

# Postgraduate Diploma

## Fashion, Beauty and Luxury Business Communication





## Postgraduate Diploma Fashion, Beauty and Luxury Business Communication

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

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-fashion-beauty-luxury-business-communication](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-fashion-beauty-luxury-business-communication)

# 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. 42*

10

Benefits for Your Company

---

*p. 46*

11

Certificate

---

*p. 50*

# 01 Welcome

The fashion, beauty and luxury sector is constantly fluctuating and, consequently, its correct approach in the communicative field needs continuous updating by professionals in the sector. Therefore, this program will approach the concept of fashion and its relationship with communication, as well as the evolution of the industry and its main changes in the 21st century, taking into account the new trends in the sector. In the same way, the program will also study the management of appearance and communication at a global level within the fashion industry in order to understand the patterns that work best in this regard and provide the professional with the necessary skills to generate powerful and attractive communications for consumers. Likewise, the correct management of communication in these sectors will also be addressed in order to achieve optimal results for the company.



Postgraduate Diploma in Fashion, Beauty and Luxury Business Communication.  
TECH Global University



“

*The Postgraduate Diploma program designed by TECH will provide you with the necessary tools to manage the communication of companies in the fashion and beauty sector in an excellent way"*

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 Postgraduate Diploma is designed to strengthen students' management and leadership skills, as well as to help them develop new skills in the field of communication that will be essential in their professional development. After completing the program, they will be able to make global decisions with an innovative perspective and an international vision. In this way, they will be able to position themselves as communication professionals in the field of fashion, beauty and luxury with success, achieving great managerial skills and being able to manage companies, both their own and external.



“

*The goal of this program is for students to learn how to efficiently manage communication in companies in the fashion, beauty and luxury sector”*

Your goals are our goals.

We work together to help you achieve them

The **Postgraduate Diploma in Fashion, Beauty and Luxury Business Communication** will enable the student to:

01

Know the main areas of communication in relation to fashion and beauty

04

Know and learn how to use the terminology of the sector

02

Lay the foundations of knowledge in the field of fashion, beauty and luxury

05

Enable students to have a deep understanding of the nature of the message and its basic components

03

Analyze the role that each professional plays within the fashion industry

06

Know the main automated communication tools that are currently used in the fashion industry



07

Know how to identify the style of messages, images and contents that are elaborated in the industry, being possible for the student to replicate and organize them in time

10

Write a press release, blog or tell a story that identifies the brand ecosystem

08

Build a digital environment capable of attracting traffic/ audience to the fashion brand, either off or online, with a desired positioning

11

Adapt the results and generate a new ecosystem in the fashion, beauty and luxury sector

09

Generate a tree of contents and a coherent content for the communication of the sector

12

Recognize and replicate the style of communication in the fashion and beauty environment

05

# Structure and Content

The Postgraduate Diploma in Fashion, Beauty and Luxury Business Communication at TECH is a customized program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success in the management of business reputation.



“

*TECH focuses on enhancing and developing management and leadership skills in the field of communication. Thus, you will be able to select, train and motivate effective and high-performance work teams”*

## Syllabus

The contents of this Postgraduate Diploma are led by professionals in the areas of communication, who work in companies in the fashion and beauty sector. This teaching team pours into this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, all the aspects of communication management in companies in the fashion, beauty and luxury sector will be analyzed, with the aim of providing the student with an in-depth knowledge of how these departments work and how to manage them optimally.

A journey that will lead students to recognize the strategies that enhance the results of companies in these sectors and that will allow them to use the most effective means to implement successful action plans.

All of this development, under the guidance of professionals recognized and valued worldwide, in order to learn from the best, with the best learning system and a stimulating and attractive training process.

Another key to the success of this program is the possibility of being the student themselves who decides how to organize his learning: from the time, to the place and intensity of study. In this way, the institution ensures that this effort is fully compatible with personal and professional life. So that the student never loses motivation.

In this sense, the program is 100% online, although the student will be able to download the contents, to continue offline if desired. In addition, the student will have illustrative videos, review audios, an online library with complementary material and the help and support of a tutor throughout the process.

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

### Module 1

Introduction to Communication in the MBL Industry

### Module 2

Content Creation: The Message

### Module 3

Communication Techniques in the MBL Ecosystem



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

TECH offers the possibility of developing this Postgraduate Diploma in Fashion, Beauty and Luxury Business Communication. 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.

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

**Module 1. Introduction to Communication in the MBL Industry**

**1.1. Development and Evolution of the Fashion Industry**

- 1.1.1 Fashion Throughout History
- 1.1.2 Evolution of the Textile Industry
- 1.1.3 The Fast Fashion Model and Today's Consumer Industry

**1.2. Main Milestones and Characteristics of the Beauty and Perfumery Industry**

- 1.2.1 History of Perfumery
- 1.2.2 Perfumery as the Main Point of Contact to the Luxury Market
- 1.2.3 Communication in the Main Beauty and Perfumery Retail Chains

**1.3. Introduction to the Sociology of Fashion**

- 1.3.1 Fashion as a Social Agent
- 1.3.2 Sociology of Trends
- 1.3.3 Fashion as an Artistic Concept

**1.4. Luxury in the 21st Century and the Digital Experience**

- 1.4.1 New Ways of Understanding Luxury
- 1.4.2 Fashion and Luxury in the Digital Environment
- 1.4.3 How Digital Tools Can Enrich the Luxury Experience

**1.5. Adaptation of the Brand Discourse to Each Communication Channel**

- 1.5.1 Main Communication Channels in the Fashion, Beauty and Luxury Industry
- 1.5.2 Mapping Out the Communication Strategy: Channel and Message Selection
- 1.5.3 The Profile of the Communicator in Social Media

**1.6. Evolution of Brand Legacy in the Luxury Industry**

- 1.6.1 History as a Backdrop. Building a Brand Discourse from the Past
- 1.6.2 The Role of Creative Management in the Brand Discourse
- 1.6.3 Beginning the Brand Legacy in the 21st Century

**1.7. Fashion Communication in the Digital Environment. Globalization and the Single Market**

- 1.7.1 Communicating in the Digital Environment
- 1.7.2 Internationalization of Brands
- 1.7.3 Effects of Globalization on Fashion and Beauty Communication

**1.8. Principles of Branding**

- 1.8.1 The Brand Is What Prevails Management of Intangibles
- 1.8.2 Tons and Manners Construction of the Brand Discourse
- 1.8.3 Building a Brand in a Global Market

**1.9. Approach to Sustainability in the MBL Markets**

- 1.9.1 Sustainability and Environment in the Fashion System Actors and Processes
- 1.9.2 Diversity and Inclusion in the Fashion and Beauty Industry
- 1.9.3 Sustainability in the Luxury Market

**1.10. The Communication Professional in the Fashion Industry**

- 1.10.1 The Role of the Communication Department in a Fashion Company
- 1.10.2 Outsourcing of the Communication Department The Role of Agencies
- 1.10.3 Professional Profiles of Communication in the Fashion, Beauty and Luxury Industry

**Module 2. Content Creation: The Message**

<b>2.1. Elements of Communication: The Sender, the Receiver and the Message - Slogan</b> 2.1.1 The Communication Process and the Components Involved 2.1.2 Cognitive, Emotional and Social Messages in the Fashion Ecosystem 2.1.3 Evolution of the Advertising Slogan in the Beauty Market	<b>2.2. Traditional Methods of Information Transmission in the Fashion Industry: Advertising</b> 2.2.1 Advertisements as Sources of Value Transmission 2.2.2 The Formation of the Stereotype from the Prototype 2.2.3 The Structure and Composition of an Advertising Cartoon	<b>2.3. New Tools for Digital Content Creation: Ads</b> 2.3.1 Google Ads Algorithm 2.3.2 Matching Levels and Key Metrics 2.3.3 Creating an Ad for the Digital Environment	<b>2.4. Channels for the Diffusion of Content in Fashion, Luxury &amp; Beauty</b> 2.4.1 Fashion Consumer Preferences 2.4.2 The Off and Online Media and Their Complementarity 2.4.3 Trends in the Dissemination of Information in the Luxury Market
<b>2.5. Personalization of Contents in the Luxury Sector</b> 2.5.1 The Style of Fashion Language and Its Technicalities 2.5.2 Happiness, Quality and Functionality versus Cheap, Free and Urgent 2.5.3 Omnidirectional Communication between Brand and User	<b>2.6. Implementing Content Automation in CRM</b> 2.6.1 What Is CRM and What Is It For? 2.6.2 Types of Messages According to Customer Segmentation 2.6.3 Salesforce Structure and Usability	<b>2.7. Design and Layout of the Fashion, Beauty and Luxury Newsletter</b> 2.7.1 The Organization and Structure of the information 2.7.2 Differences between the Press Release, the Newsletter and the Advertisement 2.7.3 Frequency of Notifications and Measurement of Impact	<b>2.8. The Style of Language and the Impact of Image in the Fashion Industry</b> 2.8.1 The "Fashion" Colors: Integrating Pantone in Your Communication Strategy 2.8.2 What Do Fashion Specialists Talk About? 2.8.3 Information Design
<b>2.9. CMS Structure and Application</b> 2.9.1 The Purpose of the Content Management System 2.9.2 Content Types for the Fashion Web 2.9.3 Prestashop	<b>2.10. The Contingency Plan</b> 2.10.1 Key Points in the Planning of Content in the Fashion and Beauty Areas 2.10.2 Seasonal Campaigns in the Fashion Industry 2.10.3 Launching Flash Campaigns		

**Module 3. Communication Techniques in the MBL Ecosystem**

**3.1. The Fashion Ecosystem and Its Composition**

- 3.1.1 Construction and Maintenance of a Phygital Ecosystem
- 3.1.2 Search Resources and the Development of SERPs
- 3.1.3 Ecosystem Monitoring and Retrofitting

**3.2. Creation of a Brand Ecosystem: SEO, SEM and SMO**

- 3.2.1 Positioning of Digital Content: SEO
- 3.2.2 The Creativity of SEM Campaigns
- 3.2.3 The Relevance of SMO in the Fashion Industry

**3.3. Differences and Similarities in MBL Brand Communication**

- 3.3.1 Differences between a CMS Website and an E-commerce Site
- 3.3.2 Evolution of Communication Objectives
- 3.3.3 Interaction in Content Creation

**3.4. Traditional Offline Communication Techniques: Press Release, News, and News Report**

- 3.4.1 Objective Communication: The Press Release and Relevant Information
- 3.4.2 Social Communication: The News as a Driver of New Information
- 3.4.3 Commercial Communication: The Advertorial as a Sales Element

**3.5. The Creation of Blogs and Digital Dissemination Magazines**

- 3.5.1 Bidirectional Communication in Static Tools
- 3.5.2 Structure and Composition of Blogs
- 3.5.3 Content Creation for Digital Fashion Magazines

**3.6. Transmedia Narrative and Storytelling**

- 3.6.1 The Composition of Space and Time in Fashion Communication
- 3.6.2 Virtual Realism in Transmedia Storytelling
- 3.6.3 Stages in Storytelling Creation

**3.7. The Audiovisual Language in the Fashion Environment**

- 3.7.1 The Strength of the Image for the Beauty Sector
- 3.7.2 The Storyline in a Brand Story
- 3.7.3 The Creation of Fashion Icons and Myths

**3.8. The Creation of Content Based on the Google Trends Universe**

- 3.8.1 Functioning and Search Dynamics in Google Trends
- 3.8.2 The Description of the Story in Relation to Keywords and Fashion Tagging
- 3.8.3 The Integration of Competitors and Virality

**3.9. Functioning of an Ecosystem in the Whole Universe**

- 3.9.1 Alignment of Content and Trends
- 3.9.2 The Musical Atmosphere in Audiovisual Communication
- 3.9.3 Fashion Films

**3.10. Redefinition and Adaptation of the Brand Ecosystem**

- 3.10.1 Creativity, Innovation and Invention as Dynamics of Growth
- 3.10.2 Inspiration and Aspirations of the Fashion Industry
- 3.10.3 Reordering the Fashion Universe: Content for the Whole Community 4.10.4.





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.



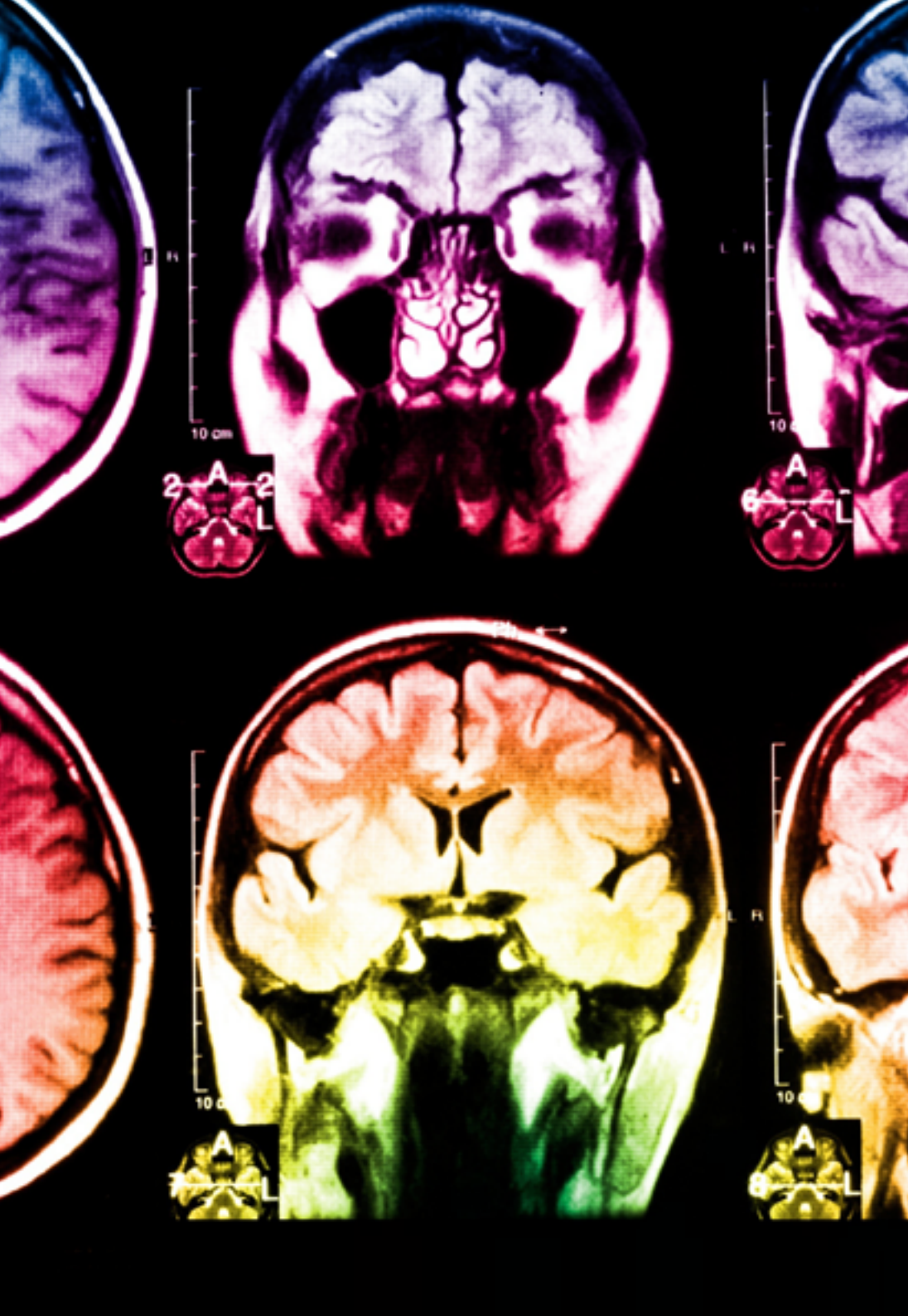
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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

The Postgraduate Diploma in Fashion, Beauty and Luxury Business Communication is a program aimed at those professionals who are looking for an increase in their qualifications in this area and an improvement in their possibilities in the labor field.

This program is especially aimed at:

Communication, Marketing and Public Relations professionals and who exercise their professional work in companies in the Fashion, Beauty and Luxury sector.





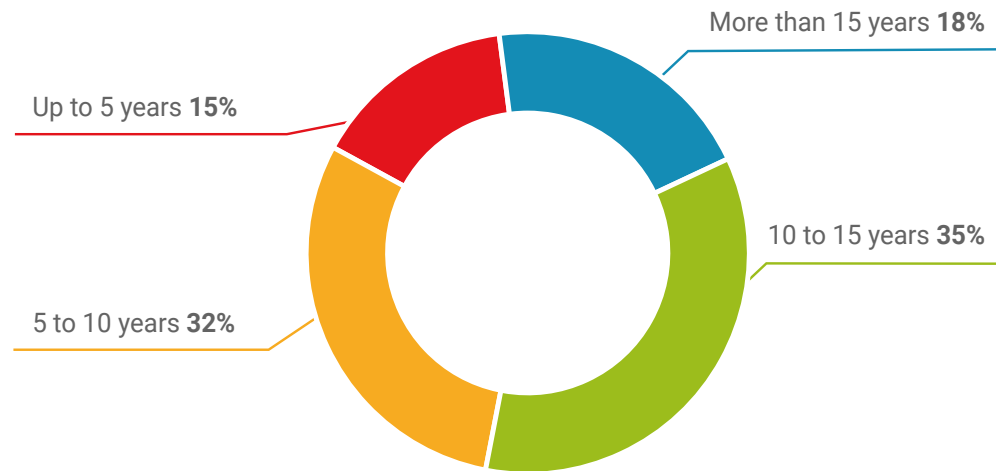
“

*If you have experience in business communication, and are looking to specialize in the fashion, beauty and luxury sector, this is definitely the program for you”*

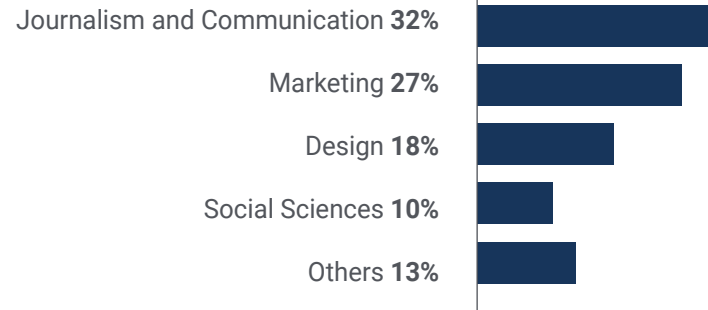
### Average Age

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

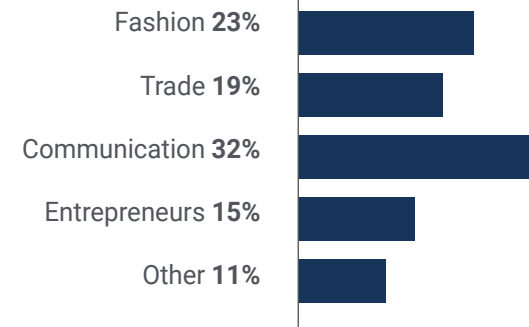
### Years of Experience



### Training

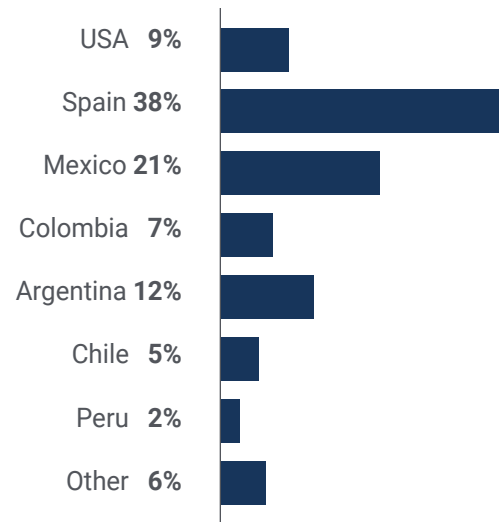


### Academic Profile



## Geographical Distribution

---



## Samuel Medina

Communication Assistant

*"Thanks to my decision to study this Postgraduate Diploma, I started working in communication in a large fashion company. My dream of so many years, finally fulfilled. Thanks to all the TECH team, without you I would not have made it"*

08

# Course Management

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





“

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

## International Guest Director

With an extensive career in the Fashion and Luxury sector, Dr. Eleonora Cattaneo stands out internationally for her contributions as a consultant to globally renowned brands. This renowned expert has been involved with some of the most powerful Fortune 500 companies such as Fiat, CNH Industrial, Renault and Nestlé, among others.

For years, the researcher has investigated the socio-cultural contexts linked to luxury and the ways in which the most prestigious companies in this field create meanings and enhance their products or services. Her most recent book, *Managing Luxury Brands*, also shows her interest in analyzing the environmental and social influence of this industry, as well as the opportunities that current technological innovations offer to this field.

At the same time, Dr. Cattaneo has collaborated as Internal Advisor to several Marketing Directors for various corporations. In this way, she has provided information and support in the deployment of new market entry strategies, brand repositioning and product launches. On the other hand, international communications is another of her most experienced fields of work.

Based on her extensive training, the specialist was selected to lead the Luxury and Guest Experience Management Program at the renowned Glion Institute in Switzerland. In this institution of reference for the entire European business network, the expert has supported the development of interpersonal and professional skills in corporate leaders from all over the world. Prior to this position, she was Director of Executive Programs for the Swiss Education Group and Regent's University of London.

As for her academic background, Cattaneo holds a Doctorate in Marketing from the University of Pavia, Italy, and an MBA from the SDA Bocconi School of Management.





## Dr. Cattaneo, Eleonora

---

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

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Ms. García Barriga, María

- ◆ Professor of Digital Marketing
- ◆ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ◆ She has worked in major media such as RTVE and Telemadrid
- ◆ Degree in Information Sciences from the UCM
- ◆ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- ◆ MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- ◆ PhD Candidate in Fashion Trend Creation
- ◆ Author of The pattern of eternity: creating a spiral identity for the automation of fashion trends



## Professors

### 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
- ♦ She is currently continuing her training in Digital Marketing
- ♦ She has worked in small media and communication agencies and, more recently, in point-of-sale management in multi-brand channel of Loewe Perfumes

### Ms. Villamil Navarro, Camila

- ♦ Fashion and trends editor at EL TIEMPO newspaper
- ♦ Social communicator and journalist graduated from La Sabana University
- ♦ More than seven years of experience in the fashion industry as a journalist and content creator
- ♦ She has been a reporter for the most important fashion weeks (New York, Milan and Paris)
- ♦ Researcher on the growth of Latin American fashion
- ♦ Teacher of Fashion Journalism and Personal Branding at the Faculty of Communication at Universidad de La Sabana
- ♦ Coordinator of the Diploma in Communication and Fashion Journalism and teacher of Fashion Journalism and Social Networks and Fashion
- ♦ She has worked on different types of projects with important brands in the industry such as Coach, TOUS, Swarovski, Tommy Hilfiger, Desigual, Estée Lauder, Lancome, Natura, Rosa Clará, ALDO, Falabella and Emporio Armani, among others

### Ms. Zancajo, Isabel

- ♦ Fashion and Luxury Communication Specialist

09

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of studying this program should be to achieve professional growth. Therefore, efforts and tools are made available to you to acquire the necessary skills and abilities that will allow you to achieve this change.



“

*TECH is fully committed to helping you  
achieve a change in your career path”*

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

The Postgraduate Diploma in Fashion, Beauty and Luxury Business Communication of TECH University of Technology is an intensive program that prepares you to face challenges and respond with confidence and solvency. Its main objective is to foster personal and professional growth, as well as to help you achieve success.

If you want to excel yourself, achieve a positive change at a professional level and interact with the best, this is the place.

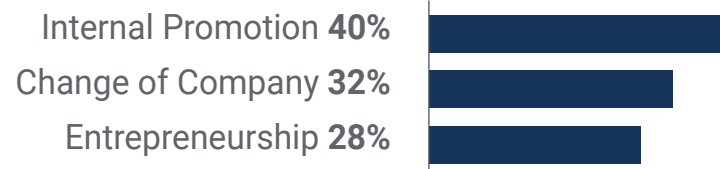
*The specialization program will increase your skills and, therefore, help you stand out in the industry.*

*You have the opportunity to achieve a positive change in your profession in a short period of time thanks to this program.*

### When the change occurs



### Type of change



## Salary increase

---

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



10

# Benefits for Your Company

The Postgraduate Diploma in Fashion, Beauty and Luxury Business Communication contributes to raise the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this educational program will improve not only at a personal level, but above all, at a professional level, increasing their training and improving their management and communication skills. Additionally, joining TECH's Global community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.







“

*After studying with TECH, you will be able to bring new approaches and strategies to your company that will be a bonus for its development”*

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

01

### Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

---

02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the communication professional and opens new avenues for growth within the company.

03

### Building agents of change

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

---

04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### Project Development

You will be able to actively collaborate in the development of real projects or develop new ones in the R&D or Business Development area of your company.

---

06

### Increased competitiveness

This program will provide students with the necessary skills to take on new challenges in the area of communication and thus boost organizations in this sector.

11

# Certificate

The Postgraduate Diploma in Fashion, Beauty and Luxury Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Fashion, Beauty and Luxury Business Communication** 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 Fashion, Beauty and Luxury Business Communication**

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 Fashion, Beauty and Luxury Business Communication

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

# Postgraduate Diploma

## Fashion, Beauty and Luxury Business Communication

