

# Postgraduate Diploma

## Business Strategies and Communication Plan in Fashion, Beauty and Luxury





## Postgraduate Diploma Business Strategies and Communication Plan in Fashion, Beauty and Luxury

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

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# 01

# Introduction

Fashion, beauty and luxury companies need to constantly adapt their communication strategies to keep up to date in an industry that is constantly changing its paradigms. In this sense, this program will teach communication and journalism professionals the right way to generate successful communication plans that boost business results in the sector. Therefore, as specialized journalists or collaborators within a press department, the professional will revalue their profile and will become a very important asset for companies in this field.





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*With this Postgraduate Diploma, you will acquire the necessary knowledge to generate successful communication plans and business strategies that enhance the results of companies in the sector"*

The fashion, beauty and luxury sector is constantly fluctuating and, consequently, its correct treatment in the communicative field needs continuous updating by professionals in the sector. For this reason, this Postgraduate Diploma will provide an approach to the business strategies that can be implemented with the aim of boosting the growth of companies in the sector. Therefore, the professional will acquire the necessary skills to position themselves as a successful communication director in this field.

In the same way, they will also delve into the management of communication from a global perspective that will help the company to obtain better positioning in the sector. Likewise, this aspect will delve into crisis management for companies in the fashion, beauty and luxury sector. Therefore, the communication professional will be prepared to carry out a comprehensive management in those cases where the reputation of the company is at stake due to an event that has come to public light.

In this same sense, and understanding the importance of reputation for companies in these sectors, the Postgraduate Diploma program will also address the right way to enhance the company's online and offline image. To this end, it will teach students the different techniques that help to build a positive reputation for the public, which will increase the company's reach and improve results.

Finally, during this Postgraduate Diploma, the importance of strategic communication in the beauty and fashion sector will be discussed in depth. To this end, professionals will be taught how to design and implement a complete communication plan where the context in which the company is developing is thoroughly investigated and the relevant actions are implemented to make it successful. It should be noted that the program is 100% online, which facilitates the professional's development, allowing them to manage their time and schedule.

This **Postgraduate Certificate in Business Strategies and Communication Plan in Fashion, Beauty and Luxury** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ 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
- ♦ Developments in 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 program on the market in journalism and communication in fashion, beauty and luxury. You only have to bring your enthusiasm to study"*

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*Learn in depth the most effective communication strategies when managing companies in the fashion industry and become a much more competent professional"*

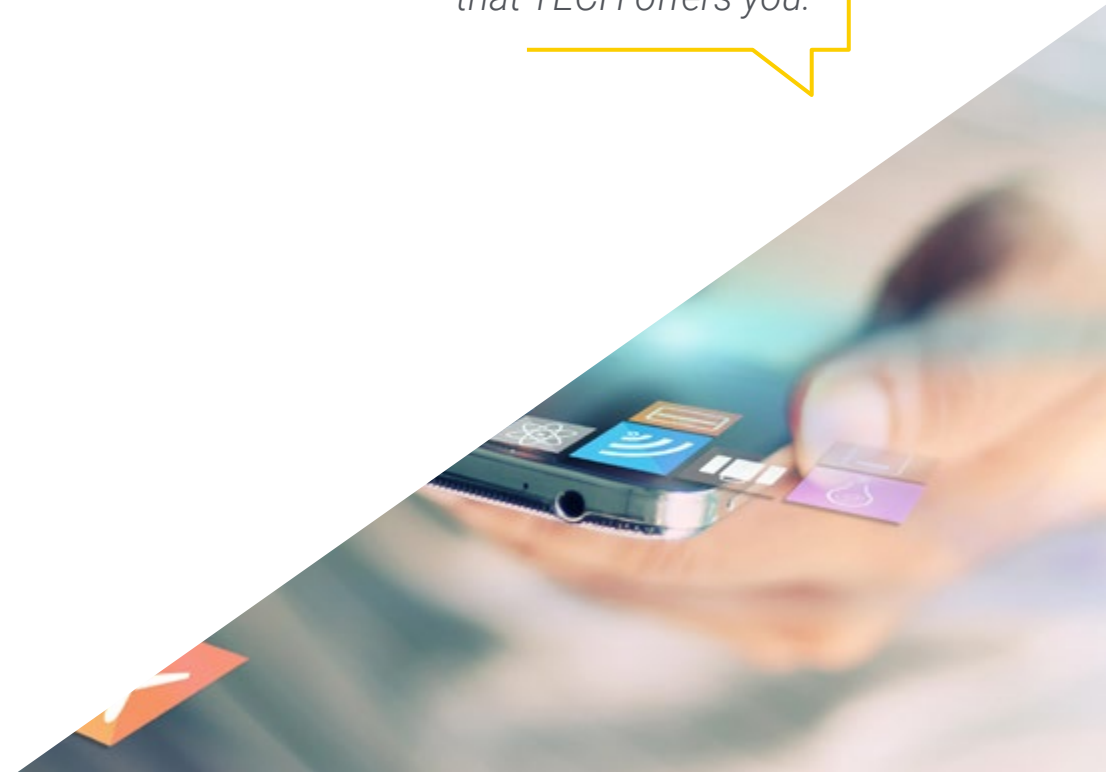
The program includes, in its teaching staff, professionals belonging to the field of journalism and communication, who bring to this program the experience of their work, in addition to recognized specialists from prestigious reference societies and universities.

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.

*Learn all the aspects that successful political communication professionals must master.*

*Learn how to create communication plans with this Postgraduate Diploma that TECH offers you.*



# 02 Objectives

This program is designed to strengthen the skills, as well as help you develop new skills in the field of communication that will be essential in your professional development within the fashion, beauty and luxury sector. After completing the program, you will have a high degree of competence in specialized media, press offices and marketing departments, knowing the means that provide the best results in the dissemination of Information. In this way, you will be able to position yourself as a communication professional in the field of fashion, beauty and luxury with success, achieving great skills and preparing yourself to compete with the best in the industry.





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*The goal of this program is to help students understand which are the most innovative strategies that provide the best results for companies in the fashion, beauty and luxury sector"*



## General Objectives

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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 skills 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 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

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### Module 1. Internal Communication, Corporatism and Crisis Management

- ♦ Know the organization chart of a communication company in the fashion and beauty environment
- ♦ Reduce employee uncertainty, both in the face of internal changes and those external to the organization
- ♦ Align and build a team loyal to the brand's objectives, mission and values
- ♦ Understand the crisis resolution process and the role of the communication director in difficult times
- ♦ Organize your own discourse for social networks and mass media aligned with the company's values
- ♦ Fit sustainability into the communication strategy without losing identity
- ♦ Identify potential adversities your brand will face in the future
- ♦ Develop a strategic plan and a recyclable contingency plan

### Module 2. Communication Techniques in the Fashion, Beauty and Luxury Ecosystem

- ♦ 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

### Module 3. The Communication Plan

- ♦ Apply the knowledge acquired so far to develop a 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



*TECH provides you with the latest content in the industry with one goal in mind: to help you achieve all your professional goals"*

03

# Course Management

The design of this educational program has been created by a team of journalism professionals in fashion and communication with years of professional and teaching experience. All of them, aware of the current need for quality training in journalism and communication, have combined their knowledge to provide you with the most complete specialization on the market, which will allow you to develop successfully in the field of fashion, beauty and luxury 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 business strategies and communication in fashion, beauty and luxury”*

## 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

### Dr. Gárgoles Saes, Paula

- ♦ PhD, journalist and researcher specialized in Fashion and Communication
- ♦ Research professor at the School of Communication and head of the Corporate Communication Academy at the Panamerican University, Mexico City
- ♦ Lecturer in recognized institutions of Higher Education in the Faculty of Communication
- ♦ Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- ♦ Sustainability Consultant at COINTEGRA, Madrid
- ♦ Research stay at the Textile Technology Faculty-University of Zagreb
- ♦ Department of Communication at ISEM Fashion Business School, Madrid
- ♦ Fashion Journalist at Europa Press Agency and Asmoda Digital Magazine
- ♦ PhD in Applied Creativity Navarra University
- ♦ Doctorando (cum laude), ISEM Fashion Business School, Madrid
- ♦ Degree in Journalism Complutense University of Madrid
- ♦ Executive Fashion MBA at ISEM Fashion Business School
- ♦ Specialization in Fashion at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan

### Ms. Vela Covisa, Susana

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

### Ms. Macías, Lola

- ♦ Sector Marketing Consultant and Researcher
- ♦ External Consultant approved by IVACE since 2014 Institute for Foreign Promotion of the Valencian Community, in the Internationalization Advisory Programs for Exporting Companies
- ♦ Coordinator of the Textile Market Observatory Aitex
- ♦ More than 20 years of experience in the area of internationalization, occupying the position of export manager in companies of different sectors
- ♦ Teacher at the European University of Valencia
- ♦ Lecturer at the Autonomous University of Barcelona
- ♦ Lecturer in the Master's Degree in Fashion, Design Management and Operations at CEU-Cardenal University
- ♦ PhD Student in Marketing University of Valencia
- ♦ Degree in Business Administration and Management at Valencia University Completed final year at Nottingham University Business School, UK
- ♦ Master's Degree in Management and Administration of Commercial Companies Institute of Business Administration, University of Paris I. Pantheon - Sorbonne
- ♦ Master in Fashion, Design Management and Operations Aitex, Association for Textile Industry Research
- ♦ Master's Degree in Teacher Training for Secondary, Baccalaureate and Vocational Training from the Catholic University of Valencia

# 04

## Structure and Content

The TECH Postgraduate Diploma in Business Strategies and Communication Plan in Fashion, Beauty and Luxury is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that is developed over 6 months and has been designed by the most reputable professionals in the sector, who pour into this program the arduous experience of their work for you to grow and position yourself as a communicator and journalist of the highest level.





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*Through a very efficient syllabus, professionals will learn how to deal correctly with the fashion, beauty and luxury sector, whether they want to work as specialized journalists or as press and communication managers"*

## Module 1. Internal Communication, Corporatism and Crisis Management

- 1.1. The Stakeholder Ecosystem: Who Are My Stakeholders?
  - 1.1.1. What Is a Stakeholder?
  - 1.1.2. The Main Stakeholders in Fashion: Consumer, Employee,
  - 1.1.3. The Concept of Social Responsibility: Components and Principles
- 1.2. Internal Communication I: Employer Branding
  - 1.2.1. The Management of Internal Communication: Concept and Tools
  - 1.2.2. Evolution and Principles of Employer Branding
  - 1.2.3. Human Resources as a Communication Tool in the Fashion Industry
- 1.3. Internal Communication II: Employee Advocacy
  - 1.3.1. Employee Advocacy: Concept and Evolution
  - 1.3.2. Employees as Brand Ambassadors in the Luxury Industry
  - 1.3.3. Tools: Buffer and Hootsuite
- 1.4. Building Reputation I: Brand Identity in Fashion, Beauty and Luxury
  - 1.4.1. Concept of Brand Identity: Corporate Identity
  - 1.4.2. Brand Identity as an Element of Corporate Reputation
  - 1.4.3. Visual Identity in the Fashion, Beauty and Luxury
- 1.5. Building Reputation II: Brand Image in Fashion, Beauty and Luxury
  - 1.5.1. Concept of Brand Image
  - 1.5.2. Brand Image as an Element of Corporate Reputation
  - 1.5.3. Branded Content in Fashion, Beauty and Luxury
- 1.6. Building Reputation III: Corporate Reputation in Fashion, Beauty and Luxury
  - 1.6.1. Reputation: Concept, Characteristics and Effects
  - 1.6.2. Metrics for the Analysis of a Global Reputation
  - 1.6.3. The Rise of Corporate Activism
- 1.7. Crisis Management I: Strategic Plan
  - 1.7.1. Types of Crisis
  - 1.7.2. Contingency Plan
  - 1.7.3. The Strategic Plan

- 1.8. Crisis Management II: Crisis Communication
  - 1.8.1. Spokespersons and the Discourse of Communication Leaders
  - 1.8.2. The Impact of the Crisis on the Income Statement
  - 1.8.3. Post-Crisis Actions: Getting Back to Normality
- 1.9. Sustainability and Corporate Reputation in Fashion, Beauty and Luxury
  - 1.9.1. The Three Dimensions of Sustainability: Social, Environmental and Corporate in Fashion, Beauty and Luxury
  - 1.9.2. The Value Chain of the Fashion Industry
  - 1.9.3. Sustainability Communication: Reporting
- 1.10. Sustainability in Crisis Management in Fashion, Beauty and Luxury
  - 1.10.1. Types of Crisis in Each Area of Sustainability
  - 1.10.2. Authenticity and Transparency in the Eye of the Public
  - 1.10.3. Sustainability as Part of the Crisis Solution

## Module 2. Communication Techniques in the Fashion, Beauty and Luxury Ecosystem

- 2.1. Strategic and Competitive Framework of the Fashion System
  - 2.1.1. The Fashion Industry Sector at a Global Level Structure and Evolution of the Sector Worldwide
  - 2.1.2. The Concept of the Fashion Value Chain
  - 2.1.3. The Collaboration of the Links in the Value Chain
- 2.2. Business Models in the Fashion Industry
  - 2.2.1. The Evolution of Business Models: From Designers to Fast Fashion Chains
  - 2.2.2. The Competitiveness of Fashion Business Models: The French Model, the American Model, the Italian Model, and the Asian Model
  - 2.2.3. Fashion Business Models: Designers, Luxury Brands, Premium Brands, Large-scale Distribution
- 2.3. The Distribution of the Luxury Sector and the Profitability of Spaces
  - 2.3.1. Distribution in the Luxury Industry and Its Profitability
  - 2.3.2. The New Luxury Customers, Millennials, Asians, etc
  - 2.3.3. The Integration of the Supply Chain in the Luxury Industry



- 2.4. Main Business Strategies in the Major Fashion Brands
  - 2.4.1. Main Operators in the Fashion Business
  - 2.4.2. Business Strategies of the Leading Fashion Retailers
  - 2.4.3. Business Strategies of the Cosmetics and Perfumes Retailers
- 2.5. Entrepreneurship and Creation of the Start Up in the Fashion Sector
  - 2.5.1. What Is Entrepreneurship? The Entrepreneurial Ecosystem
  - 2.5.2. The Start Up Model in Fashion Businesses
  - 2.5.3. Entrepreneurs in the Fashion, Luxury and Beauty Sector; Success and Failure cases
- 2.6. The Value Proposition of Beauty Brands
  - 2.6.1. The Cosmetics Franchise Sector
  - 2.6.2. What Is a Brand License?
  - 2.6.3. Licensing in the Cosmetics Sector
- 2.7. Profitability in Traditional Models
  - 2.7.1. The Evolution of the Multibrand Channel and Department Stores
  - 2.7.2. The Keys to the Future of the Multibrand Channel
  - 2.7.3. Differential Value and the Shopping Experience in Department Stores
- 2.8. E-Commerce in Fashion, Beauty and Luxury: Trends, Users and the Future
  - 2.8.1. Global Growth of E-Commerce
  - 2.8.2. E-Commerce Buyer Profile
  - 2.8.3. Trends in the E-Commerce Sector
- 2.9. Planning the Internationalization of the Fashion Company
  - 2.9.1. Internationalization Planning
  - 2.9.2. Internationalization Planning
  - 2.9.3. Research and Selection of Foreign Markets
- 2.10. Strategies for Accessing International Markets
  - 2.10.1. What Is Innovation?
  - 2.10.2. How to Materialize Innovation in My Company?
  - 2.10.3. Innovative Business Models

### Module 3. The Communication Plan

- 3.1. The Fashion Calendar and the Dynamics of the Times in the Industry
  - 3.1.1. The Origin and Evolution of Fashion Weeks and Haute Couture
  - 3.1.2. General Calendar of the Industry
  - 3.1.3. How COVID Is Affecting the Established Dynamics?
- 3.2. The Impact of Internal Communications on Fashion, Beauty and Luxury Brands
  - 3.2.1. Internal Communication
  - 3.2.2. Objectives and Tools
  - 3.2.3. Strategic Internal Communication Plan
- 3.3. Communicating Sustainable and Eco-Luxury Brands
  - 3.3.1. Slow Fashion and Eco-Luxury
  - 3.3.2. Evolution of Consumer Trends in the World of Fashion
  - 3.3.3. How to Communicate Sustainable Brands and Terminology to Be Used?
- 3.4. The Functionality of the Communication Plan and Available Resources
  - 3.4.1. What Is the Communication Plan and What Is It For?
  - 3.4.2. Above the Line – Below the Line
  - 3.4.3. Communication Channels in Fashion Brands and Analysis of Available Resources
- 3.5. SWOT Analysis and the Rice Matrix
  - 3.5.1. The Fashion Market and Its Competitors
  - 3.5.2. Development and Application of the SWOT Analysis
  - 3.5.3. The Rice Matrix as the Epicenter of the Blue Ocean
- 3.6. Situation Analysis and Objective Setting
  - 3.6.1. Company Background and Diagnosis of the Brand's Situation with Respect to the Market
  - 3.6.2. Determination of Objectives in Relation to Goals
  - 3.6.3. Analysis and Reorganization of Objectives in a Fashion Firm
- 3.7. The Audience and the Message
  - 3.7.1. Is This Customer Profile for My Campaign?
  - 3.7.2. Are These Messages for My Campaign? Key Messages by Customer Type
  - 3.7.3. The Communication Strategy of Fashion Brands



- 3.8. Channels: Offline and Online
  - 3.8.1. The Choice of the Offline Channel
  - 3.8.2. The Online Campaign
  - 3.8.3. Advantages of the Online Channel
- 3.9. The Action Plan and the Calendar
  - 3.9.1. Types of Communicative Actions in Fashion
  - 3.9.2. Structure and Approach of the Action Plan
  - 3.9.3. Integration of the Action Plan into the Strategy as a Whole
- 3.10. Evaluation of the Communication and Strategy Plan
  - 3.10.1. Main Metrics for the Evaluation of the Communication Plan
  - 3.10.2. Advanced Analysis of the Communication Plan
  - 3.10.3. Reformulation of the Communication Strategy

“ *A comprehensive program that will take you through the necessary education to compete with the best in your profession* ”



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.



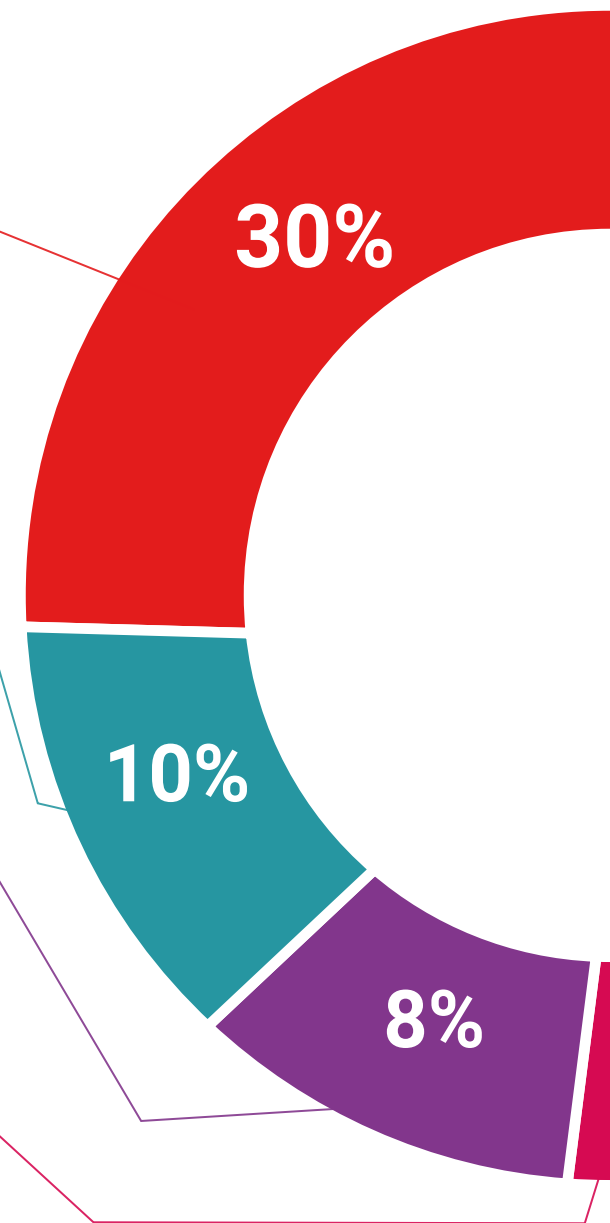
### Practising Skills and Abilities

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 Diploma in Business Strategies and Communication Plan in Fashion, Beauty and Luxury guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Business Strategies and Communication Plan in Fashion, Beauty and Luxury** 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 Diploma in Business Strategies and Communication Plan in Fashion, Beauty and Luxury**

Modality: **online**

Duration: **6 months**

Accreditation: **18 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



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