

Postgraduate Certificate

Marketing Management in the Current Fashion and Luxury Market





Postgraduate Certificate Marketing Management in the Current Fashion and Luxury Market

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals from various academic disciplines who wish to deepen their knowledge of the new luxury world, its growth and commercialization opportunities.

Website: www.techtute.com/pk/school-of-business/postgraduate-certificate/marketing-management-current-fashion-luxury-market

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01 Welcome

Every day, we receive thousands of marketing messages, behind which there is a long process of elaboration. From the definition of the brand strategy until Gucci dresses the avatars of SIMS 4, there is an arduous work of analysis, creativity, calculation and presentation. Marketing in the luxury industry, however, is focused on the commercialization of that which is not accessible to the whole of society; that is to say, to select and exclusive products. For all these reasons, this TECH program is an introduction to the first stages of marketing, the foundation on which all the branding work we know as end users will be built.

In short, with this program in Marketing Management in the Current Fashion and Luxury Market, TECH students will obtain the necessary tools to understand the role of Marketing in a company, how to design a brand strategy and develop it into a marketing plan.



Postgraduate Certificate in Marketing Management in the Current Fashion and Luxury Market
TECH Technological University



“

Master the digital environment and dive into Business Intelligence strategies and apply them successfully to the fashion and luxury fashion and luxury sector”

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.

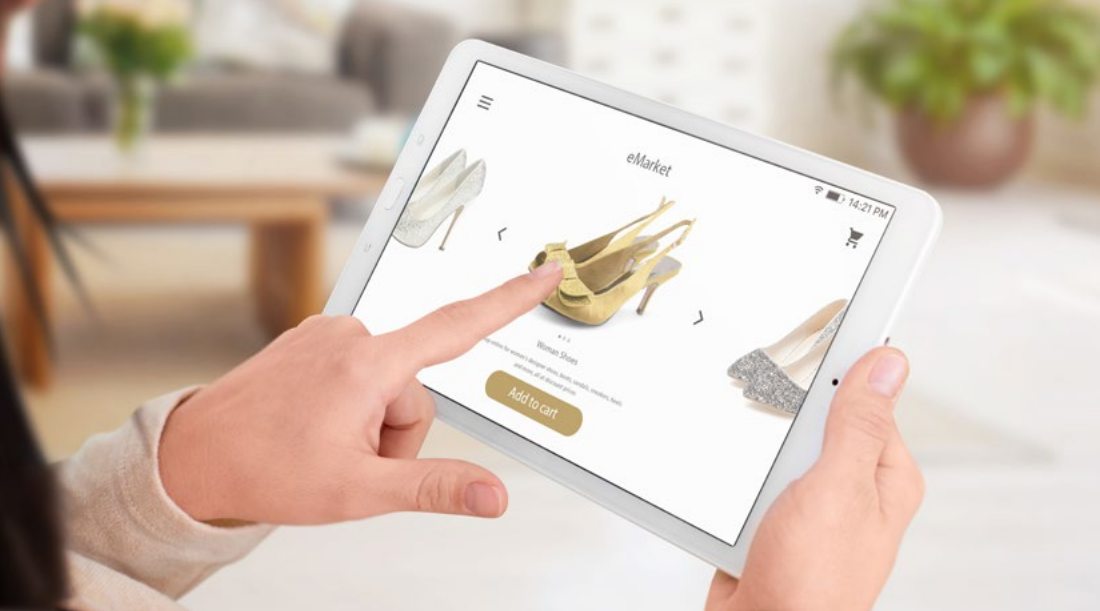
After completing this program, TECH helps students show the world their talent.



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:



Learn with the best

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

Teachers representing 20 different nationalities.



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



Analysis

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



Academic Excellence

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



Economy of Scale

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

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

This Postgraduate Certificate is designed to strengthen your knowledge in order to understand the role of marketing in a company, how to design a brand strategy and develop it into a marketing plan. Thus, the student of this program will understand the impact of cultural legacies on marketing campaigns, the luxury product and consumer psychology, understanding that a garment for sale is only a visual message that is launched directly to the subconscious of a society from a global point of view. Thus, you will acquire the necessary tools to design a brand strategy focused on new potential consumers.



“

You will acquire a particular marketing vision and of the company in general that will enable you to successfully develop your career"

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

The Postgraduate Certificate in Marketing Management in the Current Fashion and Luxury Market will enable students to:

01

Knowledge of Western and Eastern cultures for the correct development of consumer profiles and marketing campaigns at an international level

03

Understand the progress of new digital marketing tools

02

Discover the triple approach brand-strategy-consumer

04

Acquire critical thinking in relation to sustainability and innovation in luxury marketing



05

Expand the ability to analyze the commercial scenario of brands

07

Develop strategic skills to adapt to the new labor market



06

Improve decision making in the business and business development context

08

Elaborate a correct Marketing Plan adapted to the client, brand and market needs

09

Plan marketing actions in line with the luxury industry, providing profitable solutions in the short and long term

10

Learn to project the brand's identity to society as a whole

11

Build predictable, flexible and sustainable marketing models that guarantee the survival and impact of the luxury product





12

Discover the evolution of public relations and the latest market trends, understanding the persuasive component of PR for luxury marketing and the role of social media in communication strategies

13

You will acquire the necessary tools to understand the role of marketing in a company, how to design a brand strategy and develop it into a marketing plan

14

Learn about financial and sales concepts that help to contextualize and monitor the work carried out by marketing

05

Structure and Content

The syllabus of this Postgraduate Certificate in Marketing Management in the Current Fashion and Luxury Market is developed by industry experts, who have put their knowledge and work experience into a complete and up-to-date syllabus. It contemplates the latest developments in the sector given the momentum of social networks or video games as new virtual sales environments for brands. Its 100% online format will allow students to study it at the time and place that best suits their availability, schedules and interests and in just 6 weeks they will have a quality qualification, demanded by the sector.





Learn more about Fashion Marketing with this TECH Postgraduate Certificate and position yourself and your business in the virtual environment"

Syllabus

Today's highly globalized and competitive environment has forced companies to establish highly efficient work environments that allow them to achieve their objectives. To achieve this, companies must use the best tools to reach a competitive and efficient management level in order to be able to adapt at all times to the needs of the market. This program teaches the necessary tools and knowledge to achieve this adaptation and to be able to compete in the best conditions.

Due to the need to constantly adapt to the changes that occur in the environment, which can be of all kinds, it is necessary for a company to act as an adaptable system. For this reason, it is essential that all professionals, even if they are responsible for only one area of the company, are aware of the impact on other areas and, above all, on the end customer. In other words, they must have transversal knowledge.

The Postgraduate Certificate in Marketing Management in the Current Fashion and Luxury Market at TECH Technological University is an intensive program that provides students with the necessary tools to master *management* with sales thinking within the fashion world. The content of the program is designed to promote the development of the skills required for this service.

The Postgraduate Certificate deals in depth with the economic system of luxury and the momentum of the industry today, with special emphasis on the new digital platforms. The best experts in the sector have designed a syllabus with which professionals will develop from a strategic, international and innovative perspective, with the objective that the student will achieve excellence in such a competitive field as fashion and luxury.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

Module 1

Marketing Management in the Current Fashion and Luxury Market



Where, when and how is it taught?

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

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

Module 1. Marketing Management in the Current Fashion and Luxury Market

1.1. The Luxury Economic System

- 1.1.1 Marketing Keys in the Luxury Industry
- 1.1.2 Marketing Referents
- 1.1.3 Marketing Management

1.2. Business intelligence

- 1.2.1 Strategy and Tactics for the Fashion Market
- 1.2.2 The Balance between Short and Long Term
- 1.2.3 Talking to Everyone in the Digital Age

1.3. Sales Drivers and Levers Applied to Today's Industry

- 1.3.1 The Marketing Mix and the 4 Ps of Marketing
- 1.3.2 Porter's 5 Forces Model
- 1.3.3 Some Types of Marketing

1.4. The Approach to Competitive Advantage in New Markets

- 1.4.1 Luxury & Fashion Markets
- 1.4.2 New Competition Trends
- 1.4.3 The Significance of Branding in the Fashion Market

1.5. The Structure of a Specific and Contextualized Marketing Plan

- 1.5.1 The Rhythms of Luxury
- 1.5.2 Market Metrics
- 1.5.3 MART: The Objectives of Success

1.6. Getting Started: Overcoming the Practical Hurdle

- 1.6.1 Steps for Action
- 1.6.2 Gantt Chart
- 1.6.3 Monitoring, Control and Deviation

1.7. New Ways of Visualizing and Marketing the Plan

- 1.7.1 Presentations for Luxury Brands
- 1.7.2 Selection of Audiovisual Resources
- 1.7.3 Marketing Intentions

1.8. A Real Budget for a Fashion and Luxury Brand

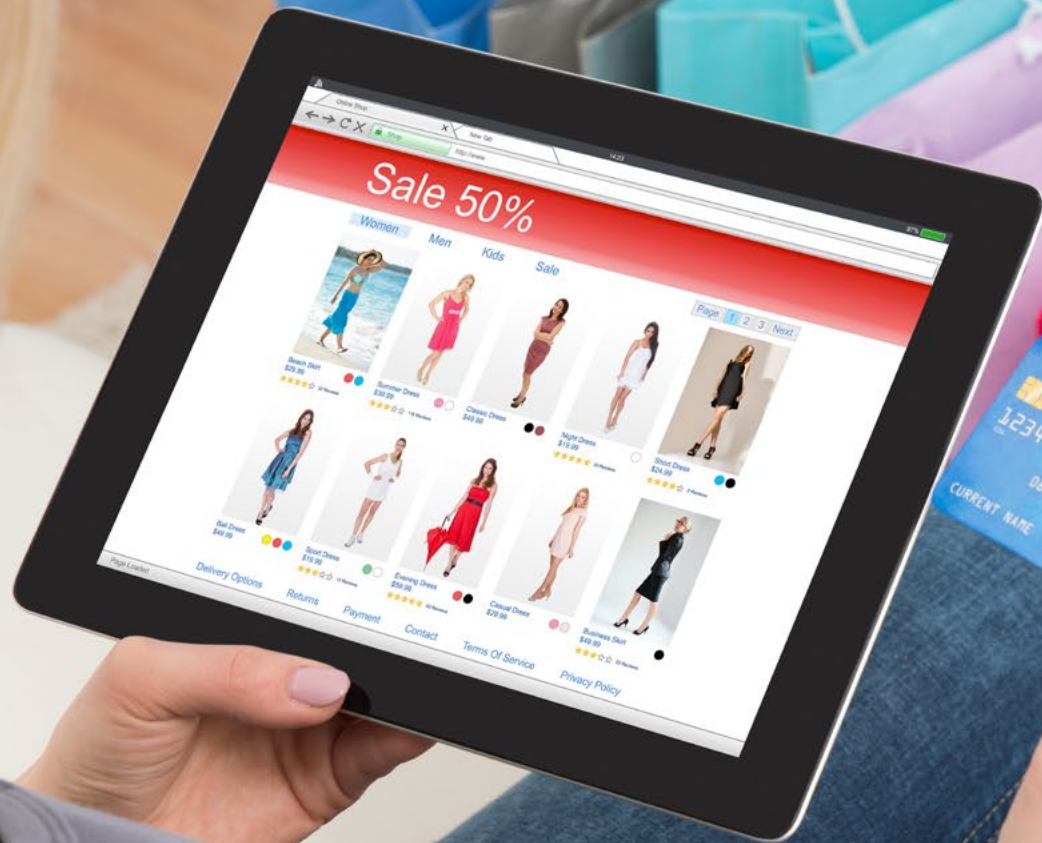
- 1.8.1 Sales Forecasting as a Lever for the Plan
- 1.8.2 Cost Control in a Luxury Product
- 1.8.3 The Budget that Fits the Fashion Industry

1.9. The Right Price for a Product or Service in Today's Industry

- 1.9.1 Parameters Influencing the Price of Fashion
- 1.9.2 The Decision to Promote the Product
- 1.9.3 The Keys to the Outlet Space

1.10. Mobile Marketing & Gamificación

- 1.10.1 WhatsApp Marketing in the Luxury Industry
- 1.10.2 Videogames as Fashion Sales Scenarios
- 1.10.3 From H&M in The Sims 2 Fashion Runway to Gucci in The Sims 4



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

This program is designed for professionals and students from various academic disciplines who wish to delve into the new scenario that arises in the world of luxury, those who are able to pose challenges and opportunities for growth and marketing. It is especially focused on those who want to update their contents in the current fashion and luxury market and deepen their knowledge of new marketing concepts. Therefore, there is no single profile, as the students are diverse and come from different sectors with common interests: marketing, fashion and luxury, interests that translate into different management professions in the fashion industry at different levels.



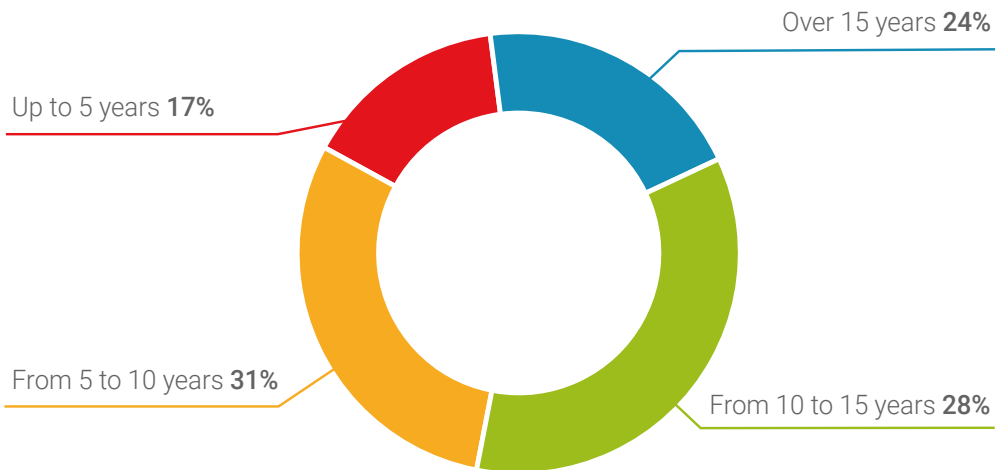


Specialize with this Postgraduate Certificate and you will successfully manage offline and online fashion campaigns"

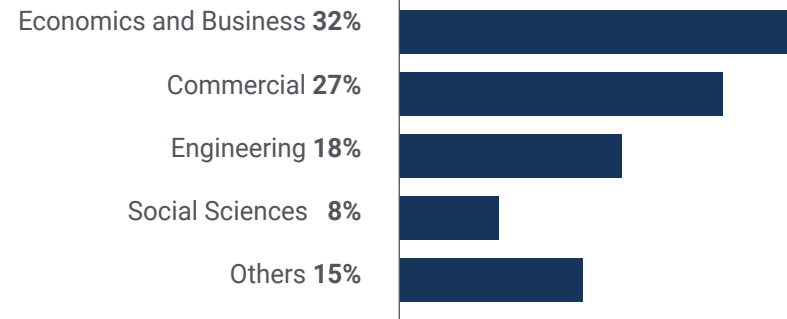
Average Age

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

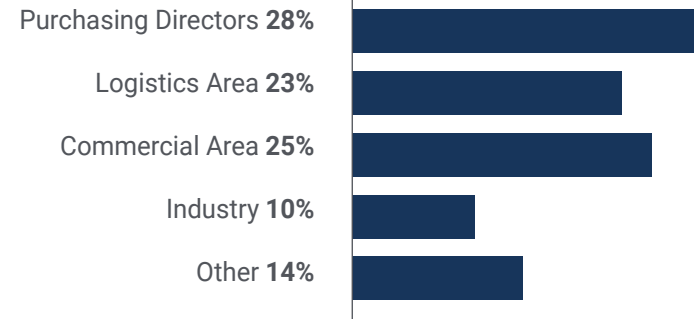
Years of Experience



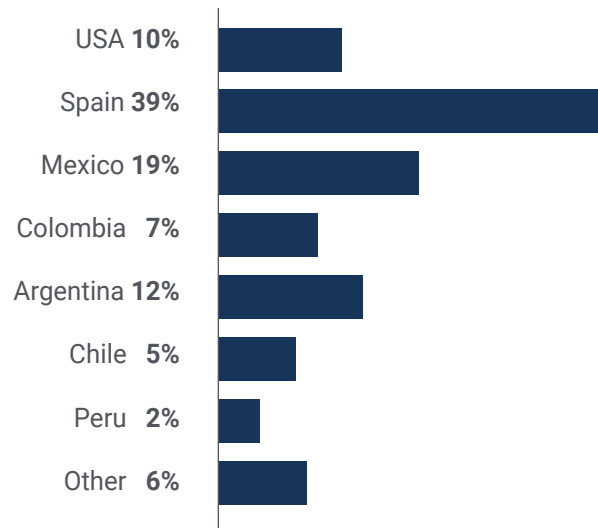
Training



Academic Profile



Geographical Distribution



Úrsula Carujo

Influencer manager

"I decided to take the leap into influencer management and for this I lacked the marketing tools needed to develop powerful product promotion strategies. That's why I decided to study this Postgraduate Certificate, which has also allowed me to know in depth all the financial concepts that must be taken into account"

08

Course Management

This program includes in its teaching staff reference experts in the field of fashion and luxury marketing, who pour into this curriculum the experience of their career and their professional relationship linked to an exclusive environment. Likewise, other experts of recognized prestige in related areas participate in its design and elaboration, completing the syllabus of the Postgraduate Certificate in an interdisciplinary way, making it a unique experience that will enable the student to achieve the desired objectives with this program.





“

Learn from leading professionals the latest trends in the fashion market and become an expert in the field"

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. Ragel Mármol, Marta

- ◆ Degree in Journalism
- ◆ Media expert, among which stands out the year she worked for EFE Switzerland from the UN headquarters, when she had the opportunity to cover different topics related to the luxury world such as Baselworld, one of the most important international fairs focused on the watch and jewelry industry
- ◆ Official Master's Degree in Corporate Communication from the San Pablo CEU University
- ◆ Experience in the prestigious group of schools Brains International Schools and in the exclusive beauty institute Maribel Yébenes, where she led the creation of its first e-commerce and the opening of its first center outside Madrid in more than 40 years of history



09

Impact on Your Career

TECH is aware that pursuing a program of these characteristics is an economic, professional and, of course, personal investment. The ultimate goal of studying this program is to ensure that the student grows professionally. TECH wants to be part of the academic process of the professional, for this reason it will accompany them in their path to success, providing different tools, knowledge and methods that facilitate their excellence. For this reason, studying this program is the best option that can be taken to achieve the proposed objectives.





“

Increase your skills in your work environment thanks to this Postgraduate Certificate in Marketing Management in the Current Fashion and Luxury Market"

If you want to make a positive change in your profession, the Postgraduate Certificate in Marketing Management in the Current Fashion and Luxury Market will help you achieve it.

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

The Postgraduate Certificate in Marketing Management in the Current Fashion and Luxury Market at TECH is an intensive program that prepares the professional to face challenges and creative and strategic decisions to achieve their goals. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

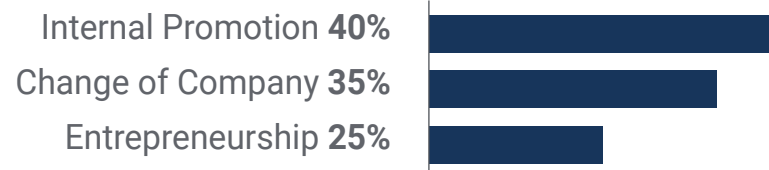
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the program for you.

Don't miss the opportunity to train with us and you will find the career boost you were looking for.

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 Marketing Management in the Current Fashion and Luxury Market contributes to increase the possibilities of employees focused on the management of today's fashion world. The more skilled a workforce is, the better the company will do. It has been proven that a qualified team drives the achievement of objectives, so that the preparation of experts in the same company contributes to the professional growth of its staff, thus betting on excellence. Therefore, this TECH program is a unique opportunity for companies to have the best in their team, becoming generators of skilled professionals.





“

Make your company prosper properly motivating the staff with this Postgraduate Certificate in Marketing Management in the Current Fashion and Luxury Market"

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

01

Intellectual Capital and Talent Growth

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

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

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of 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 Marketing Management in the Current Fashion and Luxury Market 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 Marketing Management in the Current Fashion and Luxury Market** contains the most complete and up-to-date educational program on the market.

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

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

Title: **Postgraduate Certificate in Marketing Management in the Current Fashion and Luxury Market**

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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