

# Postgraduate Certificate

## New Interactions in the Fashion and Luxury Markets



Super Savings

Jewelry  
★★★★★  
SAVE 15%

Casual  
★★★★★  
SAVE 30%

Makeup  
★★★★★  
SAVE 15%

Shoes  
★★★★  
SAVE 30%

**tech** technological  
university



## Postgraduate Certificate New Interactions in the Fashion and Luxury Markets

- » 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/in/school-of-business/postgraduate-certificate/new-interactions-fashion-luxury-markets](http://www.techtute.com/in/school-of-business/postgraduate-certificate/new-interactions-fashion-luxury-markets)

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# 01 Welcome

This program in New Interactions in the Fashion and Luxury Markets delves into the role of Public Relations and Social Networks as elements that strengthen Marketing strategies in the luxury industry. To this end, the evolution of PR communication models and the importance of persuasive communication in the marketing environment will be developed, as well as the role of social networks as the main tools of digital marketing strategies in the luxury industry and its formats.

All in all, thanks to this TECH program, the student will also learn the new post-Covid-19 trends in luxury PR, enhancing digital and personal interaction and promoting good performance practices.



Postgraduate Certificate in New Interactions in the Fashion and Luxury Markets.  
TECH Technological University



“

*In the post-Covid-19 era we are more social than ever digitally. With this program, you will master emotional communication techniques and neuromarketing applied to online fashion consumption"*

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

The objective of this Postgraduate Certificate is to address the new trends in the fashion industry and the new forms of interaction that exist between a brand and its clientele today. The pandemic situation has changed the consumer's buying behavior, which is increasingly digital. As a result, social networks have become the ideal medium for brands to drive sales. Knowing what the motives are, desires, needs or reasons that lead consumers to buy a luxury product and how they do it today, will be key to analyze a potential sales strategy. All in all, thanks to this Postgraduate Certificate, the student will acquire the necessary tools to understand what role marketing plays in a company or how to design a brand strategy focused on new potential consumers through PR.





“

*You will delve into the main social networks that luxury brands use in marketing campaigns today and analyze the strengths and limitations with success"*



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

The Postgraduate Certificate in New Interactions in the Fashion and Luxury Markets will enable the student to:

01

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

03

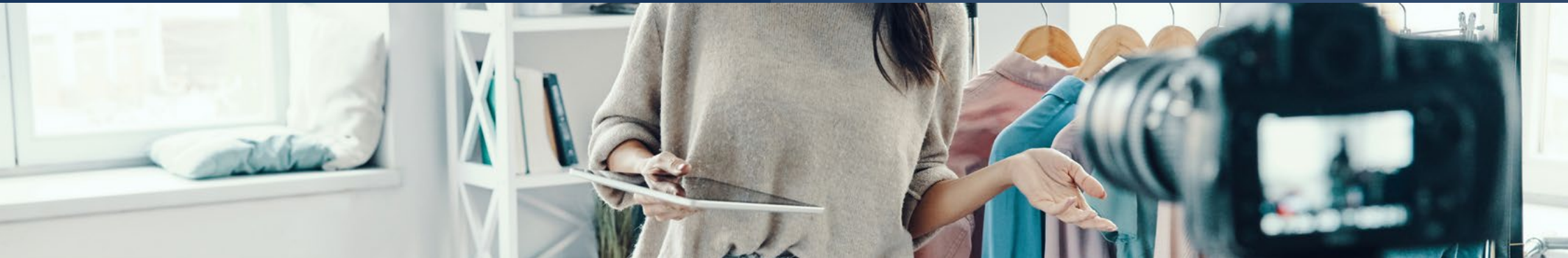
Understand the progress of new digital marketing tools

02

Discover the triple approach brand-strategy-consumer

04

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

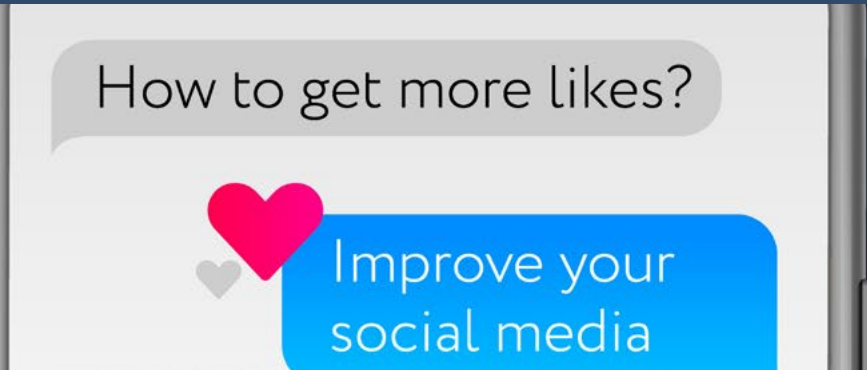


05

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

In-depth knowledge of the generation of influence and how this can be beneficial in a Marketing strategy

14

Learn more about the main social networks currently used in brand marketing campaigns, their strengths and limitations

05

# Structure and Content

The program of this Postgraduate Certificate in New Interactions in the Fashion and Luxury Markets is developed by the best experts in the sector, who have poured their knowledge and experience in a complete and updated syllabus, with the latest developments in social networks and influencers that dominate the market today. It contemplates the latest developments in the sector, such as the fact that brands take into account their plural, global and digital audience, even more so after the impact of Covid-19. In addition, its 100% online format will allow the student to study it at the time and place that best suits their availability, time and place.





“

*Get ahead of the competition and create strategies with microinfluencers, a growing trend in the fashion world”*

## 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 Postgraduate Certificate 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 New Interactions in the Fashion and Luxury Markets at TECH Technological University is an intensive program that prepares you to master the fashion industry landscape through the new techniques of predictive marketing. The content of the program is designed to promote the development of the skills required for this service.

The course deals in depth with the impact of digital language in different social media platforms on the sales projection of fashion brands, current trends and the profile of new consumers, among others. A quality content designed by the best experts in the sector in this curriculum with which professionals will develop from a strategic, international and innovative perspective, with the aim that the student achieves excellence in a field as competitive as fashion and luxury.

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

### Module 1

### New Interactions in the Luxury and Fashion Markets





### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in New Interactions in the Fashion and Luxury Markets 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. New Interactions in the Luxury and Fashion Markets**

**1.1. The Role of PR in a Fashion Brand**

- 1.1.1. Public Relations in the Luxury Industry
- 1.1.2. The Gruning and Hunt Models
- 1.1.3. PR Model 5

**1.2. The Strategic Message**

- 1.2.1. The Persuasive Components of Information
- 1.2.2. The Role of PR vs. the Role of Marketing and Advertising
- 1.2.3. Criteria for Selecting Communication Actions

**1.3. Metrics for PR Analysis**

- 1.3.1. The Need for Public Relations Monitoring
- 1.3.2. Clipping Tools and VPE
- 1.3.3. Qualitative Valuation in a Luxury Firm

**1.4. Mistakes to Avoid in the PR Field**

- 1.4.1. Mass Media Are No Longer the Only Ones
- 1.4.2. Excessive Content and Lack of Relevance
- 1.4.3. Improvisation vs. Planning

**1.5. New Post-Covid Trends in Luxury PR**

- 1.5.1. More "Social" than Ever, Digital and Personal Interaction
- 1.5.2. Emotional Communication and Neuromarketing
- 1.5.3. Key Insights of Current Consumers

**1.6. Social Media Marketing**

- 1.6.1. Internet: The Gateway to Digital Interaction
- 1.6.2. Social Network as the Preferred Channel for the Millennial Audience
- 1.6.3. Brand Ambassador

**1.7. Digital Power Strategies: Influencer Marketing in Fashion and Luxury**

- 1.7.1. Influence in the Field of Social Networking
- 1.7.2. Managing the New Digital Leaders: Fashion Influencers
- 1.7.3. Microinfluencers and Their Growth Plans

**1.8. Consolidation of Audiovisual Content: YouTube and TikTok**

- 1.8.1. The Growing Market Share of Non-Verbal Communication
- 1.8.2. Democratization in the Creation of Audiovisual Contents
- 1.8.3. Expectation Management in Audiovisual Content Creation

**1.9. Influencing Communities: Facebook and Instagram**

- 1.9.1. Transversal Communication
- 1.9.2. Community Interest
- 1.9.3. Emotional Messaging and Empathy Management

**1.10. Personal Brand Strategies: LinkedIn and Twitter**

- 1.10.1. Great Showcases for Corporate Profiles
- 1.10.2. When the Competition Are Your Friends
- 1.10.3. The Impact of Headlines: From Depth to Lightness



“

*YouTube, Tik Tok, Facebook and Instagram: Learn their commonalities and differences when developing a marketing campaign for a fashion brand"*



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.*



### **A learning method that is different and innovative**

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

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

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

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

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



## Relearning Methodology

TECH effectively 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 Postgraduate Certificate is designed for professionals and students belonging to various academic disciplines who wish to deepen marketing strategies focused on the customer and the ideation of strategic plans that generate the need for products to promote the different fashion sales channels.

Therefore, there is no single profile, although it is more focused on marketing professionals, advertising, communication or online business, in short, focused on digital PR as social media managers and community managers. This program will allow them to develop a deep knowledge of marketing in the luxury industry and will enable them to find the balance between creative and analytical talent to face economic and social changes with agility.





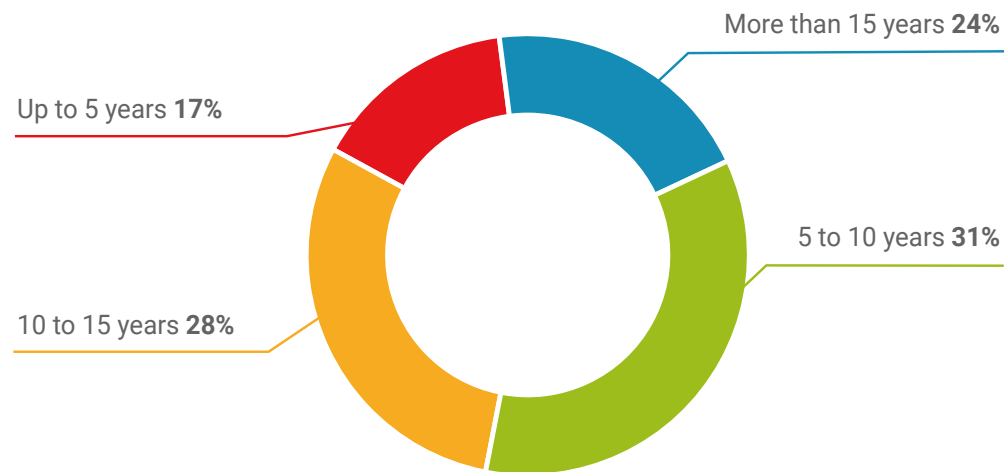
“

*You will be an expert at avoiding the most common mistakes in the PR field, such as too much content or lack of focus in strategy development"*

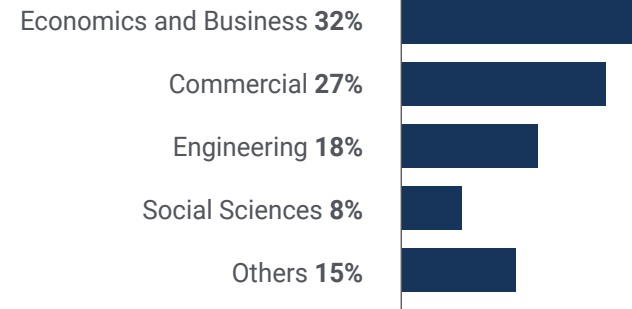
### Average Age

Between 35 and **45** years old

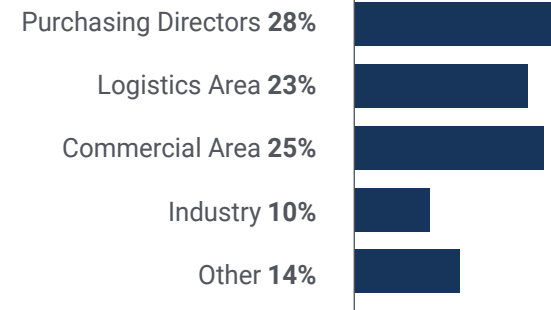
### Years of Experience



### Training



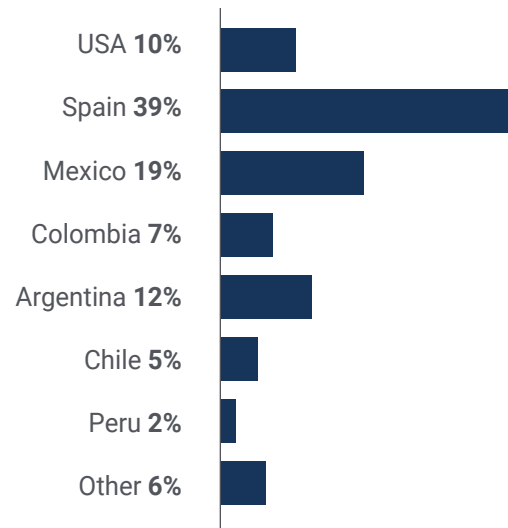
### Academic Profile





## Geographical Distribution

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## Aurora Contreras

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Social Media Manager

*"I needed to update my communication skills to master customer contact through social media to expand the potential audience of the brand I work for, and this TECH program has taught me everything I needed to know"*

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 his career and their professional relationship linked to an exclusive environment with special mastery of social networks and PR strategies. Also, other experts of recognized prestige in related areas participate in its design and development, completing the program's agenda in an interdisciplinary way, making it a unique experience that will enable the student to achieve the desired objectives with this Postgraduate Certificate.



“

*The professionals of this Postgraduate Certificate will give you the keys to manage the new digital leaders: the fashion influencers”*

## 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

### Mr. Campos Bravo, Ignacio

- ◆ Bachelor's Degree in Communication with a double specialization in Media for Information and Corporate Communication at Loyola University in Andalucía
- ◆ Executive Master's Degree in Fashion Business Management at ISEM
- ◆ During his work experience he has worked in small media and communication agencies and, more recently, in point of sale management in the multi-brand channel of Loewe Perfumes





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 this program is to help you grow professionally and TECH wants to accompany you on your path to success through excellence. That is why studying this program is the best option to achieve it.



“

*Delve into the role of PR in a fashion brand and how PR is in the luxury industry and enhance your career path"*

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

The Postgraduate Certificate in New Interactions in the Fashion and Luxury Markets 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.

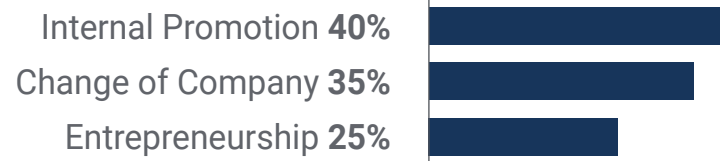
*Do not miss the opportunity that TECH offers you and take this program with future projection.*

*If you want to make a positive change in your profession, the Postgraduate Certificate in New Interactions in Fashion and Luxury Markets will help you achieve it.*

### When the change occurs



### Type of change



### Salary increase

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



10

# Benefits for Your Company

The Postgraduate Certificate in New Interactions in the Fashion and Luxury Markets contributes to increase the possibilities of employees focused on perfecting customer service strategies thanks to public relations and especially through the possibilities of social networks; it is a key knowledge to master the sale today and be up to date within the sector. With a staff trained for the development of these functions, companies invest in the achievement of their objectives. They contribute to the professional growth of the staff, thus betting on excellence. Therefore, this program is a unique opportunity for companies to have the best in their team.





“

*Promote excellence. Count on the best and most qualified staff with this TECH Postgraduate Certificate and promote your product in social networks"*

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.

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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 New Interactions in the Fashion and Luxury Markets 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 New Interactions in the Fashion and Luxury World** 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 New Interactions in the Fashion and Luxury Markets**

Official N° of Hours: **150 h.**



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



## Postgraduate Certificate New Interactions in the Fashion and Luxury Markets

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

# Postgraduate Certificate

## New Interactions in the Fashion and Luxury Markets

