

# Hybrid Professional Master's Degree

## Fashion and Luxury Communication Management





# Hybrid Professional Master's Degree

## Fashion and Luxury Communication Management

Course Modality: Hybrid (Online)

Duration: 12 months

Certificate: TECH Global University

Teaching Hours: 1,620 h.

Website: [www.techtitute.com/us/business-school/hybrid-professional-master-degree/hybrid-professional-master-degree-fashion-luxury-communication-management](http://www.techtitute.com/us/business-school/hybrid-professional-master-degree/hybrid-professional-master-degree-fashion-luxury-communication-management)

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# 01

# Introduction

The field of communication has many specialties to choose from, especially thanks to the multiple possibilities offered by digital transformation. In this sense, in recent years, the fashion and luxury sectors have been demanding professionals capable of creating a message that attracts young audiences and reinforces the trust of recurring users. Therefore, the person in charge of leading the communications team within any brand or agency must identify opportunities, understand the communication process in all channels, and, of course, identify possible adversities in order to prevent them in time. In this blended program, students will have the opportunity to learn all about this sector, improve their leadership skills, and aspire to professional growth.





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*This program will help you develop a communication strategy that competes within the fashion and luxury industry to attract young audiences to a brand"*

Throughout the years, communication has been an indispensable factor for human beings. With the advent of social networks and digital media, the way in which a message is sent and received has been perfected, as the objective is to encourage users to perform a specific action. In this sense, many experts have already determined the indispensable tools to favor the process of telling a story through images and words.

Therefore, this Hybrid Professional Master's Degree in TECH will help the professionals in this sector to analyze the application and study of communication in the field of fashion and luxury. For this, you will first have a 100% online modality, in which you will be able to understand in depth the nature of the message and its basic components. This will allow shaping the information structure of a brand using tools such as *Storytelling*.

This first part relies on the experience of professionals with extensive careers in this sector, such as journalists and fashion and luxury professionals. All of them have worked with various marketing and communications teams, so they are prepared to address issues related to the development of an analysis of current trends or the process of perception and interpretation of the interlocutor.

Throughout the course of the syllabus, the student will analyze a multitude of practical cases to understand and reproduce the communication process effectively, adapting it to each channel, company profile, and target audience. This will be indispensable for writing a press release, blog, or advertising copy that identifies with the brand ecosystem being managed.

After completing the theoretical program, the student will be able to carry out an on-Practice internship in a prestigious agency. Here, you , will carry out a series of activities that will prepare you to face any situation in your daily practice. In addition, you will not be alone, as you will have the support of a specialist attached to the company, who will teach you how to perform the activities of a director.

This **Hybrid Professional Master's Degree in Fashion and Luxury Communication Management** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ Development of more than 100 case studies presented by experts in communication in Fashion and luxury
- ♦ The graphic, schematic and practical contents with which they are conceived, gather Specific information on those disciplines that are essential for professional practice
- ♦ Integral plans for systematized action in the business field
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Practical guides for the use of the main business sciences tools
- ♦ Special emphasis on the most innovative methodologies for the application of communication techniques in fashion and luxury
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is available from any fixed or portable device with an Internet connection
- ♦ Furthermore, you will be able to do an internship in one of the best business centers in the world



*For 3 weeks you will be able to perform the activities of a communications manager, implementing CRM to automate the content that is broadcast on social networks"*

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*At the end of this hybrid program, you will be able to lead a communications team to develop messages that identify with the ecosystem of any brand"*

In this Master's program, of a professionalizing nature and hybrid learning modality, is aimed at updating professionals specialized in Communication who require a high level of qualification. The contents are based on the latest scientific evidence and are organized in a didactic way to integrate theoretical knowledge into your daily practice and theoretical elements. In this way, the theoretical-practical elements will facilitate the updating of knowledge and will allow decision-making in complex environments.

Thanks to its multimedia content developed with the latest educational technology, they will allow the professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to prepare 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. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*You will be able to generate social impact and manage the public opinion of a brand with ethical responsibility.*

*You will be trained to make decisions through observation, analysis, interpretation, and action in relation to professional criteria through critical reporting.*



02

# Why Study this Hybrid Professional Master's Degree?

Communication is the main tool for any business. The development of advanced skills for the design of innovative content strategies and plans, with the mastery of the most updated systems and state-of-the-art information technologies, will allow the professional who completes this program to move up in their work environment. For this reason, aware of the need for experts in the area, TECH has created this Hybrid Professional Master's Degree that will cover the most common areas of communication management in a modern company. To determine what has been learned, it will also lead to 3 weeks of intensive practical training directly with a prestigious national or international company. This will undoubtedly facilitate the student to generate day-to-day work alongside experienced communication professionals in a fashion and luxury company.





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*By taking this program, you will be able to work in an area of high demand in today's labor market"*

### **1. Updating from the latest technology available**

The communication director of a fashion and luxury company must have a highly specialized profile. The current boom of advances in advertising and marketing requires a high level of qualification that you will be able to obtain by taking this program. In a 100% practical way, it will bring the student closer to the most modern resources in terms of Information and Communication Technologies to create efficient communication management strategies

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

This program becomes an open door to success thanks to the various professionals involved in its configuration and design, as well as its implementation and follow-up. TECH chooses the best teachers to lead its programs, who, through their experience and active work profile, will keep up to date with new trends through the study material and tutorials

### **3. Entering first-class Corporate environments**

Thanks to the practical part that will be developed to complete the 12 months of training, the student will be able to experience and demonstrate first-hand the advances in communication in the fashion and luxury company chosen for the development of his activity. In this way, you will be able to see the day-to-day work of a demanding, rigorous, and exhaustive area, always applying the latest trends and innovative work methodologies





#### **4. Combining the Best Theory with State-of-the-Art Practice**

This program is an innovative proposal that combines two specific teaching systems. The theoretical part is composed of 10 modules of updated content, and the practical part will help you to test the most advanced knowledge from the hands of experienced professionals who will accompany you in your transit through the fashion and luxury company of reference. Therefore, you will be able to enjoy a 3-week sensory experience and interact with great experts in the field, much more than just *Networking*

#### **5. Expanding the Boundaries of Knowledge**

TECH opens the doors to new scenarios with this Practical Training anywhere in the world. The professional will be able to develop their knowledge during 3 weeks in a fashion or luxury business center in the area of Communication Management without any inconvenience and with the most advanced examples in situ

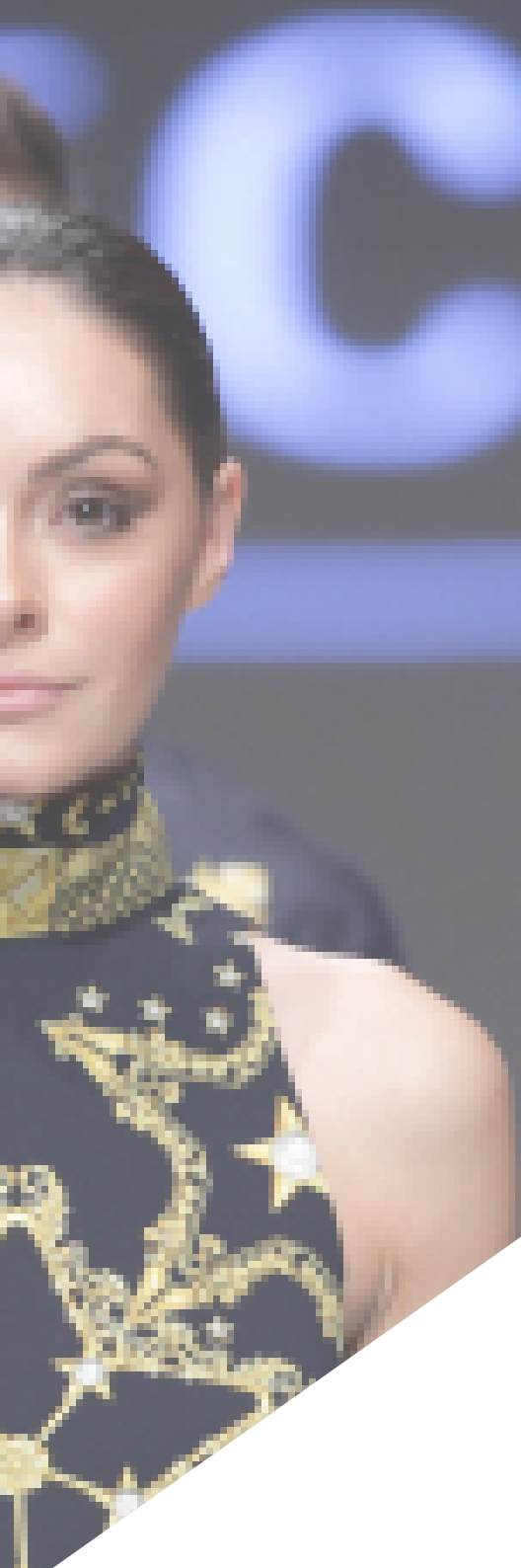


*You will have full practical immersion at the center of your choice"*

# 03 Objectives

This Hybrid Professional Master's Degree is designed for students to develop the skills that will enable them to understand and implement a communications strategy within the fashion and luxury industry. This is indispensable in such an exclusive sector where more than excellence is demanded. Therefore, you will have a program that remains at the forefront of the academic panorama.





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*The duality of this program will allow you to perform well in a controlled scenario to design a communications plan to be used in the social networks of a prestigious brand"*



## General Objective

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- The main objective of this Hybrid Professional Master's Degree in Fashion and Luxury Communication Management is to strengthen the student's management and leadership skills in such a competitive sector as fashion and luxury. In this way, you will be able to master the most used communication techniques in the sector in a practical and rigorous way and develop your skills for quality practices

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*The central objective of this program is to help you develop the essential skills to strategically manage fashion communication through a three-week practical stay”*





## Specific 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 so that the student is able to generate new communication ecosystems in relation to fashion
- ♦ Develop management, analytical, creative and leadership skills as key competencies to grow within the industry
- ♦ Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- ♦ Understand how fashion is constructed and how it is related to an exercise in 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
- ♦ 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
- ♦ Build a digital environment capable of attracting traffic/audience to your fashion brand, either off or online, with a desired positioning
- ♦ 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
- ♦ Develop and present a fashion industry-specific dashboard and a progress report identifying lines of communication
- ♦ 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
- ♦ Know the evolution of public relations and the latest market trends
- ♦ Offer a direct, personal and adequate communication capable of meeting the specific objectives of each social media
- ♦ Understand how influence is exercised from the communication channel and the new power strategies that are exercised from the digital environment
- ♦ Identify the rise of the audiovisual channel as a leading medium among the public opinion
- ♦ 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
- ♦ Understand the crisis resolution process and the role of the communication director in difficult times

# 04 Skills

Bypassing each module, the student will acquire a complete vision of communications in the fashion and luxury sectors. In this way, they will be one step closer to developing a competitive strategy in such a demanding industry. With this in mind, the professional will have acquired the necessary competencies for a quality and updated praxis based on this innovative didactic methodology.







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*Organize the discourse in social networks and traditional media, aligning every word with the values of the brand you represent”*



## General Skills

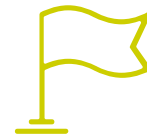
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- Develop a competitive communication strategy within the industry with an in-depth knowledge of the dynamics of communication, the fashion business and the determining components
- Identify opportunities and evolve by looking at your own work
- Generate 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

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*The skills you will acquire will enable you to access high-level positions within the fashion and luxury industry”*





## Specific Skills

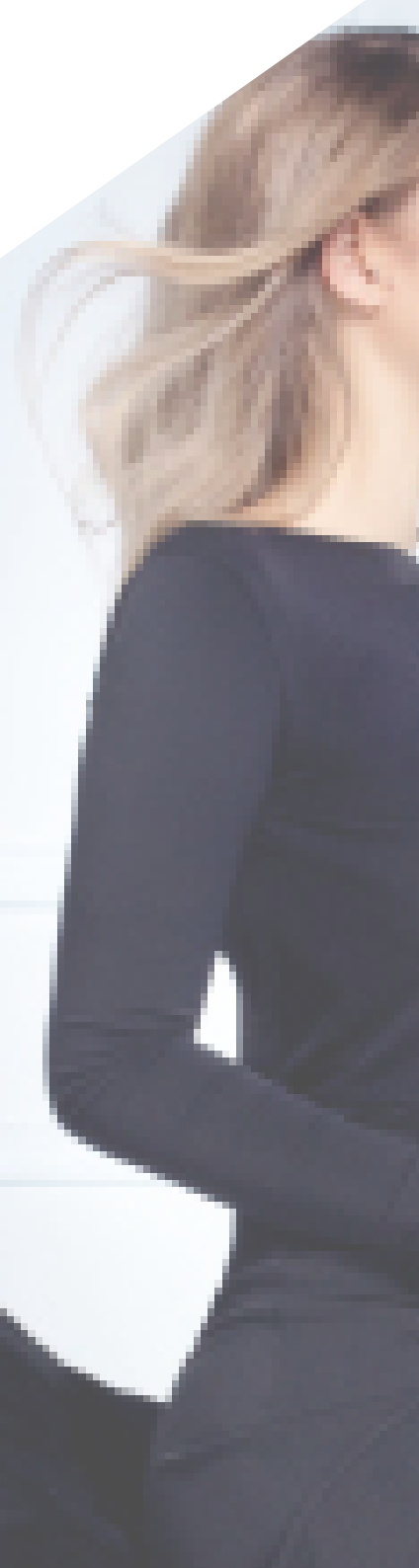
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- Establish specific communication actions for the fashion and beauty sector
- Identify potential adversities your brand will face in the future
- Develop negotiation skills to establish agreements that constitute a social link
- Write a press release, blog or tell a story that identifies your brand ecosystem
- Adapt the communication strategy to the most suitable business model for each brand
- Communicate innovation and realign the target audience when a change occurs and calculate its impact on product pricing
- Understand the structure of the communication plan and its reason for being as well as the main techniques used in each of its stages
- Organize your own discourse for social networks and mass media aligned with the company's values
- 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

05

# Course Management

The faculty for the theoretical modality is made up of experts of great prestige within the communications, fashion, and luxury sectors. In this way, they complete a multidisciplinary team capable of transmitting the contents of the syllabus in a clear and precise manner. In addition, they are also in charge of designing the didactic material that the student will receive from the first day, consisting of multiple examples of real cases, didactic videos, and complementary bibliography.





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*A quality teaching team to train professionals who are looking for academic and professional excellence”*

## International Guest Director

With an extensive career in the **Fashion** and **Luxury** sector, Dr. Eleonora Cattaneo stands out internationally for her contributions as a **consultant** to globally renowned **brands**. This renowned expert has been involved with some of the most powerful **Fortune 500** companies such as Fiat, CNH Industrial, Renault and Nestlé, among others.

For years, the researcher has investigated the **socio-cultural contexts** linked to luxury and the ways in which the most prestigious companies in this field **create meanings** and **enhance their products or services**. Her most recent book, *Managing Luxury Brands*, also shows her interest in analyzing the **environmental** and **social influence** of this industry, as well as the opportunities that current technological innovations offer to this field.

At the same time, Dr. Cattaneo has collaborated as **Internal Advisor** to several Marketing Directors for various corporations. In this way, she has provided information and support in the deployment of **new market entry strategies, brand repositioning** and **product launches**. On the other hand, **international communications** is another of her most experienced fields of work.

Based on her extensive training, the specialist was selected to lead the **Luxury and Guest Experience Management Program** at the renowned Glion Institute in Switzerland. In this institution of reference for the entire European business network, the expert has supported the **development** of interpersonal and professional skills in corporate leaders from all over the world. Prior to this position, she was Director of **Executive Programs** for the Swiss Education Group and Regent's University of London.



## Dr. Eleonora, Cattaneo

- Director of the Luxury and Guest Experience Management Program at the Glion Institute, Switzerland
  - Director of Executive Programs at the Swiss Education Group  
Head of the Luxury Brand Management Program at Regent's University of London
  - Professor of International Marketing at the University Institute Carlo Cattaneo
  - Consultant to brands such as Fiat, CNH Industrial, Renault and Nestlé and other Fortune 500 brands
  - Doctorate in Marketing from the University of Pavia, Italy
  - MBA from the SDA Bocconi School of Management, Italy
  - Bachelor's degree from Bristol University, United Kingdom
- Member of:
- Chartered Institute of Management, UK
  - Swiss Center for Luxury Research

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*Thanks to TECH, you will be able to learn with the best professionals in the world*

## Management



### Dr. García Barriga, María

- ♦ PhD in Design and Marketing Data
- ♦ Communicator at RTVE
- ♦ Communicator at Telemadrid
- ♦ University Teacher
- ♦ Author of *The Pattern of Eternity*, Creating a Spiral Identity for Automating Fashion Trends
- ♦ Communication, Marketing and Social Campaigns, Heritage of the Arts and Digital Marketing
- ♦ Editor-in-Chief, Chroma Press
- ♦ Marketing and Social Media Account Executive, Servicecom
- ♦ Web Content Editor at Premium Difusión, Diario Siglo XXI and Managers Magazine
- ♦ D., Design and Marketing Data from the Polytechnic University of Madrid
- ♦ Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising at the Complutense University of Madrid
- ♦ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, Complutense University of Madrid
- ♦ Certified in *Data Analysis & Creativity* with Python, China
- ♦ MBA *Fashion Business School* in the Fashion Business School of the University of Navarra



## Professors

### Ms. Cayuela Maldonado, María José

- ♦ Director of Content and Communication at Prensa Ibérica
- ♦ Head of Content at The Blogs Family
- ♦ Contributing journalist at Onda Cero
- ♦ Communications Director for The Net Street, Comunicas, and BPMO Group
- ♦ Communications Director and Social Media Manager at Boutique Secret and DcorporateCom
- ♦ Editorial Coordinator at BPMO Edigrup, La Vanguardia-Grupo Godó and Televisión de Cataluña
- ♦ Master's Degree in Strategic Brand and Communication Management from ESADE Master's Degree in Strategic Brand and Communication Management from ESADE
- ♦ Master's Degree in Digital Marketing Management from ESADE and Learning to Grow from IESE
- ♦ Master's Degree in Corporate and Institutional Communication Management from the Autonomous University of Barcelona
- ♦ Degree in Journalism from the Autonomous University of Barcelona

### Mr. Campos Bravo, Ignacio

- ♦ Head of Corporate Communications at L'Oréal Luxe
- ♦ Events Assistant at Loewe Perfumes
- ♦ Community Manager at Bumm Project Lab
- ♦ Journalist at Diario de Córdoba
- ♦ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ♦ Master in Business Administration and Management at ThePower Business School
- ♦ Bachelor's Degree in Communication with a specialization in Media for Information and Corporate Communication at Loyola University OF Andalucía

### Dr. Muñiz, Eva

- ♦ CEO - director of Press&Co Communication Agency
- ♦ Account and *Showroom* Manager at Ana Nebot Press Agency, specialized in Fashion
- ♦ senior account executive in the beauty and consumer area of ACH&Asociados Consultancy, where she was part of the ADECEC Award team
- ♦ *Lifestyle* journalist at www.hola.com of ¡HOLA! magazine
- ♦ Doctorate in Communication Research and Analysis from CEU San Pablo University
- ♦ Doctorate in communication and Public Relations from CEU San Pablo University
- ♦ Degree in Journalism from CEU San Pablo University in Madrid with the Extraordinary End of Degree Award
- ♦ Postgraduate Degree in Economics on communication strategy and corporate image
- ♦ Specialized in the fashion and beauty sectors with *expertise* in the luxury niche and the children's universe

### Ms. Zancajo Selfa, Isabel

- ♦ Communications Director and PR Yves Saint Laurent and Biotherm PP. in L'Oreal Luxe division
- ♦ Press Officer for Giorgio Armani, Viktor&Rolf, Ralph Lauren, Cacharel, Diesel, and Maison Martin Margiela
- ♦ Brand Marketing professional at Ketchum Pleon agency
- ♦ Degree in Advertising and Public Relations. PP. the Complutense University of Madrid
- ♦ MBA from the Instituto de Empresa in Madrid

**Dr. Gárgoles Saes, Paula**

- ♦ PhD, Researcher and Consultant Specialist in Fashion, Communication and Sustainability
- ♦ Research Professor at the School of Communication and Head of the Corporate Communication La Academy at the Panamerican University, Mexico City
- ♦ Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- ♦ Fashion journalist at Europa Press agency and Asmoda digital magazine
- ♦ Fashion Specialist at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan
- ♦ Degree in Communication and Fashion Management from the Department of Communication, Centro Universitario Villanueva, and ISEM Fashion Business School
- ♦ PhD Cum Laude in Applied Creativity from the University of Navarra with the thesis "Reputational model for the fashion industry"
- ♦ Degree in Journalism from the Complutense University of Madrid
- ♦ Executive Fashion MBA at ISEM Fashion Business School

**Ms. Vela Covisa, Susana**

- ♦ Director of the Polka Press Comunicación agency
- ♦ Founder and director of the Atelier Couture Catwalk and promoter and coordinator of the Sustainable Experience space at MOMAD
- ♦ Professor and Tutor in different universities, business schools, and training centers
- ♦ Senior Fashion Technician, with additional training in Sustainable Fashion, specializing in Eco Design, Fashion and Communication

**Ms. Villamil Navarro, Camila**

- ♦ Fashion and trends editor at El Tiempo newspaper
- ♦ Digital Content Consultant at PRPARATODOS
- ♦ Reporter of the fashion weeks in New York, Milan, and Paris
- ♦ Researcher on the growth of Latin American fashion
- ♦ Social communicator and journalist graduated from La Sabana University

**Dr. Macías, Lola**

- ♦ Internationalization Consultant at Thinking Out
- ♦ Internationalization Consultant certified by the Valencian Institute of Business Competitiveness
- ♦ Coordinator of the Textile Market Observatory at AITEX
- ♦ Professor of International Trade and Marketing and Advertising at the European University of Valencia
- ♦ Professor of Internationalization and Strategic Business Management at the CEU Cardenal Herrera University
- ♦ PhD in Marketing at the University of Valencia
- ♦ Degree in Business Administration and Management from the University of Valencia
- ♦ Master's Degree in Management and Administration of Commercial Companies from the University of Paris
- ♦ Master's Degree in Teacher Training for Secondary, Baccalaureate and Vocational Training from the Catholic University of Valencia
- ♦ Master's Degree in Fashion, Design and Operations Management by AITEX



**Ms. Rodríguez Flomenboim, Florencia**

- ◆ Especialista en Moda, Editorial y Tendencias
- ◆ Scenic creator for different plays, focusing on the image symbolism
- ◆ Fashion Producer and Editor in several entities
- ◆ External Marketing and Branding Consultant in several entities.
- ◆ Image consultant in several entities
- ◆ Management of *Showrooms* and roll-out of *Concept Stores*
- ◆ General Manager of Area in Alvato
- ◆ Degree in Performing Arts from the School of Dramatic Arts. Murcia
- ◆ Diploma in International Relations for Marketing from ITC Sraffa. Milan
- ◆ Master's Degree in Fashion Production, Editorial and Fashion Design from the American Modern School of Design.

# 06

## Educational Plan

This Hybrid Professional Master's Degree in Fashion and Luxury Communication Management consists of a first part, completely online, in which the student will have access to all the content needed to specialize in this area. During this learning period, you will be able to generate innovative communication strategies aimed at the fashion and beauty industry successfully, propelling your skills to the next level.



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*The experts that make up the teaching team of this program show a well-versed profile that provides a seal of guarantee and quality for each of the proposed sections"*

## Module 1. Introduction to Communication in the MBL 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 MBL 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

- 2.7. Methodology and Analysis for Trend Detection
    - 2.7.1. The Art and Science of Trend Spotting. CSI (Coolhunting Science Insights)
    - 2.7.2. Observation and Documentation as Disciplines of Analysis
    - 2.7.3. Methods to Obtain Data From the Interview to the Delphi Method
  - 2.8. The Cosmetics Sector, Beauty as a Lifestyle
    - 2.8.1. The Beauty Industry, the Sale of Intangibles
    - 2.8.2. Market Trends in the 21st Century
    - 2.8.3. The Informed Consumer: The Rise of Niche and Eco Cosmetics
    - 2.8.4
  - 2.9. Concept Stores Physical and Digital Trend Spaces
    - 2.9.1. An Unusual Selling Space in the Right Hotspots
    - 2.9.2. The Shopping Experience Beyond Fashion. Art, Culture and Design
    - 2.9.3. Concept Stores also Online
  - 2.10. Post-COVID19 Fashion, Beauty and Luxury Consumer Trends
    - 2.10.1. What Has Changed Forever in Consumption Habits
    - 2.10.2. What the Shopping of the Future Will Be Like
    - 2.10.3. Sustainability, Technology and Innovation as Key Elements
- Module 3. Content Creation: The Message**
- 3.1. Elements of Communication: The Sender, the Receiver and the Message - Slogan
    - 3.1.1. The Communication Process and the Components Involved
    - 3.1.2. Cognitive, Emotional and Social Messages in the Fashion Ecosystem
    - 3.1.3. Evolution of the Advertising Slogan in the Beauty Market
  - 3.2. Traditional Methods of Information Transmission in the Fashion Industry: Advertising
    - 3.2.1. Advertisements as Sources of Value Transmission
    - 3.2.2. The Formation of the Stereotype from the Prototype
    - 3.2.3. The Structure and Composition of an Advertising Cartoon
  - 3.3. New Tools for Digital Content Creation: Ads
    - 3.3.1. Google Ads Algorithm
    - 3.3.2. Matching Levels and Key Metrics
    - 3.3.3. Creating an Ad for the Digital Environment
  - 3.4. Channels for the Diffusion of Content in Fashion, Luxury & Beauty
    - 3.4.1. Fashion Consumer Preferences
    - 3.4.2. The Off and Online Media and Their Complementarity
    - 3.4.3. Trends in the Dissemination of Information in the Luxury Market
  - 3.5. Personalization of Contents in the Luxury Sector
    - 3.5.1. The Style of Fashion Language and Its Technicalities
    - 3.5.2. Happiness, Quality and Functionality versus Cheap, Free and Urgent
    - 3.5.3. Omnidirectional Communication between Brand and User
  - 3.6. Implementing Content Automation in CRM
    - 3.6.1. What Is CRM and What Is It For?
    - 3.6.2. Types of Messages According to Customer Segmentation
    - 3.6.3. Salesforce Structure and Usability
  - 3.7. Design and Layout of the Fashion, Beauty and Luxury Newsletter
    - 3.7.1. The Organization and Structure of the information
    - 3.7.2. Differences between the Press Release, the Newsletter and the Advertisement
    - 3.7.3. Frequency of Notifications and Measurement of Impact
  - 3.8. The Style of Language and the Impact of Image in the Fashion Industry
    - 3.8.1. The "Fashion" Colors: Integrating Pantone in Your Communication Strategy
    - 3.8.2. What Do Fashion Specialists Talk About?
    - 3.8.3. Information Design
  - 3.9. CMS Structure and Application
    - 3.9.1. The Purpose of the Content Management System
    - 3.9.2. Content Types for the Fashion Web
    - 3.9.3. Prestashop
  - 3.10. The Content Plan
    - 3.10.1. Key Points in the Planning of Content in the Fashion and Beauty Areas
    - 3.10.2. Seasonal Campaigns in the Fashion Industry
    - 3.10.3. Launching Flash Campaigns

#### Module 4. Communication Techniques in the MBL 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 MBL Brand Communication
  - 4.3.1. Differences between a CMS 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



- 5.7. Impact of Measurement on Decision-Making
  - 5.7.1. Appropriate Questions and Hypothesis Formulation
  - 5.7.2. Benchmark and the Competitive Environment
  - 5.7.3. Change Management, Trust and Measuring Success in a Fashion Brand
- 5.8. Forecasting and Metrics as a Long-Term Strategy
  - 5.8.1. The Brand Behavior Pattern
  - 5.8.2. Frequency Map and Fashion Evolution Analysis
  - 5.8.3. Simulating Innovation Scenarios
- 5.9. The Analytical Report and Its Presentation
  - 5.9.1. Purpose of the Report: The Brand's Behavior Pattern
  - 5.9.2. Components of the Analytical Report on Fashion Communication
  - 5.9.3. Data Visualization
- 5.10. Express Evaluation for Crisis Situations
  - 5.10.1. Decisive Variables
  - 5.10.2. Short-Term Impact and Strategy Reframing
  - 5.10.3. The Untouchables: The Scale of Priorities of a Fashion Brand

## Module 6. Specialized Press and Public Relations

- 6.1. Communication in the Specialized Press
  - 6.1.1. Media Specialized in Fashion and Beauty, Women's Press
  - 6.1.2. The Role of the Communication Agency in Communication
  - 6.1.3. The Current Value of the Offline Press
- 6.2. Evolution of Communication Models in Public PP
  - 6.2.1. Concept of Public Relations
  - 6.2.2. Theoretical Approach to Classic Models in Public PR (Grunig and Hunt)
  - 6.2.3. Towards a New Approach to Public PR , the 5th Model
- 6.3. Persuasive Communication in Public PP
  - 6.3.1. Persuasive and Informative Components in Public PP
  - 6.3.2. Differentiation between Public Relations and Journalistic Activity
  - 6.3.3. The Role Played by Public Relations vs. PP the Role Played by Marketing and Advertising
- 6.4. Tools for Communicating with the Press
  - 6.4.1. The Press Office and How It Works
  - 6.4.2. Useful Press Materials
  - 6.4.3. How to Construct an Effective Press Release

- 6.5. Fashion and Beauty Communication Planning and Strategy
  - 6.5.1. Preliminary Study: Briefing Analysis
  - 6.5.2. The RACE Method
  - 6.5.3. The Communication Plan
- 6.6. Communication Actions and Events for Fashion & Beauty
  - 6.6.1. Types of Communication in the Service of Brands
  - 6.6.2. Criteria for Selecting Communication Actions
  - 6.6.3. Design of Activities and Agenda Setting in Beauty and Fashion
- 6.7. Measuring Results
  - 6.7.1. The Need for Public Relations Monitoring
  - 6.7.2. Classic Quantitative Measurement Tools: Clipping and V.P.E
  - 6.7.3. The Importance of Qualitative Valuation
- 6.8. Mistakes to Avoid in Communication and Public PP
  - 6.8.1. Downplaying the Importance of the Media
  - 6.8.2. Excessive Content and Lack of Relevance
  - 6.8.3. Improvisation vs. Planning
- 6.9. Ethics and Psychosocial Perspective
  - 6.9.1. Public Relations in the 21st Century: Between Progress and Social Welfare
  - 6.9.2. Social Responsibility and Public Relations
  - 6.9.3. Ethics in Public Relations: Self-Awareness, Independence and Commitment
- 6.10. Latest Trends and Studies in Public Relations
  - 6.10.1. The New Public Relations, More "Social" Than Ever
  - 6.10.2. Emotional Communication and Neuromarketing
  - 6.10.3. Key Insights of Current Consumers

**Module 7. New Communication Channels: Social Networks & YouTube**

- 7.1. Influence and Other Power Strategies in the New Digital Channels
  - 7.1.1. Power Strategies Linked to Fashion Communication.
  - 7.1.2. Influencing in the Field of Social Media
  - 7.1.3. Managing the New Digital Leaders: Fashion Influencers
- 7.2. The Choice of the Communication Channel: Forrester Research Theory
  - 7.2.1. The New Public Opinion: Managing the Masses One by One
  - 7.2.2. What Is the Forrester Theory?
  - 7.2.3. Application of Forrester Research Theory to the Fashion Industry
- 7.3. The Power of Audiovisual Language and Nonverbal Communication
  - 7.3.1. The Growing Market Share of Non-Verbal Communication
  - 7.3.2. The Impact of the Audiovisual Message in Fashion
  - 7.3.3. Composition of the Photographic Discourse in Social Networks
- 7.4. Evolution and Functioning of Social Networks in the Fashion Industry
  - 7.4.1. Stages of Emergence and Evolution of the Internet
  - 7.4.2. The Multichannel Strategy Within Fashion Social Media
  - 7.4.3. What is a Social Network? Differences with Traditional Channels
- 7.5. Facebook, the Big Database
  - 7.5.1. Transversal Communication
  - 7.5.2. Community Interest
  - 7.5.3. Facebook Presence Models
- 7.6. Instagram, Much More than Fashion Photos
  - 7.6.1. Emotional Messages and Empathy Management
  - 7.6.2. The Intimacy of Everyday Life in Images
  - 7.6.3. Standing Out in the Most Important Social Network in Fashion
- 7.7. Professional Content on LinkedIn
  - 7.7.1. Creating a Personal Brand
  - 7.7.2. Cognitive Messages in Fashion Branding
  - 7.7.3. Managing Relationships with Competitors
- 7.8. The Politicization of Twitter
  - 7.8.1. Impulsive and Omnidirectional Communication
  - 7.8.2. The Direct Message and the Creation of Content in 20 Characters
  - 7.8.3. The Impact of Headlines: From Depth to Lightness

- 7.9. TikTok, Beyond Generation Z
  - 7.9.1. The Audiovisual Revolution and the Acceleration of the Look changes in a Slow Fashion Context
  - 7.9.2. The Democratization in the Creation of Audiovisual Content
  - 7.9.3. Fashion as a Newsworthy and Newsworthy Event
- 7.10. YouTube, as an Exponent of Audiovisual Content
  - 7.10.1. The Management of Expectations in the Creation of Audiovisual Content
  - 7.10.2. Map of Contents on YouTube about Fashion, Beauty and Luxury
  - 7.10.3. New Trends in Public Opinion: The Microinfluencers

**Module 8. Internal Communication, Corporatism and Crisis Management**

- 8.1. The Stakeholder Ecosystem: Who Are My Stakeholders?
  - 8.1.1. What Is a Stakeholder?
  - 8.1.2. The Main Stakeholders in Fashion: Consumer, Employee
  - 8.1.3. The Concept of Social Responsibility: Components and Principles
- 8.2. Internal Communication I: Employer Branding
  - 8.2.1. The Management of Internal Communication: Concept and Tools
  - 8.2.2. Evolution and Principles of Employer Branding
  - 8.2.3. Human Resources as a Communication Tool in the Fashion Industry
- 8.3. Internal Communication II: Employee Advocacy
  - 8.3.1. Employee Advocacy: Concept and Evolution
  - 8.3.2. Employees as Brand Ambassadors in the Luxury Industry
  - 8.3.3. Tools: Buffer and Hootsuite
- 8.4. Building Reputation I: Brand Identity at MBL
  - 8.4.1. Concept of Brand Identity: Corporate Identity
  - 8.4.2. Brand Identity as an Element of Corporate Reputation
  - 8.4.3. Visual Identity in the MBL
- 8.5. Building Reputation II: Brand Image at MBL
  - 8.5.1. Concept of Brand Image
  - 8.5.2. Brand Image as an Element of Corporate Reputation
  - 8.5.3. Branded Content in MBL
- 8.6. Building Reputation III: Corporate Reputation at MBL
  - 8.6.1. Reputation: Concept, Characteristics and Effects
  - 8.6.2. Metrics for the Analysis of a Global Reputation
  - 8.6.3. The Rise of Corporate Activism

- 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 at MBL
  - 8.9.1. The Three Dimensions of Sustainability: Social, Environmental and Corporate at MBL
  - 8.9.2. The Value Chain of the Fashion Industry
  - 8.9.3. Sustainability Communication: Reporting
- 8.10. Sustainability in Crisis Management at MBL
  - 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
- 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 9. Business Strategies in MBL 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 chains Fast Fashion
  - 9.2.2. The competitiveness of fashion business models: The French model, the American model, the Italian model, 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

**Module 10. The Communication Plan**

- 10.1. The Fashion Calendar and the Dynamics of the Times in the Industry
  - 10.1.1. The Origin and Evolution of Fashion Weeks and Haute Couture
  - 10.1.2. General Calendar of the Industry
  - 10.1.3. How COVID Is Affecting the Established Dynamics
- 10.2. The Impact of Internal Communications on an MBL Brand
  - 10.2.1. Internal Communication
  - 10.2.2. Objectives and Tools
  - 10.2.3. Strategic Internal Communication Plan
- 10.3. Communicating Sustainable and Eco-Luxury Brands
  - 10.3.1. Slow Fashion and Eco-Luxury
  - 10.3.2. Evolution of Consumer Trends in the World of Fashion
  - 10.3.3. How to Communicate Sustainable Brands and Terminology to Be Used
- 10.4. The Functionality of the Communication Plan and Available Resources
  - 10.4.1. What Is the Communication Plan and What Is It For?
  - 10.4.2. Above the Line – Below the Line
  - 10.4.3. Communication Channels in Fashion Brands and Analysis of Available Resources
- 10.5. SWOT Analysis and the Rice Matrix
  - 10.5.1. The Fashion Market and Its Competitors
  - 10.5.2. Development and Application of the SWOT Analysis
  - 10.5.3. The Rice Matrix as the Epicenter of the Blue Ocean
- 10.6. Situation Analysis and Objective Setting
  - 10.6.1. Company Background and Diagnosis of the Brand's Situation with Respect to the Market
  - 10.6.2. Determination of Objectives in Relation to Goals
  - 10.6.3. Analysis and Reorganization of Objectives in a Fashion Firm
- 10.7. The Audience and the Message
  - 10.7.1. Is This Customer Profile for My Campaign?
  - 10.7.2. Are These Messages for My Campaign? Key Messages by Customer Type
  - 10.7.3. The Communication Strategy of Fashion Brands
- 10.8. Channels: Offline and Online
  - 10.8.1. The Choice of the Offline Channel
  - 10.8.2. The Online Campaign
  - 10.8.3. Advantages of the Online Channel
- 10.9. The Action Plan and the Calendar
  - 10.9.1. Types of Communicative Actions in Fashion
  - 10.9.2. Structure and Approach of the Action Plan
  - 10.9.3. Integration of the Action Plan into the Strategy as a Whole
- 10.10. Evaluation of the Communication and Strategy Plan
  - 10.10.1. Main Metrics for the Evaluation of the Communication Plan
  - 10.10.2. Advanced Analysis of the Communication Plan
  - 10.10.3. Reformulation of the Communication Strategy



*You will experience the difference of learning by doing only in this exclusive TECH program"*

07

# Clinical Internship

Upon completion of the online program, the student will be able to take an internship in an agency of great relevance in the digital sector. In this way, during 3 weeks of intensive learning, from Monday to Friday, you will be able to carry out various activities to benefit your career as a journalist in this sector.





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*Immerse yourself in a unique experience and learn how different luxury brands carry out their communication plans”*

Innovation distinguishes each of TECH's programs. Thanks to its interest in providing updated and useful professional training for immediate career development, it has made possible a new educational model that consists of an internship space that complements the digital curriculum of the Hybrid Professional Master's Degree. Therefore, the student will have the opportunity to choose a company of national or international reference to perform all their skills as a Communication Director for 3 weeks, joining a team of experts that will allow him to get closer to the current dynamics of the sector.

Throughout the practical stay, the student will be able to perform a number of activities, such as identifying the target consumer of a brand, creating content through CRM, establishing an SEO strategy for the web positioning of a brand, evaluating metrics to determine the budget of the communicative actions, as well as other related activities, completing the learning process.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for daily practice (learning to be and learning to relate).





The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
<b>New trends in the development of business strategies in Fashion and Luxury companies</b>	Analyze the consumption behavior of the company's public or target to verify the ideal profile and segmentation
	Apply new trends and test the effectiveness of the company, such as <i>the Hype concept, the Coolhunting theory, and the visual expression of color Coolhunting Science Insights</i>
	Using the Delphi Method for data collection
	Design proposals for the internationalization of the fashion company
	Proposing innovative business models
<b>Development of a communication plan for a fashion and luxury company</b>	Use innovative tools for content creation and paid advertising
	Manage content automation in CRM
	Participate in the launching of flash campaigns and planning of seasonal campaigns
	Use traditional offline and online communication techniques: press releases, news, and advertorials, blogs, digital magazines, or <i>newsletters</i>
	Use transmedia storytelling and <i>Storytelling for content virality</i>
	Propose the communication of the brand towards sustainability and ecology
<b>Application of new communication channels and evaluation methods</b>	Practice the correct choice of communication channel by applying the <i>ForresterResearch Theory</i>
	Employ multichannel strategies within fashion social networks, highlighting Instagram as the predominant network for fashion
	Making innovative proposals through channels such as TikTok and YouTube on fashion and luxury
	Measure results of communication actions and present analytical reports on them
	Perform frequency maps and analysis of the evolution of fashion
<b>Corporate communication and public relations in fashion and luxury companies</b>	Implement tools to promote internal communication
	Use Buffer and Hootsuite to perform Digital Marketing analytics
	Propose a strategic plan for crisis management and perform the analysis of the current briefing
	Establish relationships with institutions, media, or organizations that contribute to the fashion and luxury company
	Use the RACE method for the communication strategy in fashion and beauty

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



## General conditions of practical training

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master Program shall not constitute an employment relationship of any kind.

**6. PREVIOUS EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. NOT INCLUDED:** the Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

08

# Where Can I Do the Internship?

To stay at the forefront of the education sector, TECH has selected the best companies to assist in the practical training of students interested in taking the next step in their careers. Therefore, this program is a unique opportunity for you to achieve this objective together with the best specialists in Marketing and Communications Management.






*This program will become a unique and decisive experience to boost your professional development, thanks to the best team in the industry"*

## tech 46 | Where Can I Do the Internship?



Students can take the practical part of this Hybrid Professional Master's Degree at the following centers:



**School of Business**

### Match Mode

Country	City
Spain	Barcelona

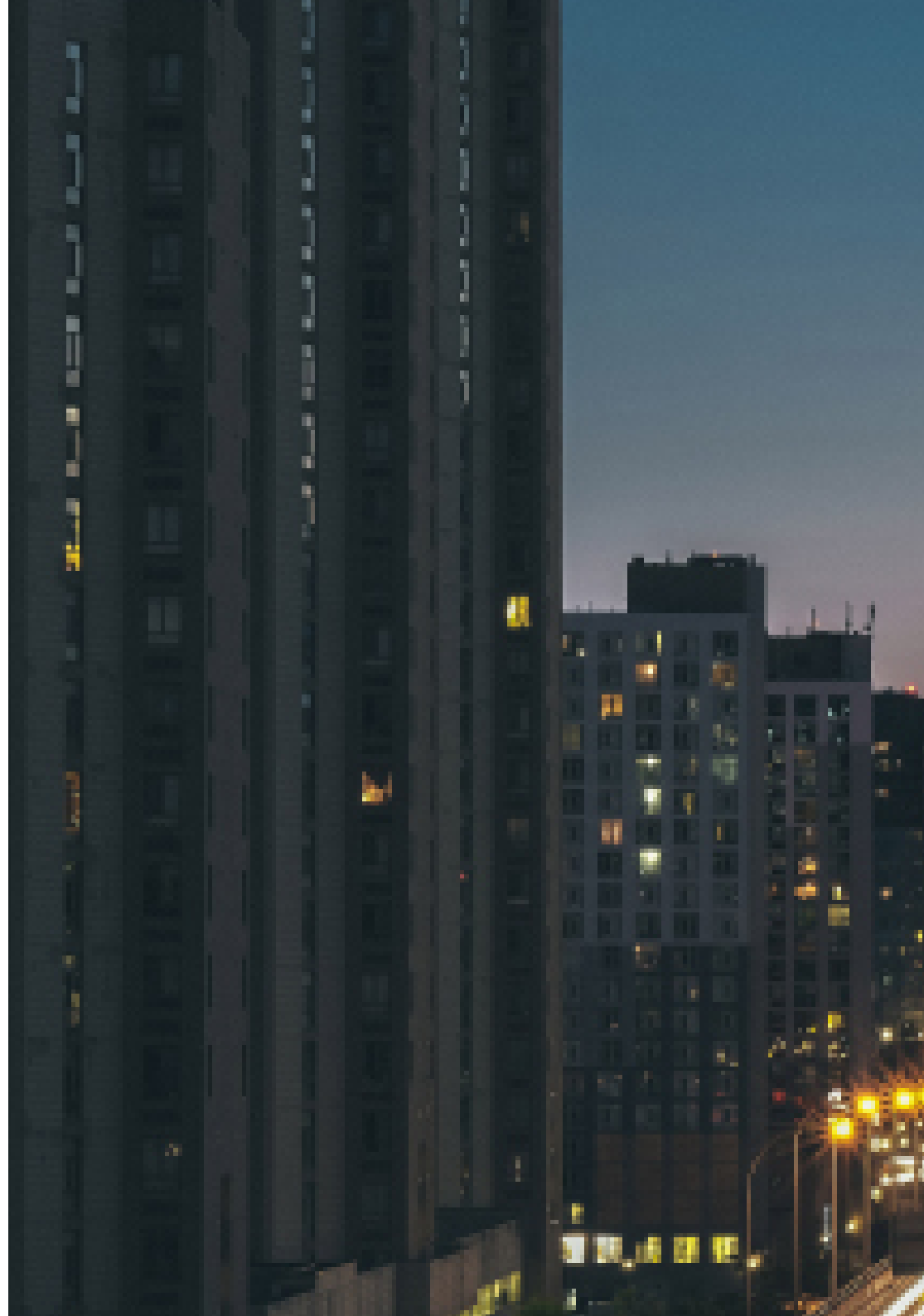
Address: Avenida Diagonal 696  
(08034) Barcelona

The only platform specialized in fashion for the recruitment of freelancers specialized in this sector.

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**Related internship programs:**

- Fashion and Luxury Communication Management
- Communication Company Management





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*Enroll now and advance in your field of work with a comprehensive program that will allow you to put into practice everything you have learned”*

09

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



# 10 Certificate

The Hybrid Professional Master's Degree in Fashion and Luxury Communication Management guarantees, in addition to the most rigorous and updated training, access to a Hybrid Professional Master's Degree issued by TECH Global University.





“

*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 **Hybrid Professional Master's Degree diploma in Fashion and Luxury Management** 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.

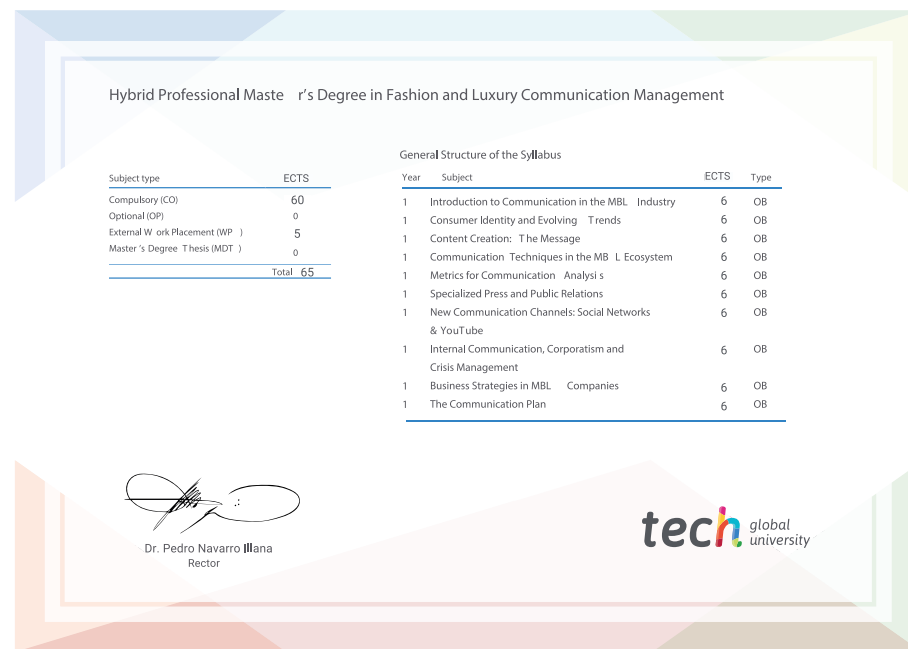
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Hybrid Professional Master's Degree in Fashion and Luxury Management**

Course Modality: **Hybrid (Online)**

Duration: **12 months**

Certificate: **TECH Global University**



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

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

**tech** global  
university

Hybrid Professional  
Master's Degree  
Fashion and Luxury  
Communication  
Management

Course Modality: Hybrid (Online)

Duration: 12 months.

Certificate: TECH Global University

Teaching Hours: 1,620 h.

# Hybrid Professional Master's Degree

Fashion and Luxury

Communication Management

