

Postgraduate Certificate Communication Plan at the Fashion Firm





Postgraduate Certificate Communication Plan at the Fashion Firm

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

Website: www.techtute.com/us/postgraduate-certificate/communication-plan-fashion-firm

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01 Welcome

This program will address the importance of strategic communication in the beauty and fashion sector. To this end, professionals will be taught how to design and implement a complete communication plan where the context in which the company is developing is thoroughly investigated and the relevant actions are implemented to make it successful.

Likewise, during the program, the correct way to carry out a communication plan will be studied in depth, taking into account aspects such as the types of audiences, the most effective strategies, the action plan, the calendar and the measurement processes. Thus, the professional will be better able to successfully undertake any planning action in the field of communication and their profile will be more highly valued within the organization.



Postgraduate Certificate in Communication Plan at the Fashion Firm.
TECH Technological University

“

At the end of this program, you will be able to design and implement a complete communication plan for companies in the fashion industry”

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 centre for intensive managerial skills training.



“

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

At TECH Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

100,000+
executives trained each year

200+
different nationalities



Empowerment

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

500+ | collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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



Academic Excellence

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



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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 studies in the academic community"

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

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

“

A complete program that will allow you to know in depth each and every one of the parts that make up a communication plan"

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

The Postgraduate Certificate in Communication Plan at the Fashion Firm will enable the student to:

01

Apply the knowledge acquired to elaborate a complete and competitive communication plan

02

Understand and fit our communication strategy in the fashion industry.

03

Understand the structure of the communication plan and its reason for being as well as the main techniques used in each of its stages





04

Develop critical thinking for the assessment of the communication strategy

05

Establish specific communication actions for the fashion and beauty sector.

06

Deliver a long-term communication strategy, evaluate and readapt it.

05

Structure and Content

The Postgraduate Certificate in Communication Plan at the Fashion Firm is tailor-made program that is delivered in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

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



“

The focus is on enhancing your managerial skills that will allow you to design customized communication plans for fashion companies”

Syllabus

The Postgraduate Certificate in Communication Plan at the Fashion Firm at TECH Technological University is an intensive program that prepares students to design and implement the necessary tools and strategies in this form of sales and customer relationship.

The content of the Postgraduate Certificate in Communication Plan at the Fashion Firm is designed to promote the development of skills that enable decision-making with greater rigor in the changing environment of the fashion industry.

Over the course of 150 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. 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 you, focused on improving your career and preparing you to achieve excellence in occupational hazard prevention. A program that understands both yours and your company's needs 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 skills to solve critical situations, creatively and efficiently.

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

Module 1.

The Communication Plan



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Communication Plan at the Fashion Firm completely online. During the 6 weeks of the program, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time.

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

Module 1. The Communication Plan

1.1. The Fashion Calendar and the Dynamics of the Times in the Industry

- 1.1.1 The Origin and Evolution of Fashion Weeks and Haute Couture
- 1.1.2 General Calendar of the Industry
- 1.1.3 How COVID Is Affecting the Established Dynamics

1.2. The Impact of Internal Communications on an MBL Brand

- 1.2.1 Internal Communication
- 1.2.2 Objectives and Tools
- 1.2.3 Strategic Internal Communication Plan

1.3. Communicating Sustainable and Eco-Luxury Brands

- 1.3.1 Slow Fashion and Eco-Luxury
- 1.3.2 Evolution of Consumer Trends in the World of Fashion
- 1.3.3 How to Communicate Sustainable Brands and Terminology to Be Used

1.4. The Functionality of the Communication Plan and Available Resources

- 1.4.1 What Is the Communication Plan and What Is It For?
- 1.4.2 Above the Line – Below the Line
- 1.4.3 Communication Channels in Fashion Brands and Analysis of Available Resources 10.5.

1.5. SWOT Analysis and the RICE Matrix

- 1.5.1 The Fashion Market and Its Competitors
- 1.5.2 Development and Application of the SWOT Analysis
- 1.5.3 The RICE Matrix as the Epicenter of the Blue Ocean

1.6. Situation Analysis and Objective Setting

- 1.6.1 Company Background and Diagnosis of the Brand's Situation with Respect to the Market
- 1.6.2 Determination of Objectives in Relation to Goals
- 1.6.3 Analysis and Reorganization of Objectives in a Fashion Firm

1.7. The Audience and the Message

- 1.7.1 Is This Customer Profile for My Campaign?
- 1.7.2 Are These Messages for My Campaign? Key Messages by Customer Type
- 1.7.3 The Communication Strategy of Fashion Brands

1.8. Channels: Offline and Online

- 1.8.1 The Choice of the Offline Channel
- 1.8.2 The Online Campaign
- 1.8.3 Advantages of the Online Channel

1.9. The Action Plan and the Calendar

- 1.9.1 Types of Communicative Actions in Fashion
- 1.9.2 Structure and Approach of the Action Plan
- 1.9.3 Integration of the Action Plan into the Strategy as a Whole

1.10. Evaluation of the Communication and Strategy Plan

- 1.10.1. Main Metrics for the Evaluation of the Communication Plan
- 1.10.2. Advanced Analysis of the Communication Plan
- 1.10.3. Reformulation of the Communication Strategy



“

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

06

Methodology

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

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



“

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

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

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



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



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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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

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

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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 Communication Plan at the Fashion Firm 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.





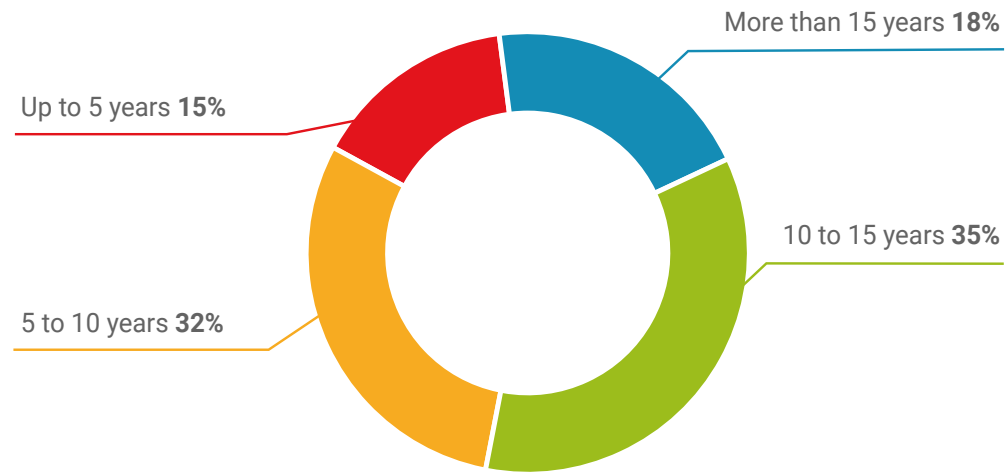
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Get the necessary skills and abilities to know the evolution of the fashion industry and create communication plans adapted to current consumer trends”

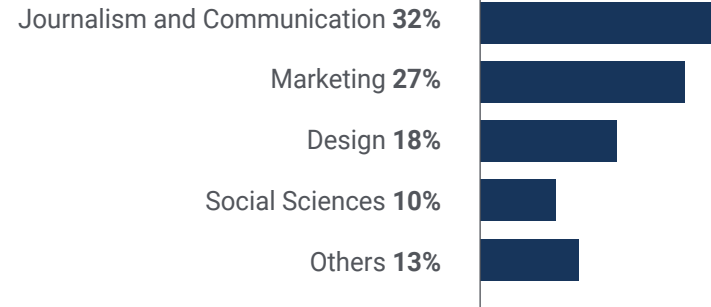
Average Age

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

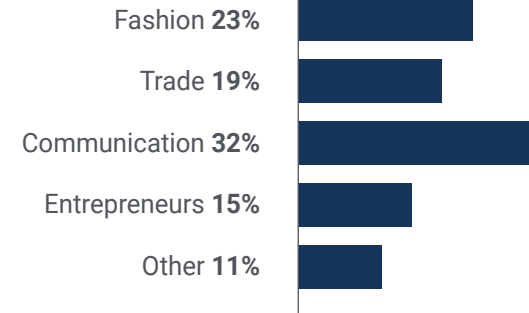
Years of Experience



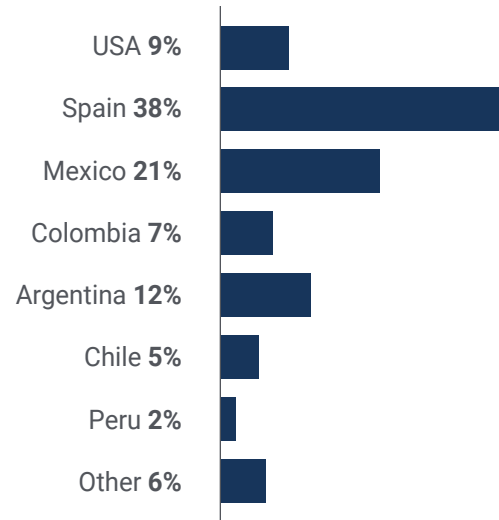
Training



Academic Profile



Geographical Distribution



Sandro Ramírez

Communications and PR Manager at a luxury company

"I thought I knew how to make a communication plan and I enrolled in this course just to update my knowledge in the field of fashion. Today, I realize how wrong I was and how much I still had to learn. Thanks to this program, I feel much more prepared to create much more effective communication plans for my startup".

08

Course Management

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



“

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

International Guest Director

Dr. Caroline Stokes is a specialist in Psychology and Nutrition, with a doctorate and a habilitation in Medical Nutrition. After a distinguished career in this field, she leads the Food and Health Research group at the Humboldt University of Berlin. This team collaborates with the Department of Molecular Toxicology at the German Institute of Human Nutrition Potsdam-Rehbrücke. Previously, he has worked at the Medical School of Saarland University in Germany, the Cambridge Medical Research Council and the UK National Health Service.

One of her goals is to discover more about the fundamental role that Nutrition plays in improving the overall health of the population. To this end, he has focused on elucidating the effects of fat-soluble vitamins such as A, D, E and K, the amino acid methionine, lipids such as omega-3 fatty acids and probiotics for both the prevention and treatment of diseases, particularly those related to hepatology, neuropsychiatry and aging.

Her other lines of research have focused on plant-based diets for the prevention and treatment of diseases, including liver and psychiatric diseases. He has also studied the spectrum of vitamin D metabolites in health and disease. She has also participated in projects to analyze new sources of vitamin D in plants and to compare the luminal and mucosal microbiome.

In addition, Dr. Caroline Stokes has published a long list of scientific papers. Some of her areas of expertise are Weight Loss, Microbiota and Probiotics, among others. The outstanding results of her research and her constant commitment to her work have led her to win the National Health Service Journal Award for the Nutrition and Mental Health Program in the UK.



Dr. Eleonora, Cattaneo

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

“

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



Professors

Ms. Vela Covisa, Susana

- ◆ Senior Fashion Technician, with additional training in Sustainable Fashion, specializing in Eco Design, Fashion and Communication
- ◆ More than 30 years of experience as responsible for different fashion departments, especially communication of various brands, press offices, agencies, fashion projects, fairs and international catwalks, as well as in the organization of events in the sector
- ◆ Director of the agency Polka Press Communication
- ◆ Founder and director of the Atelier Couture Catwalk and promoter and coordinator of the Sustainable Experience space at MOMAD
- ◆ Professor and Tutor at different Universities, Business Schools and Training Centers, such as IED, Francisco de Vitoria University, Madrid School of Marketing and ELLE Fashion School

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.



A large, stylized red outline quotation mark symbol consisting of two facing double quotes.

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

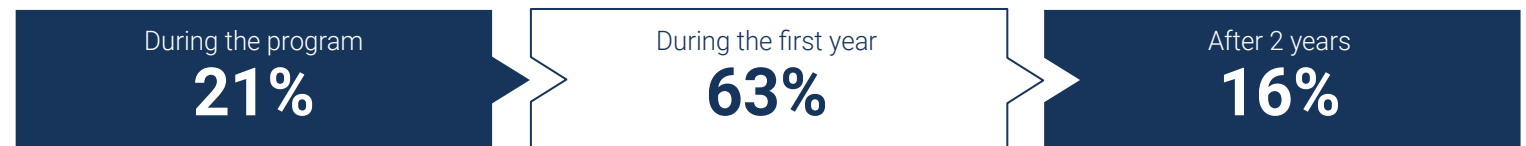
The Postgraduate Certificate in Communication Plan at the Fashion Firm at TECH Technological University is an intense program that prepares you to face communication challenges and decisions both nationally and internationally and especially focused on the luxury, beauty and fashion sector. Its main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

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

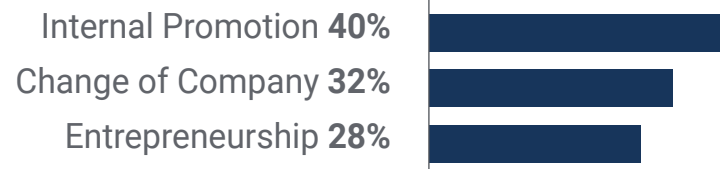
The specialization program will increase your skills and, therefore, help you stand out in the industry.

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

When the change occurs



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 Plan at the Fashion Firm helps raise the organization's talent to its maximum potential by specializing 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 Plan at the Fashion Firm 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 Communication Plan at the Fashion Firm contains the most complete and up-to-date educational program on the market.

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

The diploma 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 Communication Plan at the Fashion Firm**

Official N° of Hours: **150 h.**



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



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