

# Postgraduate Certificate Digital Transformation and Innovation in the Fashion Industry





## Postgraduate Certificate Digital Transformation and Innovation in the Fashion Industry

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Students and professionals in the fashion industry who are interested in the business, management and digital transformation of the sector.

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/digital-transformation-innovation-fashion-industry](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/digital-transformation-innovation-fashion-industry)

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# 01 Welcome

To be part of the Fashion business, your company has to be fully adapted to the demands of a digital market. Making this adaptation requires transformations and adjustments that place you on the front line of innovation, achieving the operability that your clients need. Learn everything you need to offer a unique customer experience that promotes the creation of links through this high-quality course with educational impact.



Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry.  
TECH Technological University



“

*Incorporate into your project the technological innovation that every Fashion Business company needs to compete in one of the most innovative markets”*

02

# 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 center 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 Technological 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:



### 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

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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

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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.



### Learn with the best

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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 analyses in academia"*

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 Technological University community.

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

# 04 Objectives

This Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry will give you the theoretical knowledge and practical skills you need to develop and drive your Fashion company or brand forward with the impetus of a highly effective strategy and innovative and competitive management. A very complete program that will make you grow as a professional with the ability to promote a company or fashion project, positioning it and working with the control of the necessary tools to do so.



“

*To make your project permanent, it requires a sustainable, well-studied and implemented development. A goal you will achieve with the help of high-level specialization”*

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

The Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry will enable the student to:

01

Be able to design and implement an omnichannel strategy in a Fashion-Retail brand

04

Learn more about omnichannel e-commerce and all digital strategies

02

Know how to make a correct analysis of the Fashion-Retail, sector, the company's business model and new consumer trends to facilitate decision-making

03

Know how to use data to create a personalized offer and experience for customers

05

Learn about Fashion Tools necessary for the omnichannel management of a fashion company and their application with real case examples





06

Learn how Instagram is set up as a platform for this type of communication

08

Develop skills for the realization of internet advertising campaigns

09

Learn how to use the most important metrics and analysis tools for online marketing

07

Understand and manage the principles of search engine optimization and search engine marketing

10

Learn more about the different types of e-Commerce, most used platforms and main characteristics according to brand or product



05

# Structure and Content

The contents of this program have been developed by the different professors of this Postgraduate Certificate, with a clear purpose: to ensure that our students acquire each and every one of the skills necessary to become true experts in Digital Transformation and Innovation in the Fashion Industry.

The content of this Postgraduate Certificate will allow you to learn all aspects of the different disciplines involved in this field: a very complete and well-structured program that will lead you to the highest standards of quality and success.



“

*A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"*

## Syllabus

The Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry from TECH Technological University is an intensive program that will prepare you to design and implement the necessary tools and strategies in this form of sales and customer relationship.

The content of the Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry is designed to promote the development of skills that will enable more rigorous decision-making in the changing environment of the fashion industry.

Throughout the program, the students will analyze a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with different areas of the company and is designed to specialize managers who understand project management from a strategic, international and innovative perspective.

A plan designed for the professional in this field, focused on their professional improvement and that will prepare them to achieve excellence and extreme capacity in this work context. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry will take place over 6 weeks, and it consists of 1 module:

### Module 1

### Digital Transformation and Innovation in the Fashion Industry



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry in a completely online way. During the 6 weeks that the specialization program lasts, the student will be able to access all the contents of this program at any time, which will allow them to manage their own study time.

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

**Module 1.** Digital Transformation and Innovation in the Fashion Industry

**1.1. Digital Transformation in the Fashion Industry**

1.1.1. 4.0.Industry

1.1.2. Digital Enablers

1.1.2.1. Data

1.1.2.1.1. AI, Digital Interaction, IoT and Robotics

1.1.2.1.2. Blockchain, Understanding the Technology and How the Technology Brings Value to the Industry

**1.2. Omnichannel and Its Impact on the Retail Sector**

**1.3. Startup Ecosystems**

**1.4. Digital Business Models**

**1.5. Innovation Methodologies**



*A learning process so complete and exciting that it will become a unique experience of professional and personal growth"*



# 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.



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.



07

# Our Students' Profiles

The Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry is a program aimed at professionals who want to update their knowledge, discover new ways to innovate and advance in their professional career.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.







“

*If you are looking to acquire new skills to boost your business and perfectly balance your studies with other commitments, this is the program for you”*

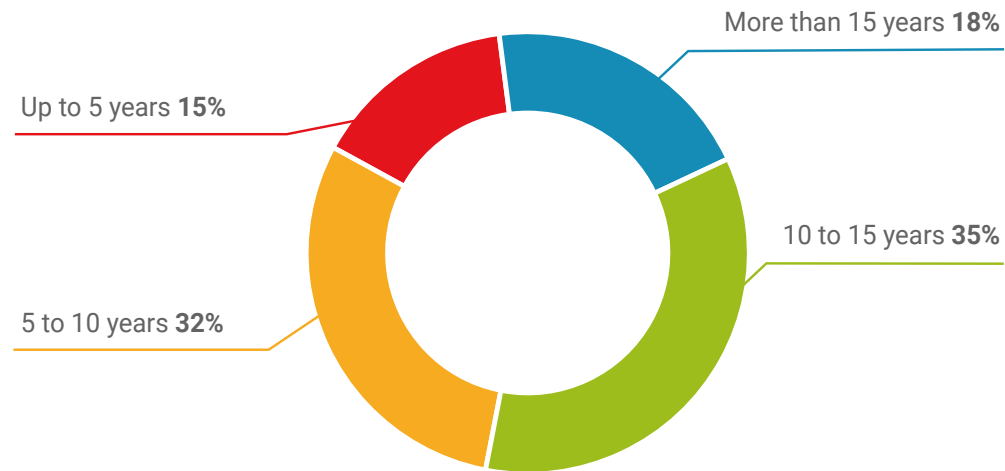
### Average Age

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

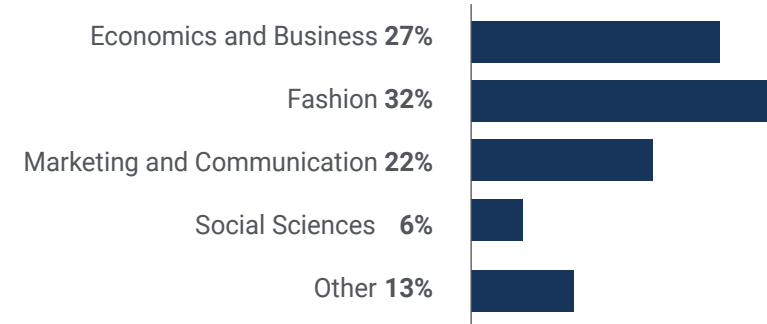
### Years of Experience

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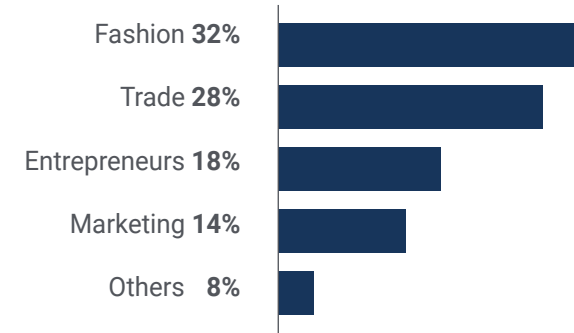
### Training

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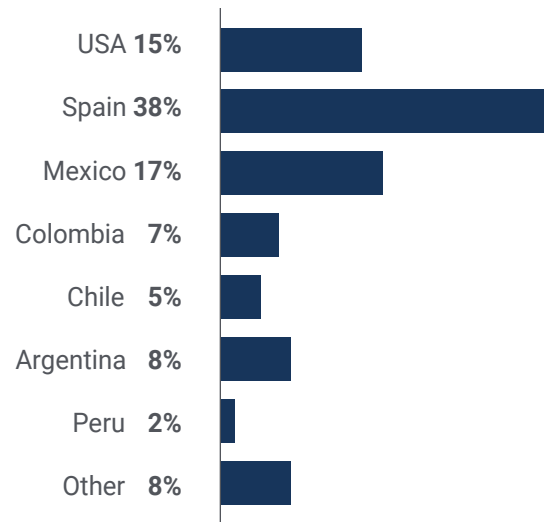
### Educational Profile

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## Geographical Distribution

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## Manuela López

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Chief Executive Officer

*"Making my business sustainable is something I can now focus on with much, much more clarity. This Postgraduate Certificate has been a great investment"*

08

# Course Management

The program includes in its teaching staff reference experts in the *Fashion Retail*, who pour into this training the experience of their years of work. Additionally, other specialists of recognized prestige in related areas participate in its design and elaboration completing the Postgraduate Certificate in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at educational level for the students.



“

*Our teaching team will help you to acquire the most relevant knowledge in this field, so that you can develop with total fluency in your daily practice”*

## International Guest Director

Alberto Festa is an international expert in the **luxury goods industry**, recognized for his executive achievements. As **Commercial Director of Gemology and Watches** at the iconic fashion house **Dolce&Gabbana**, he has driven the growth and innovation of this brand through the most disruptive **marketing and sales** strategies.

This prestigious executive's professional career spans more than 25 years, in which he has held key roles in some of the **world's most prominent companies**, based in Europe and North America. His professional beginnings date back to the multinational Colgate Palmolive, where he honed his skills before moving to PepsiCo. At PepsiCo, he served as **Sales Manager**, making a significant contribution to the company's expansion.

Another key period in his career as a corporate leader came after he assumed the position of **Director of Sales at Mattel**. In addition, he led **Bristol-Myers Squibb's Matrix Division** as CEO. However, the pinnacle of his career came during his tenure at **BVLGARI** for more than 15 years. There, he served as CEO and eventually rose to the position of **President of BVLGARI USA**. His strategic vision and leadership were instrumental in enhancing the brand's global presence and achieving unprecedented success.

In these decades of working within the **fashion industry**, Festa has also been involved in education. His vast expertise through lectures at universities and business schools around the world, but primarily in the United States and Italy, has been instrumental in leading changes and initiatives in sales, marketing, strategy and operations. In turn, his contributions in sales, marketing, strategy and operations have been instrumental in leading changes and initiatives to rebuild the most cutting-edge and exclusive companies.



## Mr. Festa, Alberto

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- Commercial Director of Gemology and Watches at Dolce&Gabbana
- Academic Advisor at LUISS University Guido Carli
- Advisor to the SAID DAL 1923 Brand Council
- Consultant to the Kering Group
- Managing Director of GM at VHERNIER
- Managing Director of Loro Piana LVMH
- Chairman of BVLGARI USA
- Chief Executive Officer of the Matrix Division of Bristol-Myers Squibb
- Director of Sales at Mattel
- Director of Sales at PepsiCo
- Senior Brand Manager at Colgate Palmolive
- Degree in Statistics and Economics from La Sapienza University of Rome

“

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

## Management



### **Ms. Bravo Durán, Sandra**

- Expert in Trend Forecasting and Customer Insights
- Client and Digital Consultant at Everis
- Sociologist and economist from the University of Salamanca
- Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- PhD Candidate in Applied Creativity from the University of Navarra
- Teaching classes at different universities and business schools in the fashion and luxury industry. Present



## Professors

### Dr. Velar, Marga

- ♦ Associate Professor at the University Antonio of Nebrija. Present
- ♦ Communication and Branding Consultant for small brands and foundations
- ♦ PhD in Communication from Carlos III University in Madrid
- ♦ Degree in Audiovisual Communication with a Postgraduate Certificate in Fashion Communication and Management from Villanueva University Center, Complutense University
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School, University of Navarra
- ♦ Director of Forefashion Lab, an observatory of fashion studies, since 2013
- ♦ She has taught at Villanueva University Center, ISEM Fashion Business School and the Faculty of Communication at the University of Navarra

### Dr. Josa Martínez, María Eugenia

- ♦ Lecturer in ESNE, CEDEU and ELLE Education
- ♦ Lecturer at ISEM Fashion Business School
- ♦ Teacher in the Master of ISEM Fashion Business School
- ♦ Responsible for Fashion and Creativity Management and Professor of Design Workshop IV in the Degree of Design at the University of Navarra
- ♦ PhD in Applied Creativity from the University of Navarra
- ♦ Degree in Architecture from the University of Navarra
- ♦ Specialized Architecture in Landscape and Environment by the University of Navarra
- ♦ Master's Degree from ISEM Fashion Business School

### Dr. San Miguel Arregui, Patricia

- ♦ Professor of digital marketing at ISEM Fashion Business School and the University of Navarra
- ♦ PhD from the University of Navarra
- ♦ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ♦ Executive Fashion MBA by ISEM
- ♦ Creator and Director of the Observatory for the Analysis of the Digital Impact of Fashion Brands Digital Fashion Brands ([digitalfashionbrands.com](http://digitalfashionbrands.com))
- ♦ Within her work as a teacher and researcher, she is a visiting professor at the University of Italian Switzerland, and visiting researcher at the Fashion Institute of Technology in New York and at the University of Florence
- ♦ Speaker at several national and international congresses on Communication and Marketing

**Mr. De Rivera, Javier**

- ♦ Partner - Rivera Consulting & Support
- ♦ Transformation and High Performance Retail ConsultantTransformation and High Performance Retail Consultant. ActioGlobal
- ♦ Associate Member of Huete&Co
- ♦ Board member, CEO, general and financial director, consultant and advisor in companies such as Neck&Neck, Gocco, Textura, Tomblack, Ecoalf, Trucco, Intropia, Saga Furs, Lola Rey, Multiópticas, Silbon
- ♦ Degree in Economics and Business Administration from Pontificia de Comillas University (ICADE)
- ♦ MBA in Taxation and Tax Consultancy at Esine
- ♦ Deloitte and Spencer Stuart Advisor Program
- ♦ NTL Global Organization Development Certificate
- ♦ Senior Management Program in Internet Business at ISDI
- ♦ Certification Program in Dialogic Coaching and Team Coaching at UFV
- ♦ Teacher at ISEM Fashion Business School
- ♦ Lecturer at Villanueva University
- ♦ Lecturer in executive programs at Esic, IE (Spain) and University of Piura (Peru)

**Ms. Opazo, Laura**

- ♦ Director of Partnerships at The Confidential Lab
- ♦ Lifestyle Articles Writer in the Blog ElTiempo.es
- ♦ Fashion Section Announcer at EsRadio radio station
- ♦ Fashion Editorial Manager at AMC Networks International Southern Europe
- ♦ Author of the book Armario Sostenible
- ♦ Degree in Advertising and Public Relations from the University Rey Juan Carlos
- ♦ Specialist in Public Relations and Selling Your Own Brand at the School of Fashion of the University of the Arts London
- ♦ MBA in Business Management at ISEM
- ♦ Course in Textile and Sustainable Fashion given by REAS and the Madrid Social Market

**Ms. Gárate, Mercedes**

- ♦ Business Industry Director at NTTData
- ♦ Senior Manager at Everis
- ♦ Strategy and Business Manager at Everis
- ♦ Degree in Industrial Engineering from the Polytechnic University of Madrid
- ♦ MBA from EOI Business School
- ♦ Certified in Customer Experience by the DEC Association



**Mr. Sanjosé, Carlos**

- ♦ Head of Digital at MURPH
- ♦ Degree in Advertising and Public Relations from Cardenal Herrera-CEU University
- ♦ Extensive professional experience in the field of Digital Marketing, Social Ads, digital strategies and e-commerce platforms
- ♦ Specialist in Digital Marketing for more than 5 years, with special experience in the Fashion Retailsector
- ♦ Content creator at 25 Grams. More than 8 years

**Ms. García Barriga, María**

- ♦ Digital marketing professional and researcher in the technological application of fashion
- ♦ Graduate in Information Sciences,UCM
- ♦ MBA from the European Business School of Barcelona

09

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason, TECH has created this global system that favors the achievement of optimal results, giving them the facilities and stimuli that will keep them motivated throughout the program so that their career acquires the renovating impulse they are looking for.





“

*Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it”*

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

The TECH Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry is an intensive program that prepares you to face challenges and business decisions in the field of developing managerial strategies in the video game industry. Its main objective is to foster your personal and professional growth: to help you achieve success.

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

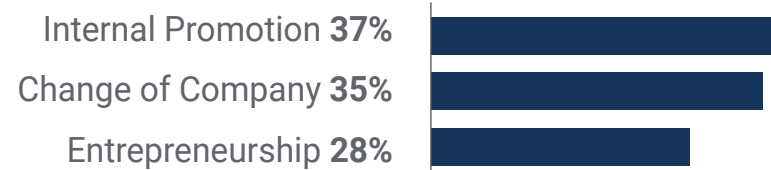
*Overcome your  
barriers. Ascend to  
another level.*

*The market does not wait:  
seize the moment and put  
yourself at the forefront  
of the Fashion Business  
with this Postgraduate  
Certificate. Now or never.*

### Time of Change



### Type of Change



## Salary Increase

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



10

# Benefits for Your Company

The Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry will be what your *Fashion Business* needs to become part of the reality of the profession.

But in addition, participating in this Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry is a unique opportunity to access a wide network of contacts in the sector, in which to find future professional partners, customers or suppliers.







“

*You will learn how to be the driving force behind the transformation of your business or project with the greatest background in competencies and skills in Digital Transformation and Innovation in the Fashion Industry”*

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

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional 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**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Digital Transformation and Innovation in the Fashion Industry 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 Digital Transformation and Innovation in the Fashion Industry** contains the most complete and up-to-date 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 Digital Transformation and Innovation in the Fashion Industry**

Official N° of Hours: **150 h.**



\*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.



## Postgraduate Certificate Digital Transformation and Innovation in the Fashion Industry

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Digital Transformation and Innovation in the Fashion Industry

