

# Postgraduate Diploma Customer Experience in Luxury and Fashion





## Postgraduate Diploma Customer Experience in Luxury and Fashion

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » 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/us/school-of-business/postgraduate-diploma/postgraduate-diploma-customer-experience-luxury-fashion](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-customer-experience-luxury-fashion)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 26*

07

Our Students' Profiles

---

*p. 34*

08

Course Management

---

*p. 38*

09

Impact on Your Career

---

*p. 44*

10

Benefits for Your Company

---

*p. 48*

11

Certificate

---

*p. 52*

# 01 Welcome

The growing development of luxury products destined for the Asian continent, based on the European concept, invites us to take a journey through time that shows us how the same business model evolves according to the historical period and the geographical situation in which it is developed. With this program the student will discover the key aspects that define the purchasing decision process of the luxury consumer. Thus, they will be able to mold their own projects and business decisions towards this type of consumer, observing their lifestyle and preferences. This is, therefore, a great boost to the quality of the students' own professional careers.



Postgraduate Diploma in Customer Experience in Luxury and Fashion.  
TECH Global University



“

*Delve into the pillars of marketing to boost the luxury industry through various strategies that guarantee a five-star customer experience"*

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 Global 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 Global University community.

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

# 04 Objectives

This program is designed to enhance customer service and the different attributes of fashion and luxury thanks to the tools of marketing, an issue in continuous readaptation, and a deep knowledge of the habits and lifestyle of the customer. The student of this Postgraduate Diploma will understand the impact of cultural legacies on marketing campaigns, the luxury product and consumer psychology, understanding everything that surrounds the world of fashion and the sales messages it produces. You will acquire the necessary tools to understand your role in a company that sells exclusivity.



“

*To serve the fashion customer, it is necessary to focus on concepts such as appearance, lifestyle and trends related to taste. Strengthen your leadership in this sector by getting to know your customers in depth"*

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

The **Postgraduate Diploma in Customer Experience in Luxury and Fashion** enables the student to:

01

Understand the impacts 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 into the subconscious of a society

03

Understand the stages of the consumer buying process and the psychological and social aspects that can affect consumer behavior

02

detect the buying behavior of the luxury consumer, to know what the motives, desires, needs or reasons are that lead the consumer to buy a product or service

04

Identify the signs of change and turn them into an opportunity by developing a predictive trend report that minimizes risk and optimizes resources ahead of our competitors. Understand how this knowledge can provide a competitive advantage for a company or brand



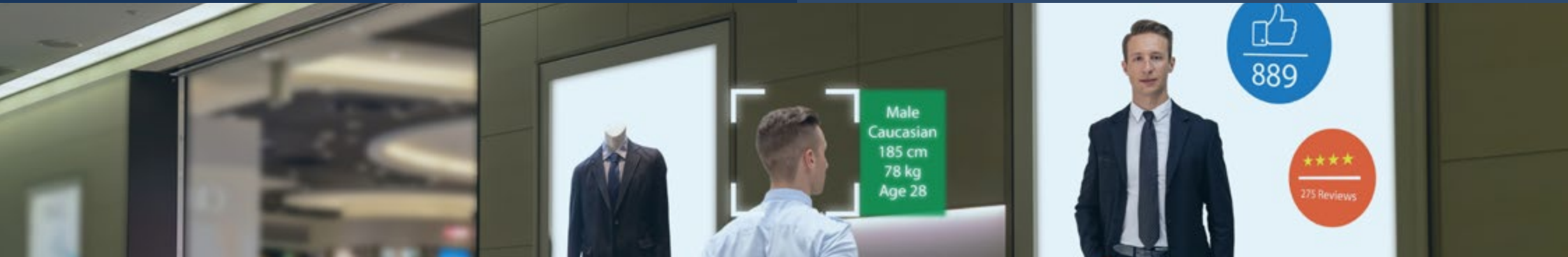


05

Build a marketing strategy for brands to make their campaigns more effective and how this is related in an exercise of perception, interpretation and visual projection with the identity of the receiver of the message that emit in the form of clothing, t-shirt, accessory, perfume, car, decoration or luxury services

07

Know and use appropriate key terminologies both internally and externally



06

Acquire the necessary knowledge to be able to apply different marketing strategies depending on the product, the brand and/or the company

08

Understand the importance of analyzing and introspecting the company before setting our objectives and planning and designing an optimal marketing campaign to obtain the best results

05

# Structure and Content

The program of this Postgraduate Diploma is elaborated by several professionals of the fashion, marketing and related sectors, who have contributed their knowledge and experience in a complete and up-to-date syllabus. It covers the latest developments in the industry, with special emphasis on new technologies. Its 100% online format will allow students to study it at the time and place that best suits their availability, schedules and interests, within a period of 6 months. Upon graduation, the professional will master the tools to achieve a satisfactory experience with the most select clientele.



“

*You will make better managerial decisions when dealing with luxury clients thanks to the knowledge of this Postgraduate Diploma"*

## Syllabus

The Postgraduate Diploma in Customer Experience in Luxury and Fashion at TECH Global University prepares the student to master, at an expert level, customer service focused on an exclusive consumer.

The content of the program is designed to favor the development of the high skills demanded by this service, in addition to giving the student the opportunity to grow professionally in this sector with methodologies and skills necessary for any leader in the fashion industry.

Thus, this Postgraduate Diploma deals in depth with the fundamentals of customer treatment and loyalty, the environments in which it is applied and the mastery of the digital universe, boosted after the impact of COVID-19. However, the best experts in the sector have designed a curriculum in which they have synthesized the content that the professional must know, so that the student can achieve excellence in such a competitive field as fashion and luxury.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Fashion and Luxury in Europe and Asia

### Module 2

Customer Centric Strategy & Predictive Marketing

### Module 3

New Experiences in the Fashion and Luxury World



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

TECH offers the possibility of developing this Postgraduate Diploma in Customer Experience in Luxury and Fashion completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*Update your knowledge portfolio to stay abreast of the latest business movements in the fashion and luxury sector.*

**Module 1. Fashion and Luxury in Europe and Asia**

**1.1. Progress in Europe**

- 1.1.1 The True Legacy of Luxury
- 1.1.2 Appearances as a Social Distinction
- 1.1.3 Individualism and Progress

**1.2. Towards a New Luxury**

- 1.2.1 Art Associated to Luxury
- 1.2.2 Italian Style
- 1.2.3 Personal Pleasure and Social Pleasure

**1.3. The Impact of Consumerism in France**

- 1.3.1 Austerity vs. the Joy of Shopping
- 1.3.2 Fashion Opinion Leaders: Madame Pompadour
- 1.3.3 The Current Keys of the First Influencer: Maria Antonieta

**1.4. The Relevance of Spanish Craftsmanship**

- 1.4.1 Know How of Spanish Workshops
- 1.4.2 Boutiques as Centers of Social Interaction
- 1.4.3 The Extension of Luxury to all Social Classes

**1.5. The Influence of the Elites in Industry**

- 1.5.1 First-Class Citizens and Second-Class Survivors
- 1.5.2 Poiret and His Idea of Fashion
- 1.5.3 Haute Couture as a Symbol of Distinction

**1.6. A New Woman: A Woman of Fashion**

- 1.6.1 The End of Uniforms, the End of the War and the Post-War Era
- 1.6.2 The Creative Revolution as a Business Model at Chanel
- 1.6.3 The Era of the Great Designers: from Dior to Givenchy

**1.7. The Democratization of the Fashion and Luxury Industry**

- 1.7.1 The Miniskirt
- 1.7.2 Superficiality and Personal Pleasure
- 1.7.3 Luxury as a Generator of Culture

**1.8. The Legacy of the Asian Market**

- 1.8.1 The Silent Oostentation of the Asian Emperors
- 1.8.2 The Silk Road
- 1.8.3 The Opening to the Western World

**1.9. The Sensory Experience in the Middle East**

- 1.9.1 Treasures of Architecture and Nature: Palaces and Gardens
- 1.9.2 The Display of Wealth: The Age of Gold
- 1.9.3 Luxury Shopping Malls, Perfumes and Spices

**1.10. Exclusivity: The Dress as a Work of Art**

- 1.10.1 The Requirements of a Work of Art
- 1.10.2 The High Standards of Exclusivity
- 1.10.3 Temporary Exhibitions: Luxury as a Historic Testimony and a Showcase for Major Brands

**Module 2. Customer Centric Strategy & Predictive Marketing**
**2.1. Fashion Engagement**

- 2.1.1 The Lifestyle of the Luxury Client
- 2.1.2 Individual Identity and Brand Projection
- 2.1.3 The Impact of Visual Language

**2.2. Commitment to Luxury Customers**

- 2.2.1 The Lifestyle of the Luxury Client: Values and Priorities
- 2.2.2 The Dynamics of Consumption in the Luxury World
- 2.2.3 Discovering Luxury Retail and E-Tail

**2.3. Trends in Millennials Y Z: Prosumers**

- 2.3.1 The New Shopping Preferences
- 2.3.2 Participation and Prosumer
- 2.3.3 Purchasing Habits in the Luxury Industry

**2.4. The New Customer Journey in Fashion and Luxury**

- 2.4.1 Decision-Making in the Purchase of Luxury Goods
- 2.4.2 Information Gathering and the Purchase Decision
- 2.4.3 Product Evaluation and After-Sales Service

**2.5. New Preferences of the Luxury Consumers**

- 2.5.1 The Pace of Fashion Trends
- 2.5.2 Consumer Habits in the New Setting
- 2.5.3 Who's in Charge in the Luxury Sector?

**2.6. Current Fashion Consumer Behavior Regarding Trends**

- 2.6.1 Novelty, Trends and Hype
- 2.6.2 Macrotrends and Microtrends
- 2.6.3 The Diffusion Cycle and Design Innovation Theory

**2.7. Big Data & Predictive Marketing**

- 2.7.1 Between Art and Science
- 2.7.2 Scientific Interpretation of Social Facts
- 2.7.3 Predictive Marketing

**2.8. Experiential Marketing in the Perfume Industry**

- 2.8.1 Beauty as a Gateway to Luxury
- 2.8.2 The Multisensory Experience
- 2.8.3 Ecocosmetics and Niche Brands

**2.9. Concept Store Dynamics: Off-Product Branding**

- 2.9.1 Marketing through an Intangible Value
- 2.9.2 Art, Culture and Design in a Physical Space
- 2.9.3 Digital Format of the User Experience

**2.10. PostCOVID-19 Fashion and Luxury Consumer Trends**

- 2.10.1 Irreversible Changes after the Pandemic
- 2.10.2 The Shopping of the Future
- 2.10.3 Integrating Technology and Sustainability in the Mind of the New Consumer

**Module 3. New Experiences in the Fashion and Luxury World**

**3.1. Haute Couture Management**

- 3.1.1 Fashion Weeks and Haute Couture
- 3.1.2 Timing in the Luxury Industry
- 3.1.3 Post-COVID Patterns

**3.2. Fashion Event Management**

- 3.2.1 Luxury Event Management
- 3.2.2 National and International Must-Haves
- 3.2.3 B2B Evaluation and Return

**3.3. Luxury Fashion Trends**

- 3.3.1 Slow Fashion: Reinventing Fashion Cycles
- 3.3.2 Eco Luxury: When Sustainability Comes into Play
- 3.3.3 Strategic KPI's for Sustainable Brands

**3.4. Analytics Marketing**

- 3.4.1 Situation Diagnosis: A Fashion Brand in the Luxury Market
- 3.4.2 Real and Achievable Objectives
- 3.4.3 Metrics for Rethinking the Strategy

**3.5. Capacity Analysis Techniques**

- 3.5.1 Available Resources: Customer Acquisition, Customer Loyalty and Customer Service
- 3.5.2 Entrepreneurship Assessment Indicators
- 3.5.3 Reality Management and Exploitation

**3.6. From SWOT Analysis to the Blue Ocean**

- 3.6.1 The Fashion Industry, the Luxury Industry
- 3.6.2 Application of SWOT Analysis and Rice Matrix
- 3.6.3 The Epicenter of the Blue Ocean

**3.7. Personalized Marketing in the Luxury Market**

- 3.7.1 Alignment between Client and Campaign
- 3.7.2 Key Messages by Customer Type
- 3.7.3 The Communication Strategy of Fashion Brands

**3.8. The Omnichannel Orchestra after the Pandemic**

- 3.8.1 Harmony in Channel Integration
- 3.8.2 Optimization of the Offline Channel
- 3.8.3 Advantages of the Online Channel

**3.9. From Strategic Thinking to Tactical Actions in Haute Couture**

- 3.9.1 Tactics Applied to Fashion in the Luxury Sector
- 3.9.2 Materializing Thought
- 3.9.3 Integration of Tactics into the Strategy as a Whole

**3.10. Metrics for the Evaluation of High Fashion Marketing Campaigns**

- 3.10.1 The Results, the Impressions in Figures
- 3.10.2 Advanced Analysis
- 3.10.3 Reformulation of the Strategy





# 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 Postgraduate Diploma 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. Therefore, the student body is diverse and comes from different sectors with common interests: marketing, fashion and luxury.

This diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program. The development of a deep knowledge of marketing in the luxury industry will enable them to find the balance between creative and analytical talent and to face with agility the economic and social changes, offering the best service.





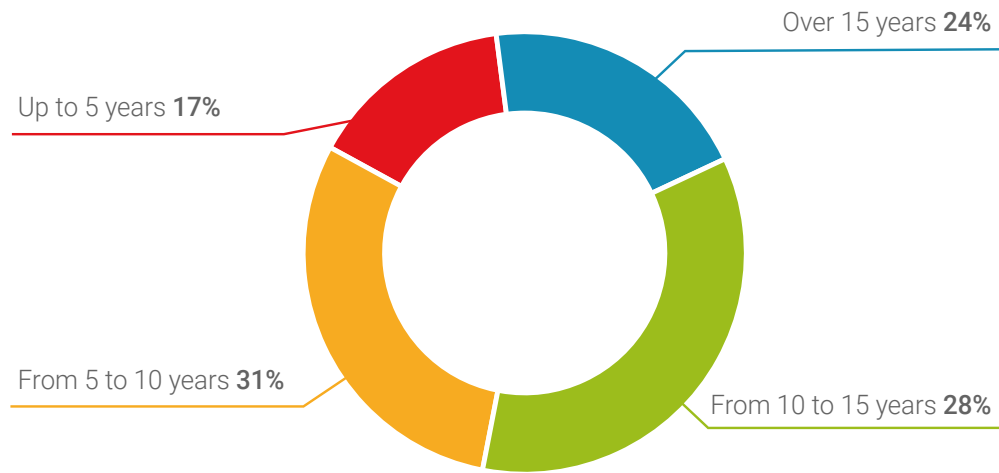
“

*This Postgraduate Diploma is the opportunity you were looking for to take the definitive leap towards the business front of the luxury and customer service sector"*

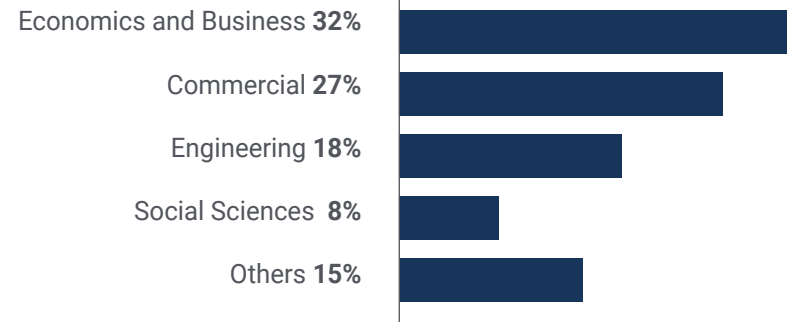
### Average Age

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

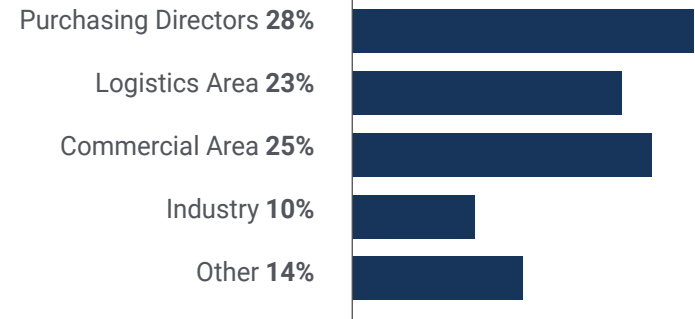
### Years of Experience



### Training

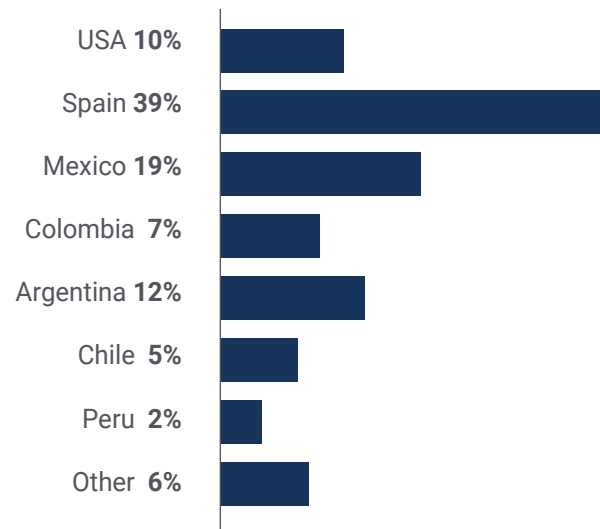


### Academic Profile



## Geographical Distribution

---



## Esther Asensio

---

Luxury multi-brand store owner

*"As a result of the situation that Covid-19 generated in my store, I felt the need to transfer the exquisite treatment that my team gives to customers in the store also through online platforms such as the web or social networks with the same personalized approach. This Postgraduate Diploma gave us the tools to achieve this"*

08

# Course Management

The program includes in its teaching staff experts of reference in the field of marketing and fashion who contribute their years of work experience to this syllabus as well as the link they have maintained throughout their professional careers with this exclusive environment. Other experts of recognized prestige in related areas also participate in its design and elaboration, completing the syllabus of the qualification in an interdisciplinary way, making it a unique experience at an academic level for the student.



“

*In order to deal with a customer who consumes luxury, it is essential to know their profile without falling into labels. The teachers of this Postgraduate Diploma guide you to make your experience more than satisfactory”*

## International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion sector. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptation to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of marketing strategies for apparel and accessories. His tactics have also focused on retail and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as team leader in the Design, Communication and Sales departments.

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, development and marketing of different collections. In turn, he has been in charge of creating effective calendars for buying and selling campaigns. He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPI).





## D. La Sala, Andrea

---

- Global Brand and Merchandising Director at Giorgio Armani
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

*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

- ◆ Manager of the agency Polka Press Comunicación, founder and director of the Atelier Couture Catwalk and promoter and coordinator of the Sustainable Experience space at MOMAD
- ◆ Senior Fashion Technician, with additional training in Sustainable Fashion, specializing in Eco Design, Fashion and Communication
- ◆ Responsible for different fashion departments for more than 30 years, 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
- ◆ 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

### Ms. Molinero Trinchet, Claudia

- ◆ Product Marketing Manager at Farlabo and has worked for several years in the Fashion and Beauty sector in companies such as LOEWE, Marionnaud and Courel Comunicación
- ◆ Graduated in Audiovisual Communication and Advertising and Public Relations at San Pablo CEU University
- ◆ Master in Fashion Business Management in 2019 at ISEM, University of Navarra
- ◆ Course at the School of Journalism and Communication of Unidad Editorial on Coolhunting and Trend Analysis for Telva Magazine and Yo Dona
- ◆ Collaborator in the Official Live Program of the MBFWM for three editions

**Dr. Alarcón, Patricia**

- ◆ Communication Consultant and teacher
- ◆ Director of Communication at Quironsalud Group in Malaga, responsible for Institutional Relations at CIT and Project Manager at the Trade Fairs and Congress Center of Malaga, where she focuses on event planning and Sustainability and Corporate Social Responsibility (CSR)
- ◆ Expert in Communication, teacher and humanist
- ◆ Degree in Journalism from the University of Malaga (UMA)
- ◆ Exchange student at Haagse Hogeschool in The Hague (The Netherlands) and exchange at the University of Santiago de Compostela (USC)
- ◆ PhD in Hispanic Philology at the UNED, where she was awarded the DEA
- ◆ Master's Degree in Teacher Training
- ◆ Degree also in Humanities from the International University of La Rioja (Spain)
- ◆ D. in Humanities and Digital Society from the same institution
- ◆ Communication technician in entities such as the America's Cup and in the written press. Collaborator in Cope Málaga, Cadena Cope in Madrid and La Razón newspaper Collaborator of Grupo Hearst and Grupo Planeta, participates in reports and contents in magazines such as AR and Psychologies, specializing in Society and Culture
- ◆ Contributor to the Health supplement of the newspaper La Razón and founder of radio programs such as Málaga se cuida, in Cope Málaga

**Ms. Rodríguez Flomenboim, Florencia**

- ◆ Creative scenic of different theatrical works, focusing on the symbolism of the image. She has also been called by designers and brands to collaborate with their Creative Direction and Rebranding departments
- ◆ Specialized in Artistic Creation and Fashion Trend Analysis
- ◆ Degree in Performing Arts from the ESAD of Murcia
- ◆ Diploma in International Relations for Marketing from ITC Sraffa of Milan
- ◆ Master in Fashion Production, Editorial and Fashion Design by the American Modern School of Design in Buenos Aires - Argentina
- ◆ She has a wide range of work, from image consultancy, showroommanagement and implementation of concept stores, coolhunting to the role of producer and fashion editor in different editorials, agencies and firms

09

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of studying this program must be to achieve professional growth and now more than ever, is the time.



“

*TECH wants to see you grow, wants to be part of your professional success. The implication is maximum to raise your level and make you reach your work goals"*

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

The Postgraduate Diploma in Customer Experience in Luxury and Fashion at TECH is an intensive program that prepares students to face challenges and creative and strategic decisions to achieve your goals. Helping you achieve success is not only the goal of the student, it is also TECH's goal: elite education for all.

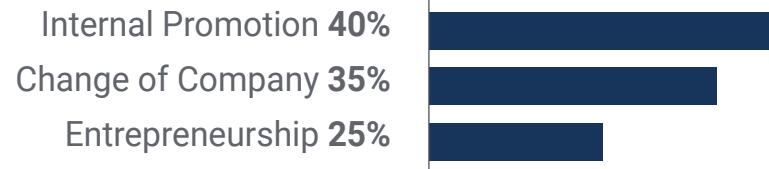
*If you want to make a positive change in your profession, the Postgraduate Diploma in Customer Experience in Luxury and Fashion will help you achieve it.*

*Do not miss the opportunity that TECH offers and invest in your future.*

### 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

This Postgraduate Diploma in Customer Experience in Luxury and Fashion aims to raise the skills of potential managers, an assessment that companies must take into account to have a team of the highest level and achieve customer satisfaction. The more qualified your professionals are, the more likely they are to succeed, the more sales and the more motivated the group will be. It is proven that a great team drives the achievement of objectives, so the preparation of experts in the same company contributes to the professional growth of its staff, thus betting, as TECH, for excellence. Therefore, this program is a unique opportunity for companies to have the best people in their team and meet the objectives set.







“

*Achieve the proposed sales objectives and stand out in your business organization chart thanks to the specific techniques of this Postgraduate Diploma in Customer Experience in Luxury and Fashion”*

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 Diploma in Customer Experience in Luxury and Fashion guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification issued by TECH Global University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in Customer Experience in Luxury and Fashion** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Customer Experience in Luxury and Fashion**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



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



## Postgraduate Diploma Customer Experience in Luxury and Fashion

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Customer Experience in Luxury and Fashion