Postgraduate Certificate

Business Strategies for Fashion, Beauty and Luxury Companies

tech technological university

Postgraduate Certificate
Business Strategies for Fashion, Beauty and Luxury Companies

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **Professionals in the area of business communication, marketing and fashion.**

Website: **www.techtitute.com/in/school-of-business/postgraduate-certificate/business-strategies-fashion-beauty-luxury-companies**

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01
Welcome

This program will address the importance of strategic communication in the beauty and fashion sector. To this end, professionals will be taught to design and implement innovative action plans specially designed to enhance fashion, beauty and luxury businesses from a communicative point of view.

Likewise, the program will delve into the most effective strategies for launching successful startups and companies in these sectors. All this with the aim of identifying the dynamics with which companies in these areas are formed and maintained, making the professional an asset of high value in the organization for the global knowledge they possess.

Postgraduate Certificate in Business Strategies for Fashion, Beauty and Luxury Companies.
TECH Technological University

" *In this educational program you will find all the knowledge to understand the importance of establishing a solid business strategy that fosters the growth of companies in the fashion and luxury sector"*

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

tech

"TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03
Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04
Objectives

This Postgraduate Certificate is designed to strengthen management and leadership skills and to help you develop new skills in the field of communication that will be essential in your professional development. After completing the program, you will be able to make global decisions with an innovative perspective and an international vision. In this way, you will be able to position yourself as a communication professional in the field of fashion, beauty and luxury with success, achieving great managerial skills and being able to manage your own and external companies.

A complete qualification that will allow you to know in depth the most effective strategies to boost the results of organizations in the fashion, beauty and luxury sector"

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Postgraduate Certificate in Business Strategies for Fashion, Beauty and Luxury Companies** will enable the student to:

01 Identify the dynamics in which fashion and beauty companies are formed and maintained

02 Adapt the communication strategy to the most suitable business model for each brand

03 Understand and apply strategies and tactics specific to the fashion and beauty industry

04   Establish a "communicable" value proposition

05   Communicate through product sales in phygital environments

06   Communicate innovation and realign the target audience when a change occurs and calculate its impact on product pricing

Structure and Content

The TECH Postgraduate Certificate in Business Strategies for Fashion, Beauty and Luxury Companies is a tailor made program that is delivered in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that will lay the foundation for your success in business reputation management.

We focus on enhancing your managerial skills that will allow you to know in depth the best business strategies in the field of fashion and beauty"

Syllabus

The contents of this Postgraduate Certificate are directed by professionals in the areas of communication who work in companies in the fashion and beauty sector. This faculty pours into this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, all the aspects of communication management in companies in the fashion, beauty and luxury sector will be analyzed with the aim of providing the student with an in-depth knowledge of how these departments work and how to manage them optimally.

A journey that will lead students to recognize the strategies that enhance the results of companies in these sectors and that will allow them to use the most effective means to implement successful action plans.

All of this development, under the guidance of professionals recognized and valued worldwide, in order to learn from the best, with the best learning system and a stimulating and attractive educational process.

Another key to the success of this program is the possibility of being the student themselves who decides how they organize their learning: from the time, to the place and intensity of study. This way we make sure that this program is fully compatible with your personal and professional life. So that you never lose motivation.

In this sense, the program is 100% online, although you will be able to download the contents, to continue offline if you wish.

You will also have access to illustrative videos, review audios, an online library with complementary material and the help and support of your tutor throughout the process.

This Postgraduate Certificate takes place over 6 weeks and is made up of just 1 module:

| Module 1 | Business Strategies in MBL Companies |

Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Business Strategies for Fashion, Beauty and Luxury Companies completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Business Strategies in MBL Companies

1.1. Strategic and Competitive Framework of the Fashion System
1.1.1. The Fashion Industry Sector at a Global Level Structure and Evolution of the Sector Worldwide
1.1.2. The Concept of the Fashion Value Chain.
1.1.3. The Collaboration of the Links in the Value Chain

1.2. Business Models in the Fashion Industry
1.2.1. The Evolution of Business Models: From Designers to Fast Fashion Chains
1.2.2. The Competitiveness of Fashion Business Models: The French Model, the American Model, the Italian Model, and the Asian Model.
1.2.3. Fashion Business Models: Designers, Luxury Brands, Premium Brands, Large-scale Distribution

1.3. The Distribution of the Luxury Sector and the Profitability of Spaces
1.3.1. Distribution in the Luxury Industry and Its Profitability
1.3.2. The New Luxury Customers, Millennials, Asians, etc.
1.3.3. The Integration of the Supply Chain in the Luxury Industry

1.4. Main Business Strategies in the Major Fashion Brands
1.4.1. Main Operators in the Fashion Business
1.4.2. Business Strategies of the Leading Fashion Retailers
1.4.3. Business Strategies of the Cosmetics and Perfumes Retailers

1.5. Entrepreneurship and Creation of the Start Up in the Fashion Sector
1.5.1. What Is Entrepreneurship? The Entrepreneurial Ecosystem
1.5.2. The Start Up Model in Fashion Businesses
1.5.3. Entrepreneurs in the Fashion, Luxury and Beauty Sector; Success and Failure cases

1.6. The Value Proposition of Beauty Brands
1.6.1. The Cosmetics Franchise Sector
1.6.2. What Is a Brand License?
1.6.3. Licensing in the Cosmetics Sector

1.7. Profitability in Traditional Models
1.7.1. The Evolution of the Multibrand Channel and Department Stores
1.7.2. The Keys to the Future of the Multibrand Channel
1.7.3. Differential Value and the Shopping Experience in Department Stores

1.8. E-Commerce in Fashion, Beauty and Luxury: Trends, Users and the Future
1.8.1. Global Growth of E-Commerce
1.8.2. E-Commerce Buyer Profile
1.8.3. Trends in the E-Commerce Sector

1.9. Planning the Internationalization of the Fashion Company
1.9.1. Internationalization Planning
1.9.2. Internationalization Planning
1.9.3. Research and Selection of Foreign Markets

1.10. Strategies for Accessing International Markets
1.10.1. What Is Innovation?
1.10.2. How to Materialize Innovation in My Company?
1.10.3. Innovative Business Models

A complete program that will take you through the knowledge you need to compete among the best"

06
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"

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.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

30%

10%

8%

3%

30%

15%

4%

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.

07

Our Students' Profiles

The Postgraduate Certificate in Business Strategies of Fashion, Beauty and Luxury Companies is a program aimed at professionals who seek an increase in their qualification in the field of business communication for fashion companies and an improvement in their possibilities in the labor field.
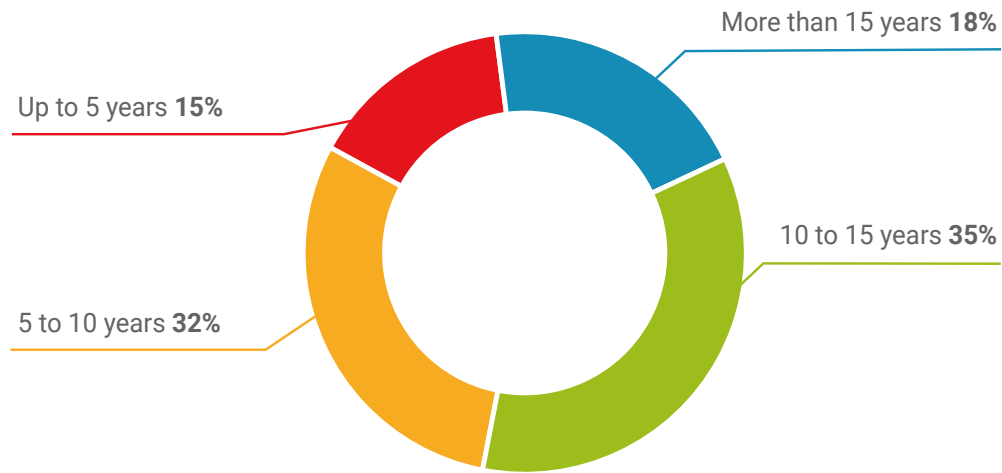
Get the skills and abilities necessary to know the evolution of trends and offer communication tactics that are much more adapted to the moment"

Average Age

Between **35** and **45** years old

Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

Training

Journalism and Communication **32%**

Marketing **27%**

Design **18%**

Social Sciences **10%**

Others **13%**

Academic Profile

Fashion **23%**

Trade **19%**

Communication **32%**

Entrepreneurs **15%**

Other **11%**
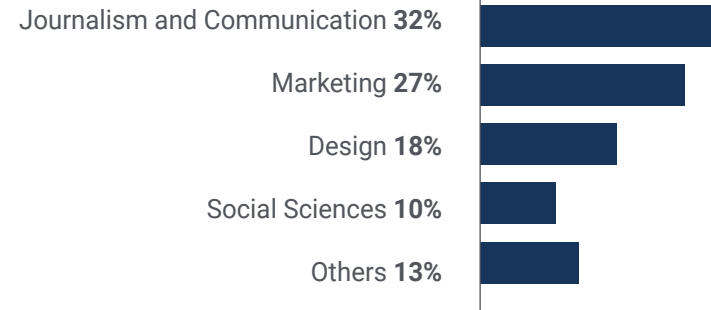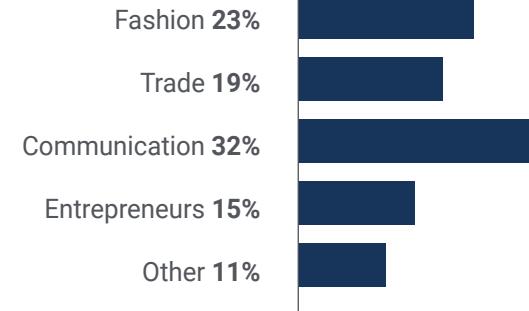
Geographical Distribution

Country	%
USA	9%
Spain	38%
Mexico	21%
Colombia	7%
Argentina	12%
Chile	5%
Peru	2%
Other	6%
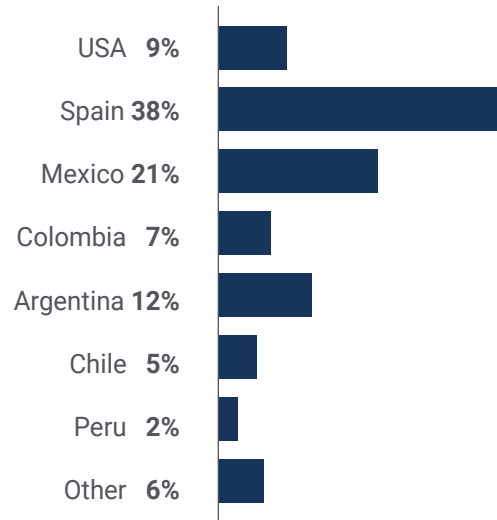
Sara Armas

Head of Communication

"I was determined to start my own fashion business, but first I needed to know the sector in depth. This Postgraduate Certificate was the solution I was looking for, today I have my store and thanks to my previous knowledge in communication and those acquired in the qualification, I am achieving unimaginable results. Thank you very much to all the TECH teaching team".

08
Course Management

The program includes in its teaching staff reference experts in everything related to the communication of fashion and luxury companies, who pour into this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the Postgraduate Certificate in a multidisciplinary way, making it a unique and highly nourishing academic experience for the student.

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

Management

Ms. García Barriga, María

- Professor of Digital Marketing
- 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 such as RTVE and Telemadrid
- Degree in Information Sciences from the UCM
- Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- PhD Candidate in Fashion Trend Creation
- Author of The Pattern of Eternity: creating a spiral identity for the automation of fashion trends

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, all efforts and tools are put at your disposal so that you can acquire the necessary skills and abilities to achieve this change.

" *TECH is fully committed to helping you achieve a change in your career path"*

Are you ready to take the leap?
Excellent professional development awaits you

The Postgraduate Certificate in Business Strategies for Fashion, Beauty and Luxury Companies at TECH Technological University is an intense program that prepares you to face communication challenges and decisions both nationally and internationally and especially focused on the luxury, beauty and fashion sector. Its main objective is to promote personal and professional growth and, thus, help you achieve success.

If you want to improve yourself, make a positive change at a professional level and network with the best, this is the place.

The specialization program will increase your skills and, therefore, help you stand out in the industry.

We give you the opportunity to achieve a positive change in your profession in a short period of time thanks to this program.

When the change occurs

| During the program **21%** | During the first year **63%** | After 2 years **16%** |

Type of change

Internal Promotion **40%**

Change of Company **32%**

Entrepreneurship **28%**
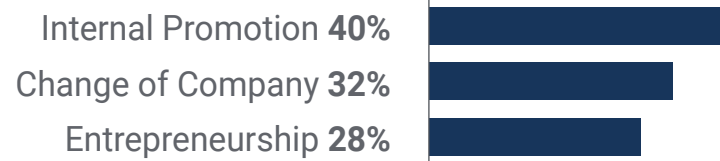
Salary increase

This program represents a salary increase of more than **25.22%** for our students

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10 Benefits for Your Company

The Postgraduate Certificate in Business Strategies for Fashion, Beauty and Luxury Companies contributes to raise the organization's talent to its maximum potential through the specialization of high level leaders. Therefore, participating in this educational program will mean an improvement not only at a personal level, but, above all, at a professional level, increasing specialization and improving management and communication skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.

After studying with TECH, you will be able to bring new approaches and strategies to your company that will be a bonus for its development"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the communication professional and opens new avenues for growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

05

Project Development

You will be able to actively collaborate in the development of real projects or develop new ones in the R&D or Business Development area of your company.

06

Increased competitiveness

This program will provide students with the necessary skills to take on new challenges in the area of communication and thus boost organizations in this sector.

11
Certificate

The Postgraduate Certificate in Business Strategies for Fashion, Beauty and Luxury Companies guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Business Strategies for Fashion, Beauty and Luxury Companies** contains the most complete and up to date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the **Postgraduate Certificate**, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Business Strategies for Fashion, Beauty and Luxury Companies.**

Official Nº of hours: **150 h.**

tech technological university

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

POSTGRADUATE CERTIFICATE
in

Business Strategies for Fashion, Beauty and Luxury Companies

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

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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