

Postgraduate Certificate Fashion Consumer Insights





Postgraduate Certificate Fashion Consumer Insights

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » 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. As well as to all those who want to boost their professional career by acquiring new knowledge about the fashion business necessary to understand the inner workings of the sector, strategies and digital trends that move it today

Website: www.techtute.com/pk/school-of-business/postgraduate-certificate/fashion-consumer-insights

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01 Welcome

In order to move in the fashion market with security and efficiency, you need to have a structure that converts data into insights that allow you to solidly build each of the steps you take in the construction of your business, brand or project. In this academic itinerary, the graduates will delve into how to develop this process so that it becomes a boost for their career and competitiveness in the sector. For this purpose, the program provides a complete syllabus and an innovative methodology: Relearning. In addition, its teaching staff is made up of the best specialists in the fashion industry. Among them is an international expert who, as a Guest Director, is in charge of giving an intensive Masterclass.



Postgraduate Certificate in Fashion Consumer Insights
TECH Technological University



“

Delve into the interpretation of data on customer needs through the comprehensive Masterclass of this Postgraduate Certificate"

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

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



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 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 Fashion Consumer Insights will give you the theoretical knowledge and practical skills you need to develop and drive your fashion company or brand 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.



“

Implement the right Merchandising for your brand and turn every retail experience into a positive impact on your potential customers. 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 Fashion Consumer Insights** qualifies students to:

01

Understand the importance of the change from a customer centricity strategy to a human or citizen centricity strategy for a fashion company and know its benefits

02

Identify and apply various methodological approaches and research resources to study the fashion consumer and gain the analytical skills necessary to analyze changes and adaptation of a fashion brand





03

Be familiar with design thinking and have the ability to design and implement research techniques and appropriate methodology to gain insights from fashion consumers

04

Know the environment and the new consumers of the fashion-retail industry, in order to understand their needs and detect new opportunities in the market

05

Structure and Content

The contents of this program have been developed by the different teachers of this program, with a clear purpose: to ensure that our students acquire each and every one of the necessary skills to become true experts in Fashion Consumer Insights.

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 Fashion Consumer Insights 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 program 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 student 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 professionals in this field, focused on your professional improvement and that will prepare you 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 takes place over 6 weeks and it consists of 1 module:

Module 1

Fashion Consumer Insights



Where, When and How is it Taught?

TECH offers the opportunity to study this Postgraduate Certificate in Fashion Consumer Insights entirely online. During the 6 weeks of specialization, students will be able to access all the contents on the program at any time, which will allow them 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. Fashion Consumer Insights

1.1. The Need to Know the Consumer in Today's Context

1.2. Human Strategy and Citizen Centricity

- 1.2.1. Key Features of a People-Centric Strategy and the Importance of Data
- 1.2.2. How to Adopt a *Human Centric* Strategy in a Fashion Company?

1.3. Human Centric Methodology

- 1.3.1. Design Thinking and Market Intelligence
- 1.3.2. Positioning and Perception of a Fashion Brand
- 1.3.3. Customer Insights and Customer Journey
- 1.3.4. Archetypes and Buyer Personas

1.4. Research Resources and Techniques



“

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 Fashion Consumer Insights 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.





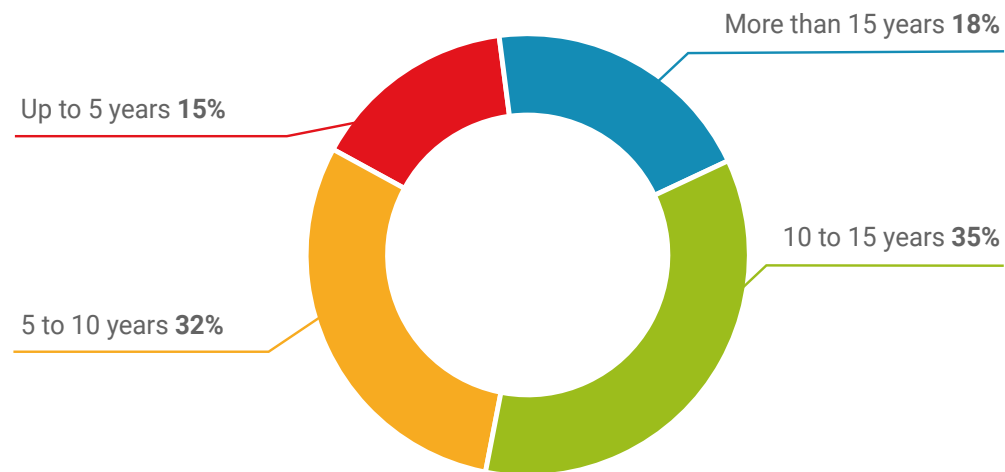
“

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”

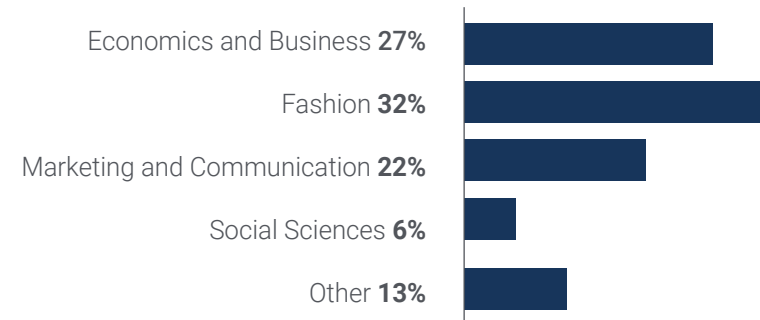
Average Age

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

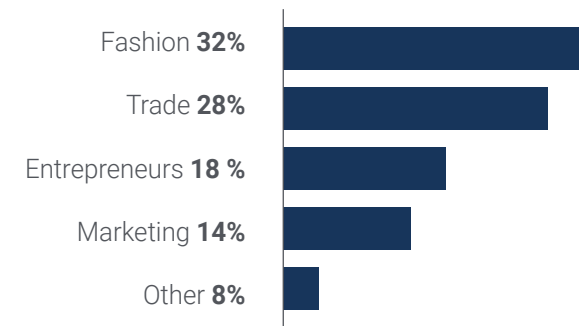
Years of Experience



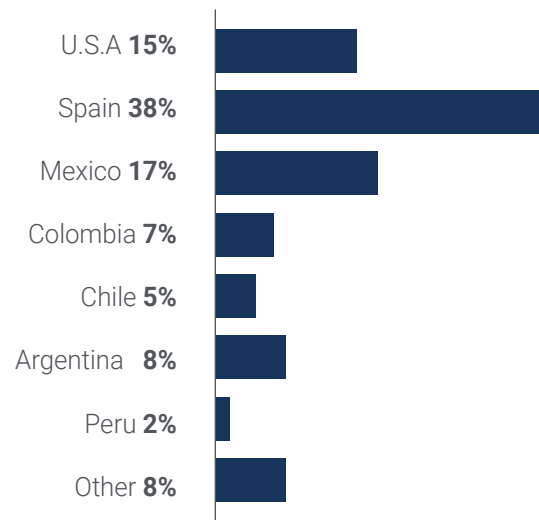
Training



Educational Profile



Geographical Distribution



María Lobeño

Entrepreneur

"Omnichannel was a challenge for me that I didn't feel qualified to take on with my fashion brand. After the Postgraduate Certificate I have been able to implement the digital strategies I needed. And I did it just in time to be able to stay in the market in an increasingly demanding situation"

08

Course Management

The teachers of this program are recognized leaders in the fashion industry and address their professional experiences in this university program through a carefully selected syllabus. In addition, the academic program offers a broad and interdisciplinary perspective with experts in communication and digital marketing, among other areas of interest.



“

An exclusive teaching staff will accompany you in this very complete Postgraduate Certificate in TECH”

International Guest Director

Alberto Festa is an international reference 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, during which time he has held **key roles** in some of the **world's most prestigious brands**, 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 journey as a **corporate leader** occurred after he assumed the position of Director of Sales at Mattel. He also 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 **Managing Director** 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 academia. His vast competencies through lectures at universities and business schools around the world, but primarily in the United States and Italy, have been instrumental in leading changes and initiatives to rebuild the world's leading and most exclusive companies. 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

- Commercial Director of Gemology and Watches at Dolce&Gabbana
- Academic Advisor at LUISS University Guido Carli
- Advisor at SAID DAL 1923 Brand Council
- Consultant to the Kering Group
- Managing Director of GM at VHERNIER
- Managing Director of Loro Piana LVMH
- President 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



Dr. Bravo Durán, Sandra

- ◆ CEO of UX at Myme
- ◆ CEO and Founder of Ch2 Abroad & Events
- ◆ Sociologist at Observatorio Turístico de Salamanca
- ◆ Digital Consultant at Everis
- ◆ Researcher at Runroom
- ◆ Professor of the Master in Fashion and Luxury Marketing Management and the Master Luxury Business Brand Management at MSMK in the Madrid School of Marketing
- ◆ PhD in Applied Creativity from the University of Navarra
- ◆ Degree in Sociology from the University of Salamanca
- ◆ Degree in Economy from the University of Salamanca
- ◆ Executive Master's Degree in Fashion Business Management from the University of Navarra



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.

TECH's Postgraduate Certificate in Fashion Consumer Insights is an intensive program that will prepare you to face challenges and position yourself successfully after each one of them. Its main objective is to promote your personal and professional growth: to help you achieve success.

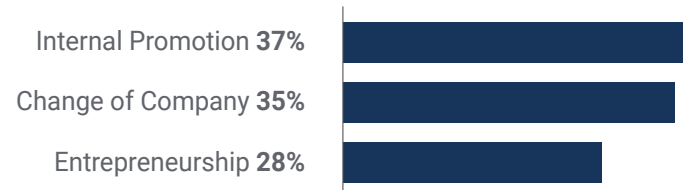
The fashion professional needs constant, intensive and quality education to reach and maintain their space in the market. This program is the answer.

The market does not wait: seize the moment and get to the forefront of the Fashion Business with this program. Now or never.

Time of Change



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 Fashion Consumer Insights is what your Fashion Business needs to become part of the reality of the profession. In addition, participating in this Postgraduate Certificate in Fashion Consumer Insights is a unique opportunity to access a wide network of industry contacts, where you will 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 most comprehensive set of competencies and skills in Fashion Consumer Insights”

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 Fashion Consumer Insights 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 **The Postgraduate Certificate in Fashion Consumer Insights** 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 Fashion Consumer Insights**

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.



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Postgraduate Certificate Fashion Consumer Insights

