Postgraduate Certificate

Metrics for the Analysis of Fashion, Beauty and Luxury Communication

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Postgraduate Certificate

Metrics for the Analysis of Fashion, Beauty and Luxury Communication

- » 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/metrics-analysis-fashion-beauty-luxury-communication**

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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, it is very important to establish effective strategies that attract great results, but if the professional does not have the necessary skills to know if the tactics are working, then it is as if nothing is being done. Therefore, this educational program will focus on providing Journalists with the necessary skills to optimally measure the results of strategic plans, tactics or campaigns carried out in companies in the fashion, beauty and luxury sector. In this way, they will learn to apply the fundamental indicators and establish the boundary between qualitative and quantitative variables that demonstrate the results obtained.

In this educational program, you will learn how to deeply measure the results of tactics carried out in companies in the fashion, beauty and luxury sector"

The contents of this program 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 necessary aspects to measure the results of a campaign or a strategic plan applied at the media level will be discussed and analyzed. In this sense, the program will delve into those specific indicators that help to see the functioning of fashion from a global perspective and to understand in depth the results obtained.

A journey that will lead the journalist to recognize, among the whole range of possible metrics, those that are best suited to these sectors, offering results that are more in line with reality. Thus, the professional will also understand the most frequent errors in measuring results and the ways to avoid their occurrence.

All this, without neglecting the importance of measuring with high-impact tools such as Google Analytics and the importance of knowing how to make a complete report with the results extracted from it, which help the rest of the team understand the real result of the action.

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 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 accompaniment of your tutor throughout the process.

This **Postgraduate Certificate in Metrics for the Analysis of Fashion, Beauty and Luxury Communication** 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
- 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 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 Internet connection

TECH offers you the best program on the market in journalism and communication in fashion, beauty and luxury. You only have to bring your enthusiasm to study"

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"

This program will allow you to enhance your skills and become a successful communication journalist.

Become an excellent journalist, able to measure the results of the tactics implemented in fashion, beauty and luxury communication.
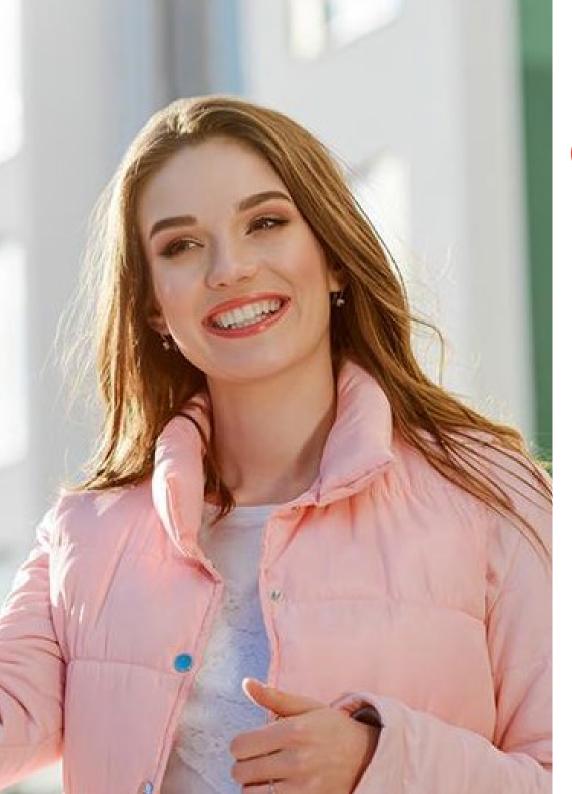
The program includes in its teaching staff professionals belonging to the field of journalism and communication, who bring to this program the experience of their work, as well as recognized specialists from renowned societies and prestigious universities.

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 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 situations of professional practice situations that may arise. For this purpose, the professional will be assisted by the help of an innovative interactive video system created by renowned experts in the field of fashion, beauty and luxury journalism, with extensive experience in the field.

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 and to develop successfully in all fields in which this action takes place. Thus, after the completion of this program, you will be able to measure the communication results in fashion campaigns and, therefore, you will be a much more competent professional.

A complete qualification that will allow you to know in depth the most effective metrics for tactics in companies in the fashion, beauty and luxury sector"

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

- Strengthen your management, analysis, creative and leadership skills as the main competencies to grow within the industry

- Develop excellent writing and oral and written, verbal and non-verbal communication skills

- Obtain the necessary ethical responsibility

- Develop critical thought

- 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 by looking at their own work

- Generate social impact and lead public opinion with ethical and professional responsibility

- Improve agility in decision making through observation, analysis, interpretation and action in relation to professional criteria through critical reporting

- 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

- Understand the measurement process in the communication sector, create and establish efficient and effective metrics based on brand identity
- Apply key indicators and establish the boundary between qualitative and quantitative variables
- Evaluate the chosen analysis methods and apply the results to brand actions
- Predict the results of the following metrics to minimize risks
- Elaborate and present a fashion industry specific dashboard, as well as a progress report identifying lines of communication
- Refocus leadership

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 education in the journalism and communication sector, have joined their knowledge to provide you with the most complete education in the market, which will allow you to develop successfully in the field of fashion, beauty and luxury 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 metrics analysis in fashion, beauty and luxury campaigns and become a much more sought-after professional"

Management

Ms. García Barriga, María

- Photographer specialized in Social Networks
- Dynamizer and Community Manager
- Responsible for campaigns in El Sapo Natural Cosmetics
- Image and photography consultant for private schools throughout Spain
- Photographer specialized in images for social networks, non-verbal language and creation of environments for school photography
- Graduate in Teaching

The best teachers are at the best university. Don't think twice and join our community of students"

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 events in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially designed to train professionals in the information sciences on the peculiarities and characteristics of the world of fashion and how to measure communication through a comprehensive analysis. 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. Metrics for Communication Analysis

A unique, key, and decisive educational experience to boost your professional development"

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.

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.

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

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. 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.

30%

10%

8%

20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The Postgraduate Certificate in Metrics for the Analysis of Fashion, Beauty and Luxury Communication 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 Metrics for the Analysis of Fashion, Beauty and Luxury Communication** 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 Metrics for the Analysis of Fashion, Beauty and Luxury Communication**

Official Nº of Hours: **150 h.**

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Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Metrics for the Analysis of Fashion, Beauty and Luxury Communication

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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