

Postgraduate Certificate

Communication Techniques in the
Fashion, Beauty and Luxury Ecosystem



Postgraduate Certificate

Communication Techniques in the Fashion, Beauty and Luxury Ecosystem

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals in the field of business communication, marketing and fashion.

Website: www.techtute.com/escuela-negocios/curso-universitario/tecnicas-comunicacion-ecosistema-moda-belleza-lujo

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01 Welcome

Communication is extremely important in all sectors, but if there is one where it plays a fundamental role, it is fashion. In this sense, knowing how to apply the right communication techniques is crucial because it allows companies in the sector to position themselves and achieve greater audience *engagement*.

Therefore, this educational program will focus on providing participants with the skills that will enable them to design and implement strategic plans containing the most effective communication techniques to generate a sense of community with the brand and drive the need to buy. In this way, the professional will become a very important asset for fashion companies and, therefore, will obtain a great professional growth.



Postgraduate Certificate in Communication Techniques in the Fashion, Beauty and Luxury Ecosystem
TECH Global University



“

In this educational program, you will find all the knowledge to design communication strategies full of techniques that enhance the messages for companies in the fashion, beauty and luxury sector”

02

Why Study at TECH?

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



“

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 Global University



Innovation

The university offers an online learning model that balances 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.

+100000

executives prepared 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.



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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



At TECH you will have access to the most rigorous and up-to-date case analyses in the academic setting"

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 education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

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

04 Objectives

This Postgraduate Certificate will provide you with the knowledge and techniques necessary to know how to identify those messages that can have a greater impact on the consumer's mind and with them create powerful social content that drive the growth of companies. A program that will enable you to lead and manage projects of lesser or greater intensity and complexity, with the ability to intervene and plan smoothly and to develop successfully in all areas in which this action is performed. Thus, after completing this program, you will know all the aspects that influence the creation of valuable content and, therefore, you will be a much more competent professional.



“

A complete program that will allow you to know in depth the most effective techniques in the fashion ecosystem and, therefore, grow in your professional career"

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

The Postgraduate Certificate in Communication Techniques in the Fashion, Beauty and Luxury Ecosystem will enable the student to:

01

Build a digital environment capable of attracting traffic/audience to your fashion brand, either off or online, with a desired positioning

02

Generate a content tree and consistent content throughout the Bio.

03

Write a press release, blog or tell a story that identifies your brand ecosystem





04

Adapt the results and generate a new ecosystem

05

Recognize and replicate the style of communication in the fashion and beauty

06

environment.

Know the principles of transmedia communication to apply them to different fashion communication projects.

05

Structure and Content

The Postgraduate Certificate in Communication Techniques in the Fashion, Beauty and Luxury Ecosystem is a tailor-made program 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.



“

The focus is on enhancing your skills so that you are able to create content based on the most successful techniques proven to work in the fashion and beauty industry"

Syllabus

The contents of this Postgraduate Certificate are led by professionals in the areas of communication who work in companies in the fashion and beauty sector. This teaching team 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 that directly influence the creation of an effective digital environment that is able to attract traffic / audience to your fashion brand, either off or online and with a desired positioning, will be discussed and analyzed. This way, you will achieve greater visibility for the brand and boost its commercial results.

A journey that will lead students to learn in depth the most effective and efficient techniques when creating social content for companies in this field and its proper planning, also generating content trees, press releases, blog articles and any other piece that helps to strengthen the brand message. All this without neglecting the importance of measurement as a vehicle for recognizing whether techniques are working or not.

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 ensures that this program is fully compatible with your personal and professional life. So that you never lose motivation.

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

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

This Postgraduate Certificate takes place over 6 months and consists of 1 module:

Module 1

Communication Techniques in the Fashion, Beauty and Luxury Ecosystem



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Communication Techniques in the Fashion, Beauty and Luxury Ecosystem completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

Module 1. Communication Techniques in the MBL Ecosystem

1.1. The Fashion Ecosystem and Its Composition

- 1.1.1. Construction and Maintenance of a Phygital Ecosystem
- 1.1.2. Search Resources and the Development of SERPs
- 1.1.3. Ecosystem Monitoring and Retrofitting

1.2. Creation of a Brand Ecosystem: SEO, SEM and SMO

- 1.2.1. Positioning of Digital Content: SEO
- 1.2.2. The Creativity of SEM Campaigns
- 1.2.3. The Relevance of SMO in the Fashion Industry

1.3. Differences and Similarities in MBL Brand Communication.

- 1.3.1. Differences between a CMS Website and an E-Commerce Site
- 1.3.2. Evolution of Communication Objectives
- 1.3.3. Interaction in Content Creation

Techniques: Press Release, News, and News Report

- 1.4.1. Objective Communication: The Press Release and Relevant Information.
- 1.4.2. Social Communication: The News as a Driver of New Information
- 1.4.3. Commercial Communication: The Advertorial as a Sales Element.

1.4. Traditional Offline Communication

1.5. The Creation of Blogs and Digital

Dissemination Magazines

- 1.5.1. Bidirectional Communication in Static Tools
- 1.5.2. Structure and Composition of Blogs
- 1.5.3. Content Creation for Digital Fashion Magazines

- 1.6.1. The Composition of Space and Time in Fashion Communication
- 1.6.2. Virtual Realism in Transmedia Storytelling
- 1.6.3. Stages in *Storytelling* Creation

Fashion Environment

- 1.7.1. The Strength of the Image for the Beauty Sector
- 1.7.2. The Storyline in a Brand Story
- 1.7.3. The Creation of Fashion Icons and Myths

the Google Trends Universe

- 1.8.1. Functioning and Search Dynamics in Google Trends
- 1.8.2. The Description of the Story in Relation to Keywords and Fashion Tagging
- 1.8.3. The Integration of Competitors and Virality

1.6. Transmedia Narrative and Storytelling

1.7. The Audiovisual Language in the

1.8. The Creation of Content Based on

1.9. Functioning of an Ecosystem in the Whole Universe.

- 1.9.1. Alignment of Content and Trends
- 1.9.2. The Musical Atmosphere in Audiovisual Communication
- 1.9.3. *Fashion Films*

- 1.10.1. Creativity, Innovation and Invention as Dynamics of Growth.
- 1.10.2. Inspiration and Aspirations of the Fashion Industry
- 1.10.3. Reordering the Fashion Universe: Content for the Whole Community 4.10.4.

1.10. Redefinition and Adaptation of the Brand Ecosystem



“

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

06

Methodology

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

“

At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world”



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



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.

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

Relearning Methodology

TECH effectively balances 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 prepare 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 balance each of these elements concentrically. With this methodology we have prepared more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, 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 adapted in audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high-quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



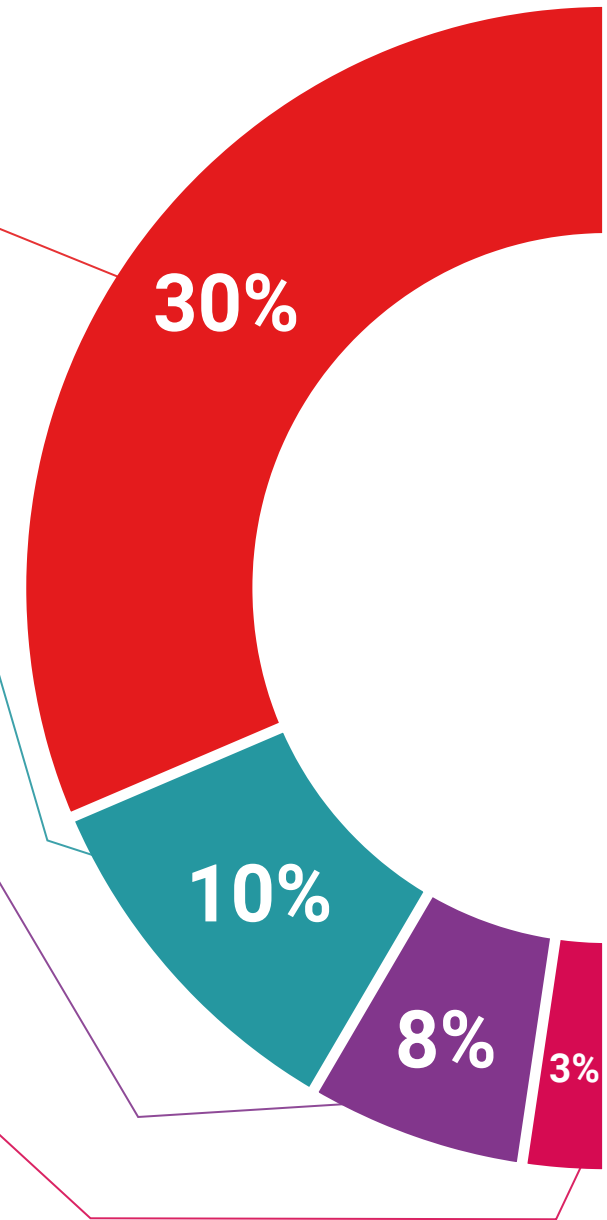
Management Skills Exercises

They will carry out activities to develop specific executive skills in each thematic field. 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 assess and re-assess students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

The Postgraduate Certificate in Communication Techniques in the Fashion, Beauty and Luxury Ecosystem is a program aimed at professionals who seek an increase in their qualification in the area of business communication for fashion companies and an improvement in their possibilities in the labor field.





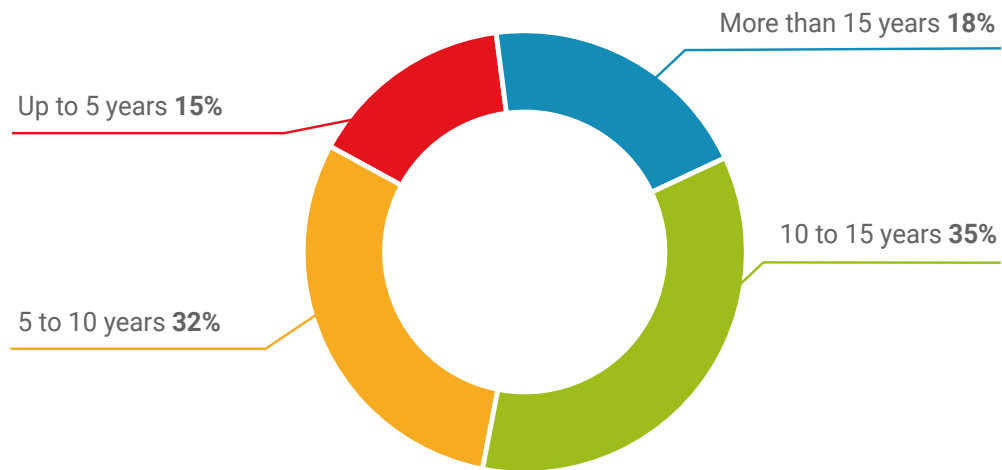
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Get the necessary skills and abilities to understand fashion as an ecosystem with its own characteristics and singularities and learn how to generate content specially aimed at it"

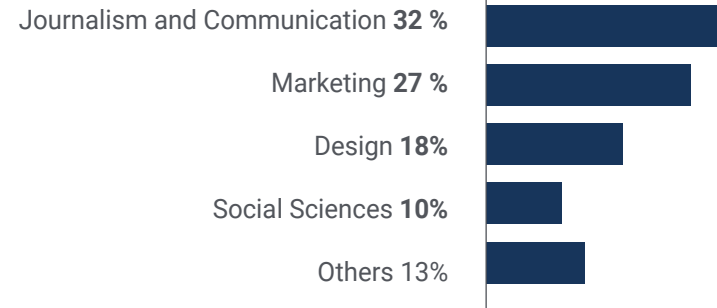
Average Age

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

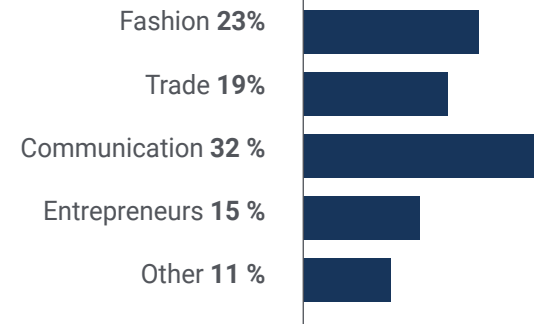
Years of Experience



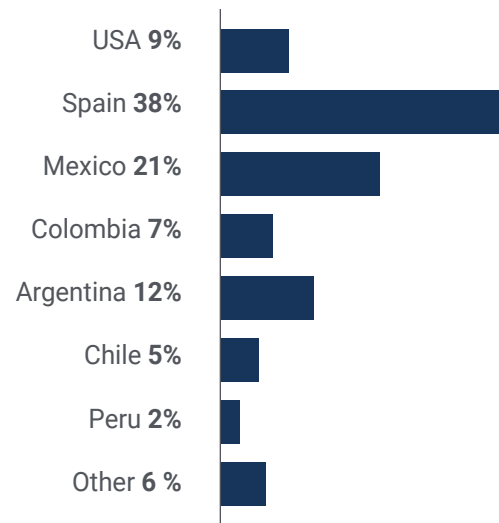
Training



Academic Profile



Geographical Distribution



Sandra Fernández

Brand Manager in a luxury company

"Thanks to this Postgraduate Certificate I have undoubtedly improved my communication skills in the luxury sector, and it has allowed me to receive a promotion in the company where I work. I am very happy with the investment I made, I would definitely choose TECH again for my education."

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. In addition, other leading specialists in related areas participate in its design and elaboration, completing the Postgraduate Certificate in an interdisciplinary way, making it a unique and highly academic experience for the student.



“

A quality teaching team to specialize 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.

As for her **academic background**, Cattaneo holds a **Doctorate in Marketing** from the University of Pavia, Italy, and an **MBA** from the SDA Bocconi School of Management.



Dr. Cattaneo, Eleonora

- ♦ 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

“

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

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 outlets such as RTVE and Telemadrid
- ◆ Graduate in Information Sciences, UCM
- ◆ Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- ◆ MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- ◆ PhD Candidate in Fashion Trend Creation
- ◆ Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends

Professors

Ms. Zancajo, Isabel

- ◆ Fashion and Luxury Communication Specialist



09

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 Communication Techniques in the Fashion, Beauty and Luxury Ecosystem. at TECH Global 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.

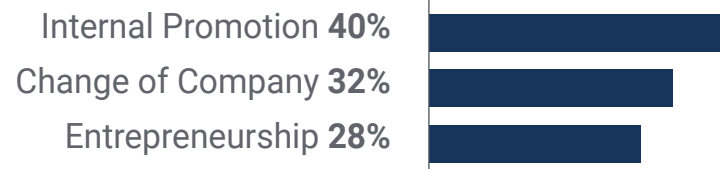
The specialization program will increase your skills and, therefore, help you stand out in the industry.

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



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Certificate in Communication Techniques in the Fashion, Beauty and Luxury Ecosystem 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 Communication Techniques in the Fashion, Beauty and Luxury Ecosystem guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 a **Postgraduate Certificate in Communication Techniques in the Fashion, Beauty and Luxury Ecosystem** endorsed by **TECH Global University**, the world's largest online university.

Tech Global University is an official European University publicly recognized by the Government of Andorra (**official bulletin**). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

Title: **Postgraduate Certificate in Communication Techniques in the Fashion, Beauty and Luxury Ecosystem**

ECTS: 6

Official N° of Hours: **150 hours**.





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Postgraduate Certificate

Communication Techniques in the Fashion, Beauty and Luxury Ecosystem

