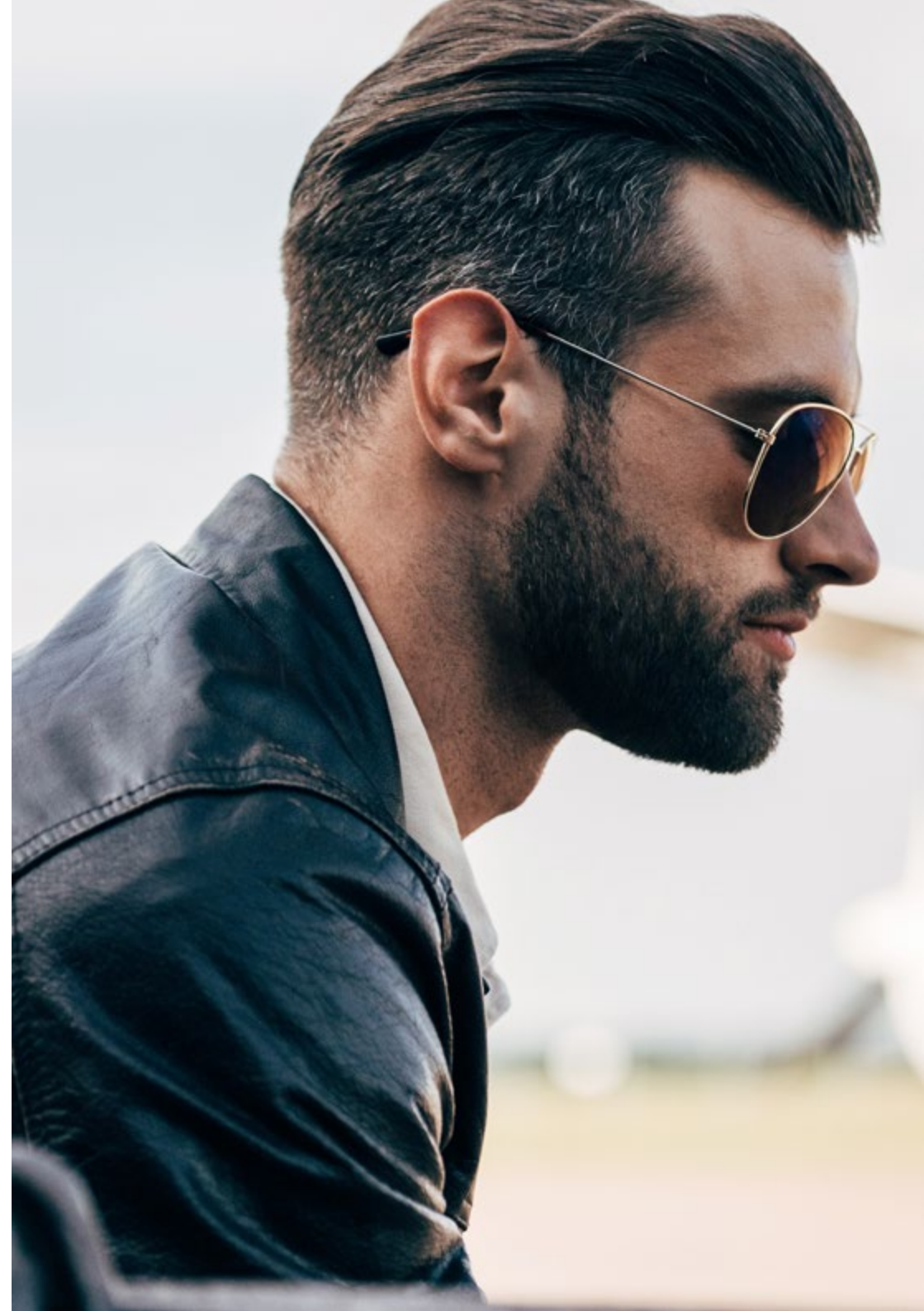


“

*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. Introduction to Communication in the Fashion, Beauty and Luxury Industry

- 1.1. Development and Evolution of the Fashion Industry
  - 1.1.1. Fashion Throughout History
  - 1.1.2. Evolution of the Textile Industry
  - 1.1.3. The Fast Fashion Model and Today's Consumer Industry
- 1.2. Main Milestones and Characteristics of the Beauty and Perfumery Industry
  - 1.2.1. History of Perfumery
  - 1.2.2. Perfumery as the Main Point of Contact to the Luxury Market
  - 1.2.3. Communication in the Main Beauty and Perfumery Retail Chains
- 1.3. Introduction to the Sociology of Fashion
  - 1.3.1. Fashion as a Social Agent
  - 1.3.2. Sociology of Trends
  - 1.3.3. Fashion as an Artistic Concept
- 1.4. Luxury in the 21st Century and the Digital Experience
  - 1.4.1. New Ways of Understanding Luxury
  - 1.4.2. Fashion and Luxury in the Digital Environment
  - 1.4.3. How Digital Tools Can Enrich the Luxury Experience?
- 1.5. Adaptation of the Brand Discourse to Each Communication Channel
  - 1.5.1. Main Communication Channels in the Fashion, Beauty and Luxury Industry
  - 1.5.2. Mapping the Communication Strategy. Choice of Channel and Message
  - 1.5.3. The Profile of the Communicator in Social Media
- 1.6. Evolution of Brand Legacy in the Luxury Industry
  - 1.6.1. History as a Backdrop: Building a Brand Discourse from the Past
  - 1.6.2. The Role of Creative Management in the Brand Discourse
  - 1.6.3. Beginning the Brand Legacy in the 21st Century



- 1.7. Fashion Communication in the Digital Environment: Globalization and the Single Market
  - 1.7.1. Communicating in the Digital Environment
  - 1.7.2. Internationalization of Brands
  - 1.7.3. Effects of Globalization on Fashion and Beauty Communication
- 1.8. Principles of Branding
  - 1.8.1. The Brand Is What Prevails Management of Intangibles
  - 1.8.2. Tons and Manners Construction of the Brand Discourse
  - 1.8.3. Building a Brand in a Global Market
- 1.9. Approach to Sustainability in the Fashion, Beauty and Luxury Markets
  - 1.9.1. Sustainability and Environment in the Fashion System Actors and Processes
  - 1.9.2. Diversity and Inclusion in the Fashion and Beauty Industry
  - 1.9.3. Sustainability in the Luxury Market
- 1.10. The Communication Professional in the Fashion Industry
  - 1.10.1. The Role of the Communication Department in a Fashion Company
  - 1.10.2. Outsourcing of the Communication Department The Role of Agencies
  - 1.10.3. Professional Profiles of Communication in the Fashion, Beauty and Luxury Industry

“

*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.

“

*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 Introduction to Communication in the Fashion Industry 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”*

This **Postgraduate Certificate in Introduction to Communication in the Fashion Market** contains the most complete and up-to-date scientific 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 Introduction to Communication in the Fashion Industry**

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 language  
virtual classroom



## Postgraduate Certificate

Introduction to  
Communication in  
the Fashion Industry

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

# Postgraduate Certificate

## Introduction to Communication in the Fashion Industry