Professional Master's Degree
Fashion and Luxury Communication Management

tech technological university

Professional Master's Degree
Fashion and Luxury Communication Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/in/journalism-communication/professional-master-degree/master-fashion-luxury-communication-management**

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01
Introduction

Journalism is, undoubtedly, a profession with many specialties, which means that professionals can choose among them in their professional practice. One of the most prominent in recent times is fashion, beauty and luxury journalism, a branch highly demanded by companies and that requires the relevant specialization by professionals in order to understand in depth the workings of these sectors. Aware of this, TECH professionals have designed this program that aims to unravel the most important aspects of fashion, beauty and luxury companies in order to prepare specialized journalists to be much more competent and prepared to successfully solve the daily exercise of their profession and aspire to professional growth.

"

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"

It has been proven that communication is a powerful weapon in many scenarios, and one of the most prominent is in the fields of beauty and fashion. In this area, communication is a powerful resource for directing a certain message through various channels such as social media, mass communication media or circles of influence. Throughout the years, leaders have identified communication as an indispensable tool in the art of telling stories, improving the general mood of a group and as information transmitters, capable of "creating movement" through messages which incite some form of action.

The content of this academic program has been designed with the objective of favoring the development of professional skills that promote more rigorous decision-making in uncertain environments. Therefore, the graduate will be able to generate innovative communication strategies oriented to the fashion and beauty sector successfully, boosting their skills to the next level. Over the course of 1,500 hours of instruction, the student will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations. In addition, this exclusive program deals in depth with all the aspects that influence the communication of a company, from a strategic and international perspective, as well as the work of the specialized journalist from a global point of view. In this way, the student will assume their position with a more accurate vision of the sector thanks to a curriculum designed and focused on professional improvement.

Therefore, you will achieve your objectives through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way. Furthermore, the 100% online format of the course allows the student to control their hours of study, without the inconvenience of traveling to an education center for classes.

This **Professional Master's Degree in Fashion and Luxury Communication Management** contains the most complete and up-to-date 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 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 Fashion and Luxury Communications Management
- 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"

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

Become an excellent journalist and learn how to narrate fashion news with a new perspective.

Professional journalists must provide truthful, objective and independent information. Only in this way will citizens be able to reliably know what is happening in the world.

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.
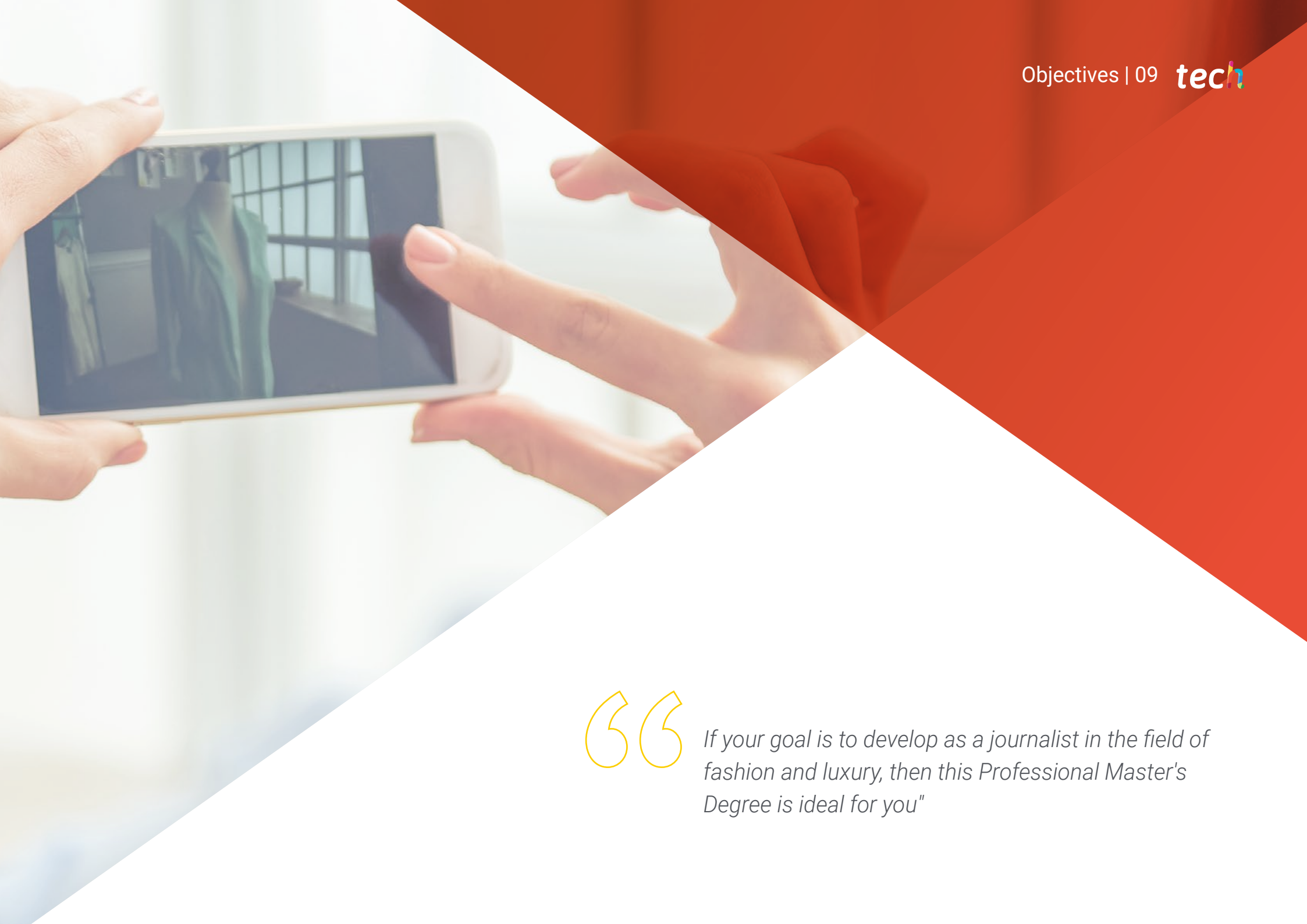
Objectives

This program is designed to strengthen your abilities and help you develop new skills in the field of communication that will be essential in your professional development as a journalist in Fashion and Luxury Communication Management. After the program, students will be able to design and implement specific actions, either as part of a company's press office or as specialized journalists. In this way, you can become a successful professional in the field, acquiring advanced skills and being able to manage diverse, large-scale projects.

If your goal is to develop as a journalist in the field of fashion and luxury, then this Professional Master's Degree is ideal for you"

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 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

Specific Objectives

Module 1. Introduction to Communication in the Fashion, Beauty and Luxury Industry

- 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

Module 2. Consumer Identity and Evolving Trends

- Detect the signs of change and turn them into an opportunity thanks to a predictive trend report that minimizes risk and optimizes resources ahead of our competitors
- Gain an in-depth understanding of the concept of appearance, lifestyle and trend
- Unravel the communication process established through color, shape, fabric or silhouette
- Understand how fashion is constructed and how it is related in an exercise of perception, interpretation and visual projection with the identity of the receiver of the message that we emit in the form of a dress, T-shirt or accessory

Module 3. Content Creation: The Message

- Enable students to have a deep understanding of the nature of the message and its basic components
- Know the main automated communication tools that are currently used in the fashion industry
- Know how to identify the style of messages, images and contents that are elaborated in the industry being possible for the student to replicate and organize them in time

Module 4. Communication Techniques in the Fashion, Beauty and Luxury Ecosystem

- Build a digital environment capable of attracting traffic/audience to your fashion brand, either off 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

Module 5. Metrics for Communication Analysis

- Understand the measurement process in the communication sector, create and establish efficient and effective metrics based on brand identity
- Apply the fundamental 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 in order to minimize risks
- Develop and present a fashion industry-specific dashboard and a progress report identifying lines of communication
- Refocus Leadership

Module 6. Specialized Press and Public Relations

- Understand strategic communication and apply it with ethical and professional responsibility
- Establish public relations that serve the purpose of communication, knowing how public relations work in the fashion industry
- Lead a team capable of creating an event as well as a unique user experience, whether in the physical or digital environment
- Adapt to the dynamics of the specialized press in the areas of fashion and beauty
- Know the evolution of public relations and the latest market trends
- Develop negotiation skills to establish agreements that constitute a social link

Module 7. New Communication Channels: Social Networks & YouTube

- Offer a direct, personal and adequate communication capable of meeting the specific objectives of each social media
- Specific vision of each of the digital communication channels that currently exist
- Understand how influence is exercised from the communication channel and the new power strategies that are exercised from the digital environment
- Replicate an influence exercise from my social media channel
- Identify the rise of the audiovisual channel as a leading medium among the public opinion

Module 8. 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 9. Business Strategies in Fashion, Beauty and Luxury Companies

- 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 10. 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

Develop your skills to become a versatile journalist at the forefront of the the latest trends"

03
Skills

After passing the assessments of the Professional Master's Degree in Fashion and Luxury Communication Management, the professional will have acquired the necessary professional abilities to perform quality work and will have new skills and techniques that will help them to enhance the knowledge they already have. In this way, the journalism and communication professional will be able to work successfully both as a fashion correspondent, as well as in the facilities of a press office of a company in this sector. This will therefore increase the value of your CV and will help you to become a much more competent journalist, prepared to work in different fields.

Through studying this Professional Master's Degree, you will acquire the necessary skills to be able to take your performance to a higher level"

General Skills

- Specialize in the interpretation and evaluation of fashion, beauty and luxury news
- Use the reporter's ethics and know the importance of news in this sector
- Analyze the different sources of fashion, beauty and luxury journalism
- Apply innovative techniques and concepts used in the speciality
- Use innovative processes that apply to the practice of the profession
- Manage new communication channels on the internet
- Create appropriate communication plans for each sector

Enroll in the best fashion communication program on the current university market"

Specific Skills

- Develop 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

04
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 training in the journalism and communication sector, 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 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 fashion and luxury journalism and become a 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.

Ms. Zancajo Selfa, Isabel
- Director of Communication and Social Media YSL Beauty and Biotherm
- Marketing at L'Oreal
- Lecturer in Communication at the Private Business Schools ESIC Business School, Villanueva University and ESCO, as well as at the Complutense University of Madrid.
- Experienced in strategic communication and market analysis, market research and consumer insights.

Dr. Muñiz, Eva

- Degree in Journalism from San Pablo CEU University in Madrid with an Extraordinary End of Degree Award.
- Doctorate studies in Humanities and Information CC.
- Postgraduate course in Economics on Communication Strategy and Corporate Image
- CEO - director of Press&Co Communication Agency

Dr. 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.

Dr. Cayuela, María José

- Degree in Journalism and Master's Degree in Corporate and Institutional Communication Management from the Autonomous University of Barcelona.
- Master's Degree in Strategic Brand and Communication Management from ESADE. PDD
- Master's Degree in Digital Marketing Management from ESADE and Learning to Grow from IESE
- Multidisciplinary journalist with more than 20 years of experience in media and communication agencies.
- Founder of The Blogs Family, a blogging and social media platform with content for families, with more than 1,000.000 readers and followers on Instagram, Facebook,

Twitter, YouTube and TikTok.

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. Villamil Navarro, Camila

- Social communicator and journalist graduated from La Sabana University
- Fashion and trends Write EL TIEMPO newspaper.
- Professor of Fashion Journalism and Personal Branding at the Faculty of Communication at La Sabana University and coordinator of the Diploma in

Communication and Fashion Journalism

Dr. 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

Ms. Saldaña Martínez, Rocío

- Degree in Marketing and Advertising from CENP in La Coruña.
- Certificate in Advertising Graphics from the Pablo Picasso School of Art in La Coruña
- Professional in the fashion industry with more than 15 years of international experience. Expert in the design and development of clothing and accessory collections for brands such as Zara, Purificación García, CH Carolina Herrera, Cortefiel, Marwa, Roberto Verino and collaborator of the New York brands Daryl K, Steve Madden and Betsey Johnson

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

Structure and Content

The structure of the contents has been designed by a team of journalism, marketing and communication professionals, aware of the importance of the current relevance of professional development in this field as a means to delve into this area of knowledge, have designed this program's syllabus specially to prepare professionals in the singularities and characteristics of the world of communication and managerial skills. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.

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"We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world with every guarantee of success"

Module 1. 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

Module 2. Consumer Identity and Evolving Trends

2.1. Fashion as a Social Communication Tool
2.1.1. Expansion of the Fashion Phenomenon and Social Changes
2.1.2. Appearance as a Form of Individual Identity
2.1.3. Elements Defining the Visual Language of Fashion
2.2. Visual Expression of Color
2.2.1. The Importance of Color in Purchasing Decisions
2.2.2. Color Theory and Chromatic Emotions
2.2.3. The Use of Color in the Fashion Ecosystem
2.3. New Consumer Profiles
2.3.1. The Correct Segmentation of Consumers in the 21st Century
2.3.2. Brands Facing New Customers: From Consumers to Prosumers
2.3.3. Trends and Factors Conditioning the Purchasing Process
2.4. Preferences of the Luxury Consumer
2.4.1. The Lifestyle of the Luxury Client: Values and Priorities
2.4.2. The Dynamics of Consumption in the Luxury World
2.4.3. Discovering Luxury Retail and E-tail
2.5. Observation and Research of Trends in "Coolhunting" Theory
2.5.1. The Figure of the Trend Hunter in the Fashion Industry
2.5.2. From *Trendsetters* to Mass Consumption
2.5.3. Trend Research Agencies
2.6. Novelty, Trends and *Hype* From Innovation to Consolidation
2.6.1. Differentiation of Concepts
2.6.2. Macrotrends and Microtrends
2.6.3. Cycles and Theories of Trend Diffusion

Module 3. Content Creation: The Message

Module 4. Communication Techniques in the Fashion, Beauty and Luxury Ecosystem

4.1.   The Fashion Ecosystem and Its Composition
    4.1.1.   Construction and Maintenance of a Phygital Ecosystem
    4.1.2.   Search Resources and the Development of SERPs
    4.1.3.   Ecosystem Monitoring and Retrofitting
4.2.   Creation of a Brand Ecosystem: SEO, SEM and SMO
    4.2.1.   Positioning of Digital Content: SEO
    4.2.2.   The Creativity of SEM Campaigns
    4.2.3.   The Relevance of SMO in the Fashion Industry
4.3.   Differences and Similarities in Fashion, Beauty and Luxury Brand Communication.
    4.3.1.   Differences between a content Website and an E-Commerce Site
    4.3.2.   Evolution of Communication Objectives
    4.3.3.   Interaction in Content Creation
4.4.   Traditional Offline Communication Techniques: Press Release, News, and News Report
    4.4.1.   Objective Communication: The Press Release and Relevant Information.
    4.4.2.   Social Communication: The News as a Driver of New Information
    4.4.3.   Commercial Communication: The Advertorial as a Sales Element.
4.5.   The Creation of Blogs and Digital Dissemination Magazines
    4.5.1.   Bidirectional Communication in Static Tools
    4.5.2.   Structure and Composition of Blogs
    4.5.3.   Content Creation for Digital Fashion Magazines
4.6.   Transmedia Narrative and Storytelling
    4.6.1.   The Composition of Space and Time in Fashion Communication
    4.6.2.   Virtual Realism in Transmedia Storytelling
    4.6.3.   Stages in Storytelling Creation
4.7.   The Audiovisual Language in the Fashion Environment
    4.7.1.   The Strength of the Image for the Beauty Sector
    4.7.2.   The Storyline in a Brand Story
    4.7.3.   The Creation of Fashion Icons and Myths
4.8.   The Creation of Content Based on the Google Trends Universe
    4.8.1.   Functioning and Search Dynamics in Google Trends
    4.8.2.   The Description of the Story in Relation to Keywords and Fashion Tagging
    4.8.3.   The Integration of Competitors and Virality

4.9.   Functioning of an Ecosystem in the Whole Universe.
    4.9.1.   Alignment of Content and Trends
    4.9.2.   The Musical Atmosphere in Audiovisual Communication
    4.9.3.   Fashion Films
4.10.   Redefinition and Adaptation of the Brand Ecosystem
    4.10.1.   Creativity, Innovation and Invention as Dynamics of Growth.
    4.10.2.   Inspiration and Aspirations of the Fashion Industry
    4.10.3.   Reordering the Fashion Universe: Content for the Whole Community

Module 5. Metrics for Communication Analysis

5.1.   The Analysis of Communication and the Management of Intangibles
    5.1.1.   The Evolution of Communication: From Mass to Globalization
    5.1.2.   Concept and Context of Intangible Assets
    5.1.3.   The Measurement of the Brand, Identity and Corporate Culture
5.2.   Specific Indicators: Beyond the Benchmark
    5.2.1.   What Is Fashion Made of?
    5.2.2.   Specific Indicators of the Fashion Environment
    5.2.3.   The Objective of Measurement and the Choice of Method
5.3.   Detection of Measurement Errors
    5.3.1.   Error Analysis: Inference and the Contrastive Method
    5.3.2.   Type of Errors and Their Seriousness in Fashion Communication
    5.3.3.   The Planning and the Budget in the Communicative Actions.
5.4.   Traditional Metrics for Communication Analysis
    5.4.1.   Statistical Principles and Data Structure
    5.4.2.   Research Methodology qualitative
    5.4.3.   Types of Traditional Metrics: Structure and Function
5.5.   Digital Metrics: Google Analytics
    5.5.1.   Web Positioning in Fashion Brands
    5.5.2.   What Are We Measuring in the Digital Environment?
    5.5.3.   Types of Digital Metrics: Structure and Function.
5.6.   Creation and Adaptation of the Communicative Product
    5.6.1.   The Value of the Communicative Product in the Fashion Industry
    5.6.2.   The Interpretation of Data and the Effectiveness of Solutions
    5.6.3.   Individual Perceptions Hidden in the Psychology of the Fashion Consumer

Module 7. New Communication Channels: Social Networks & YouTube

Module 8. Internal Communication, Corporatism and Crisis Management

8.7.   Crisis Management I: Strategic Plan
    8.7.1.   Types of Crisis
    8.7.2.   Contingency Plan
    8.7.3.   The Strategic Plan
8.8.   Crisis Management II: Crisis Communication
    8.8.1.   Spokespersons and the Discourse of Communication Leaders
    8.8.2.   The Impact of the Crisis on the Income Statement
    8.8.3.   Post-Crisis Actions: Getting back to Normality
8.9.   Sustainability and Corporate Reputation in Fashion, Beauty and Luxury
    8.9.1.   The Three Dimensions of Sustainability: Social, Environmental and Corporate in Fashion, Beauty and Luxury
    8.9.2.   The Value Chain of the Fashion Industry
    8.9.3.   Sustainability Communication: Reporting
8.10.   Sustainability in Crisis Management in Fashion, Beauty and Luxury
    8.10.1.   Types of Crisis in Each Area of Sustainability
    8.10.2.   Authenticity and Transparency in the Eye of the Public
    8.10.3.   Sustainability as Part of the Crisis Solution

Module 9. Business Strategies in Fashion, Beauty and Luxury Companies

9.1.   Strategic and Competitive Framework of the Fashion System
    9.1.1.   The Fashion Industry Sector at a Global Level Structure and Evolution of the Sector Worldwide
    9.1.2.   The Concept of the Fashion Value Chain.
    9.1.3.   The Collaboration of the Links in the Value Chain.
9.2.   Business Models in the Fashion Industry
    9.2.1.   The Evolution of Business Models: From Designers to Fast Fashion Chains
    9.2.2.   The Competitiveness of Fashion Business Models: The French Model, the American Model, the Italian Model, and the Asian Model.
    9.2.3.   Fashion Business Models: Designers, Luxury Brands, Premium Brands, Large-scale Distribution
9.3.   The Distribution of the Luxury Sector and the Profitability of Spaces
    9.3.1.   Distribution in the Luxury Industry and Its Profitability
    9.3.2.   The New Luxury Customers, Millennials, Asians, etc.
    9.3.3.   The Integration of the Supply Chain in the Luxury Industry

9.4.   Main Business Strategies in the Major Fashion Brands
    9.4.1.   Main Operators in the Fashion Business
    9.4.2.   Business Strategies of the Leading Fashion Retailers
    9.4.3.   Business Strategies of the Cosmetics and Perfumes Retailers
9.5.   Entrepreneurship and Creation of the Start Up in the Fashion Sector
    9.5.1.   What Is Entrepreneurship? The Entrepreneurial Ecosystem
    9.5.2.   The Start Up Model in Fashion Businesses
    9.5.3.   Entrepreneurs in the Fashion, Luxury and Beauty Sector; Success and Failure cases
9.6.   The Value Proposition of Beauty Brands
    9.6.1.   The Cosmetics Franchise Sector
    9.6.2.   What Is a Brand License?
    9.6.3.   Licensing in the Cosmetics Sector
9.7.   Profitability in Traditional Models
    9.7.1.   The Evolution of the Multibrand Channel and Department Stores
    9.7.2.   The Keys to the Future of the Multibrand Channel
    9.7.3.   Differential Value and the Shopping Experience in Department Stores
9.8.   E-Commerce in Fashion, Beauty and Luxury: Trends, Users and the Future
    9.8.1.   Global Growth of E-Commerce
    9.8.2.   E-Commerce Buyer Profile
    9.8.3.   Trends in the E-Commerce Sector
9.9.   Planning the Internationalization of the Fashion Company
    9.9.1.   Internationalization Planning
    9.9.2.   Internationalization Planning
    9.9.3.   Research and Selection of Foreign Markets
9.10.   Strategies for Accessing International Markets
    9.10.1.   What Is Innovation?
    9.10.2.   How to Materialize Innovation in My Company?
    9.10.3.   Innovative Business Models

Module 10. The Communication Plan

A unique, key, and decisive 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 method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH, you will experience a way of learning 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 prepare 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 balance each of these elements concentrically. This methodology has prepared 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 adapted in 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 competencies and skills in each thematic field. 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%
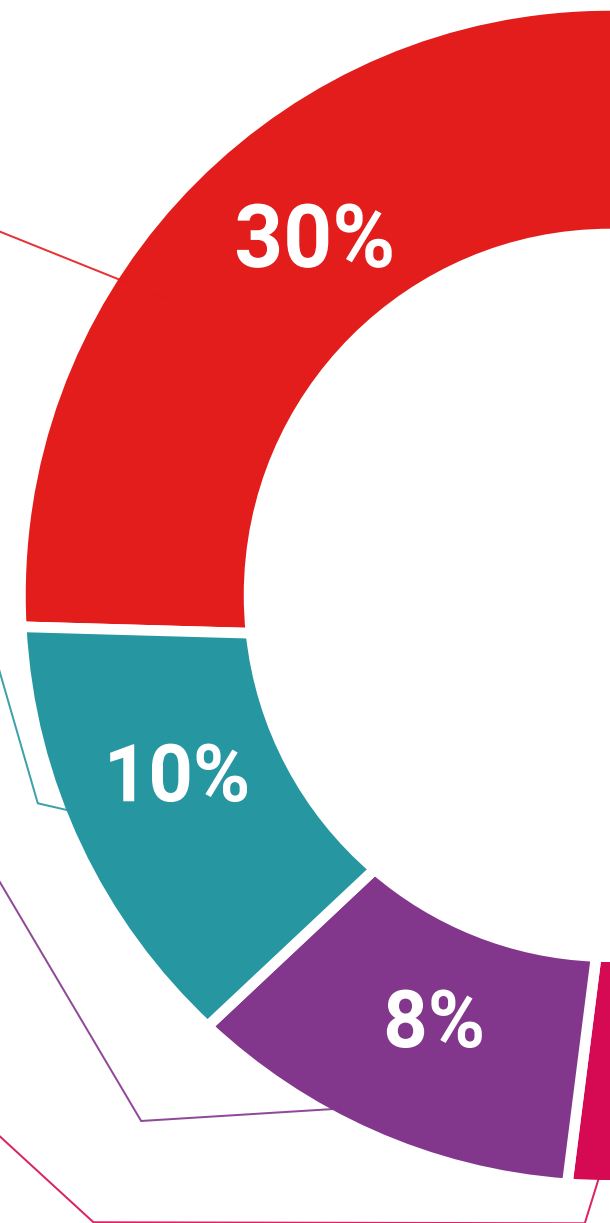
Case Studies

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 assess and re-assess 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 Executive Master's Degree in Fashion and Luxury Communication Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Professional Master's Degree in Fashion and Luxury Communication Management** contains the most complete and up-to-date program on the market.

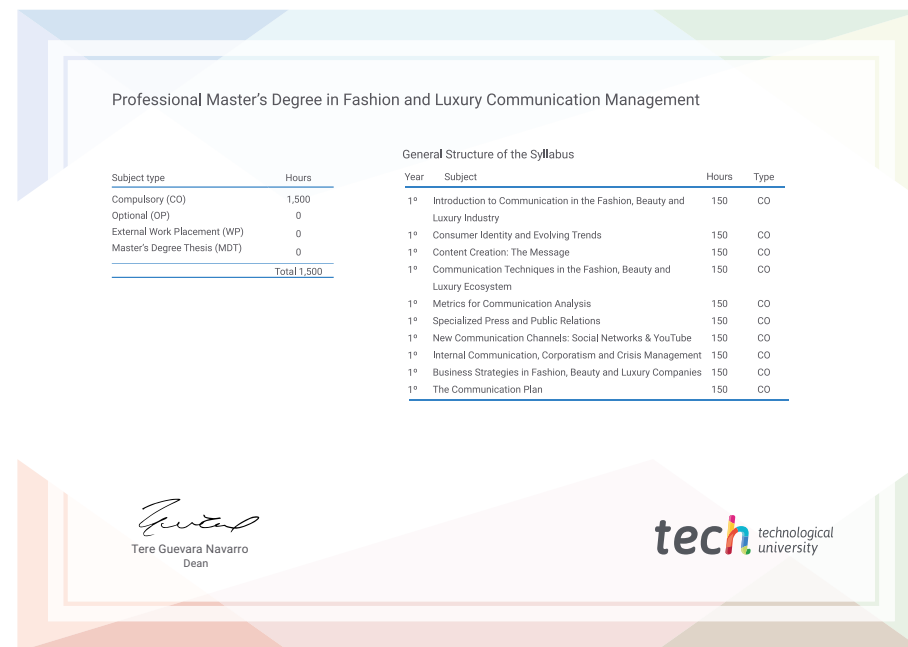After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees

Title: **Professional Master's Degree in Fashion and Luxury Communication Management**
Official N° of Hours: **1,500 h.**

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tech technological university

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

PROFESSIONAL MASTER'S DEGREE
in

Fashion and Luxury Communication Management

This is a qualification awarded by this University, equivalent to 1,500 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

Professional Master's Degree in Fashion and Luxury Communication Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	**1,500**

General Structure of the Syllabus

Year	Subject	Hours	Type
1°	Introduction to Communication in the Fashion, Beauty and Luxury Industry	150	CO
1°	Consumer Identity and Evolving Trends	150	CO
1°	Content Creation: The Message	150	CO
1°	Communication Techniques in the Fashion, Beauty and Luxury Ecosystem	150	CO
1°	Metrics for Communication Analysis	150	CO
1°	Specialized Press and Public Relations	150	CO
1°	New Communication Channels: Social Networks & YouTube	150	CO
1°	Internal Communication, Corporatism and Crisis Management	150	CO
1°	Business Strategies in Fashion, Beauty and Luxury Companies	150	CO
1°	The Communication Plan	150	CO

Tere Guevara Navarro
Dean

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*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.

Professional Master's Degree
Fashion and Luxury Communication Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

Professional Master's Degree
Fashion and Luxury Communication Management