

Postgraduate Diploma

Fashion and Luxury Branding,
Marketing and Merchandising





Postgraduate Diploma Fashion and Luxury Branding, Marketing and Merchandising

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: students and professionals in the fashion industry interested in the business, management and digital transformation of the sector

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-fashion-luxury-branding-marketing-merchandising

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01 Welcome

Branding is the first step of exposure to the public that a brand must take extreme care of. In the world of luxury, this representation moves with specific protocols that determine the ways of penetration and impact on the target audience. *Visual Merchandising* and Digital Marketing make up a duo of strategies that the *Fashion Business* must implement efficiently to gain a place in the sector. This comprehensive program is a highly skilled tool that will give professionals the global, general and specific strategies to develop their fashion business according to the new demands of an exciting market full of opportunities. With this program, they will be able to learn and boost their business with the solvency of an expert in this area of work.



Postgraduate Diploma in Fashion and Luxury Branding, Marketing and Merchandising
TECH Global University

“

Learn everything you need to know about impact and differentiating Branding, Marketing strategies and Visual Merchandising: the bases that determine the difference between success and failure in the world of Luxury Fashion"

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 center for intensive managerial skills education.



“

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 balances 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.

+100000

executives prepared 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:



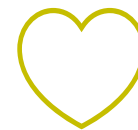
Analysis

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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 analyses in academia"

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 education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

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

04 Objectives

This Postgraduate Diploma in Fashion and Luxury Branding, Marketing and Merchandising will give you the theoretical knowledge and practical skills necessary to develop an impactful brand image in this sector. Throughout the program, you will analyze how to work and optimize the possibilities of your brand or company using Marketing and *Merchandising* as an adequate representation and growth tool. A very complete program that will help them grow as professionals, with the ability to promote a company or fashion project in the luxury sector, positioning it and working with the control of the necessary tools to do so.



“

The objective of this program is to obtain the most comprehensive knowledge of Branding, Marketing and Merchandising strategies in Luxury Fashion. A goal you will achieve with the help of high-level specialization"

TECH makes the goals of their students their own goals too

Working together to achieve them

The Postgraduate Diploma in Fashion and Luxury Branding, Marketing and Merchandising will enable students to:

01

Learn about Branding, its evolution and application in today's world of luxury goods

02

Value the construction of a luxury brand in terms of its brand dimensions

03

Understand the construction of the story and Storytelling as a vehicle to transmit emotionality and share information





04

Know the concept of Visual Merchandising from the Fashion field, which allows us to appreciate the complexity it presents and the disparity of approaches to the term that exist

05

Acquire the necessary skills to develop and implement commercial actions at the point of sale, improve professional skills, as well as technical and theoretical skills in visual selling

06

Introduce students to the digital environment, so that they will have a broad knowledge of the principles of digital marketing and its application to the business environment

07

Learn how to create digital marketing plans from consumer knowledge and analysis to the implementation, measurement and evaluation of digital strategies and actions

08

Know the principles of online marketing and develop strategies

09

Understand and manage the principles of search engine optimization and search engine marketing





10

Develop skills for the realization of internet advertising campaigns

11

Develop plans for Influencer Marketing

12

Learn how to use the most important metrics and analysis tools for online marketing

05

Structure and Content

The contents of this program have been developed by different professors with a clear purpose: to ensure that students acquire each and every one of the skills necessary to become true experts in the fashion business. The curriculum will allow you to learn all aspects of the different disciplines involved in this field, to reach the highest standards of quality and success.



“

A comprehensive educational program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"

Syllabus

The Postgraduate Diploma in Fashion and Luxury Branding, Marketing and Merchandising at TECH Global University is an intensive program that will prepare you to design and implement the tools and strategies necessary to successfully carry out projects related to this sector.

The content of the Postgraduate Diploma in Fashion and Luxury Branding, Marketing and Merchandising is designed to promote the development of skills that enable decision-making with greater rigor in the changing environment of the fashion industry.

Throughout the program, the student will analyze a multitude of practical cases through individual work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with different areas of the company and is designed to specialize managers who understand project management from a strategic, international and innovative perspective.

A plan designed for professionals in this field, focused on their professional improvement and that will prepare them to achieve excellence and extreme capacity in this work context. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

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

Module 1

Fashion Luxury Branding and Storytelling

Module 2

Visual Merchandising and Retail Experience

Module 3

Digital Marketing for Fashion Brands



Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma in Fashion and Luxury Branding, Marketing and Merchandising completely online. During the 6 months of the program, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

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

Module 1. Fashion and Luxury Branding and Storytelling

1.1. Branding and Evolution	1.2. The Concept of Luxury and Its Evolution	1.3. The New Scenario and the Emergence of New Markets	1.4. Dimensions of Luxury Brands
1.5. Storytelling, Active Branding	1.6. Brand Building through Storytelling.	1.7. Dissemination of the Story	1.8. Brand Contact Points
	1.9. Transmedia Storytelling	1.10. Instagram, Luxury Storytelling Platform	

Module 2. Visual Merchandising and Retail Experience

2.1. Architectural Analysis of Stores	2.2. Space Design Tools	2.3. Approach: Place, Background and Intention	2.4. Exterior: Facade
2.5. Showcase	2.6. Interior: Floor Plan Layout, Atmosphere, Furnishings, Signage and Materials	2.7. Space Design: The Store of the Future	2.8. From the Business Idea to the Store Experience

Module 3. Digital Marketing for Fashion Brands

3.1. Introduction and Basic Vocabulary	3.2. Online Sales Models	3.3. Types of Clients	3.4. Key e-Commerce Steps Associated with Digital Marketing
3.5. Social Media Marketing	3.6. E-Mail Marketing	3.7. Mobile Marketing	3.8. Viral Marketing and Influencer Marketing
3.9. Online Sales Promotion and Sponsorships	3.10. Future Tendencies		



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.



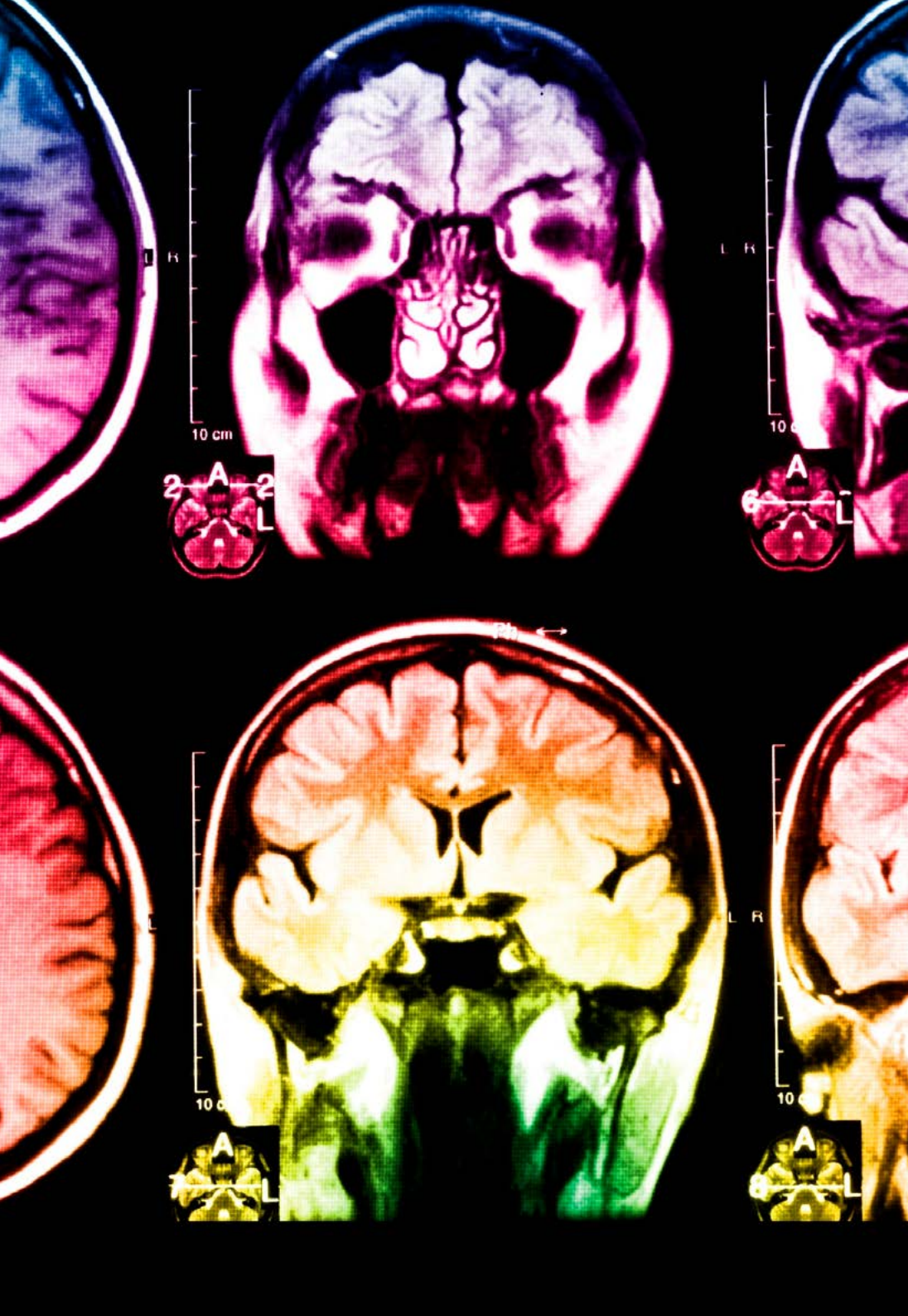
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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.

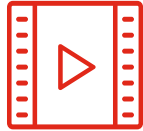
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



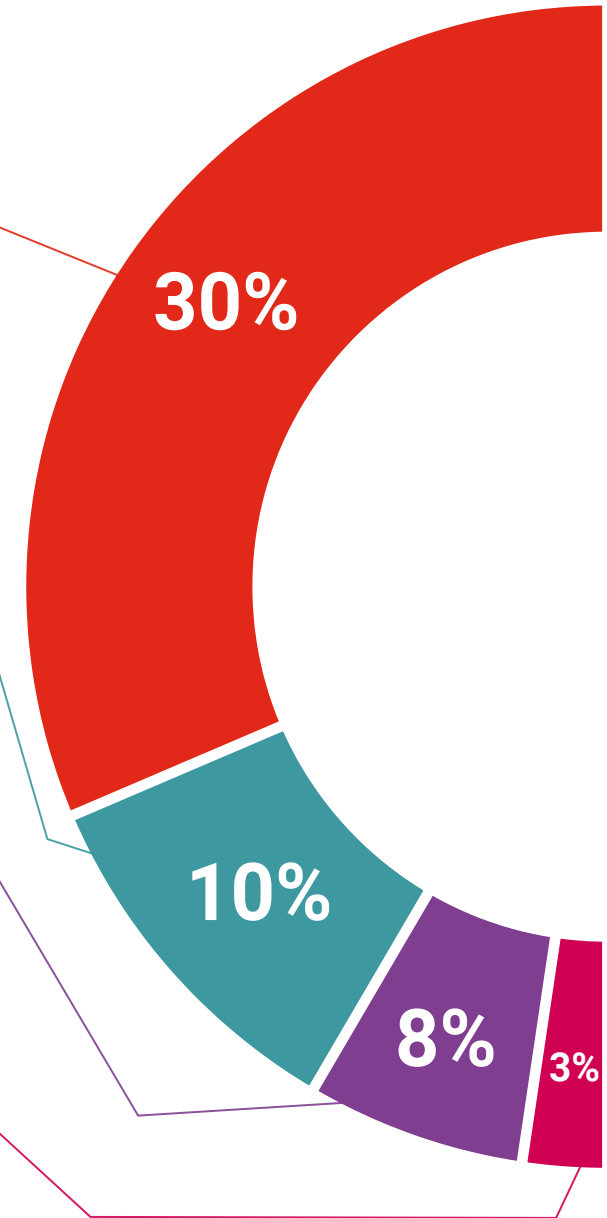
Management Skills Exercises

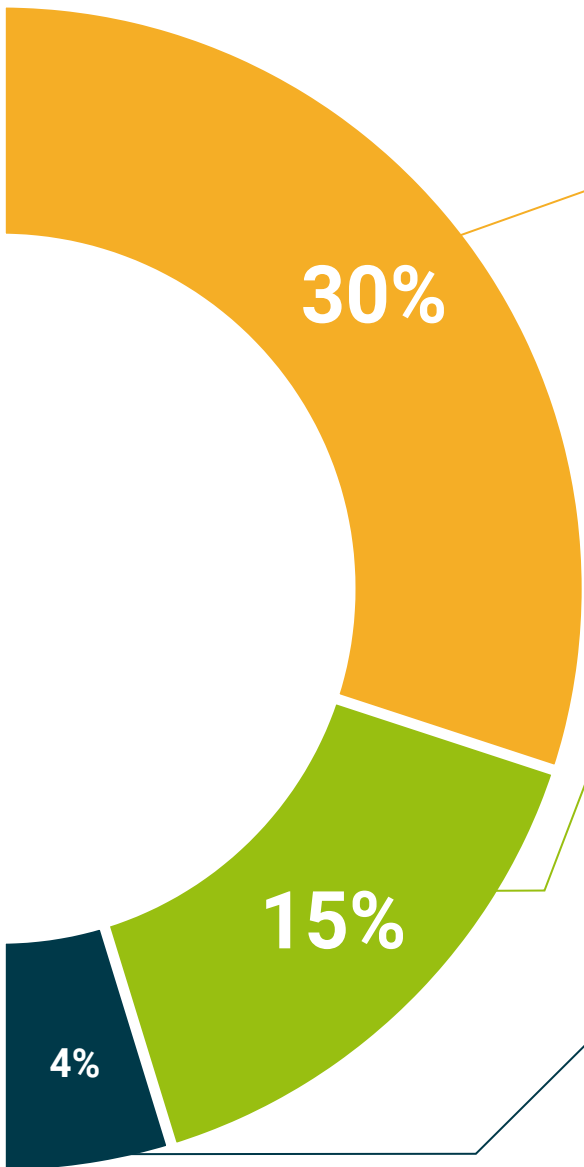
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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

The Postgraduate Diploma in Fashion and Luxury Branding, Marketing and Merchandising is a program aimed at professionals who want to update their knowledge, discover new ways to manage and innovate in the fashion industry and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





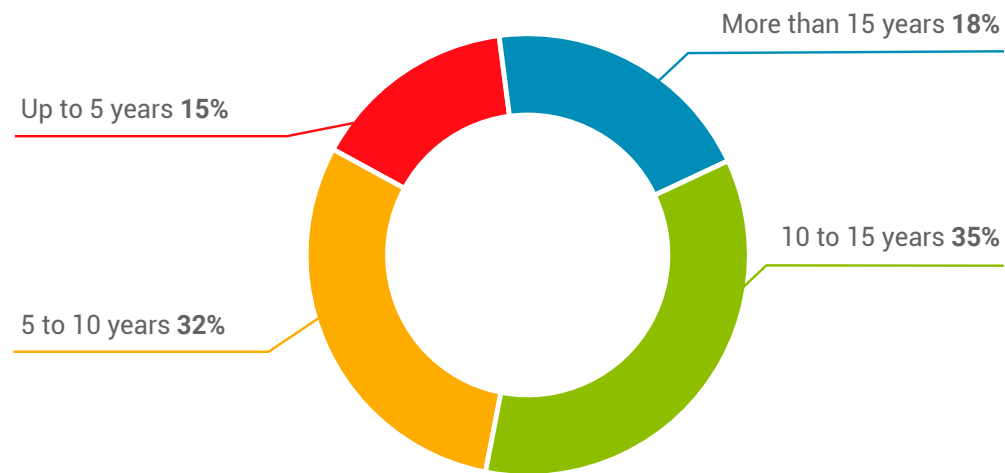
“

*The elite is achieved through hard work
and surrounding yourself with the best.
We are expecting you!”*

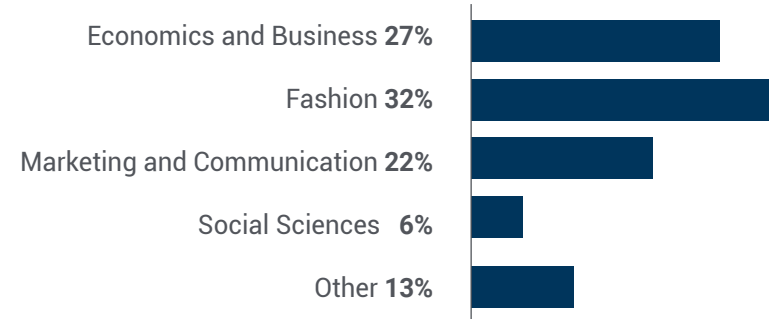
Average Age

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

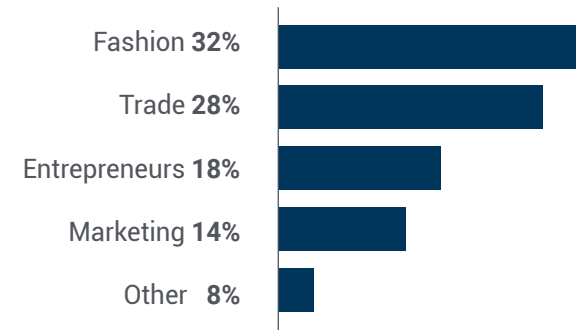
Years of Experience



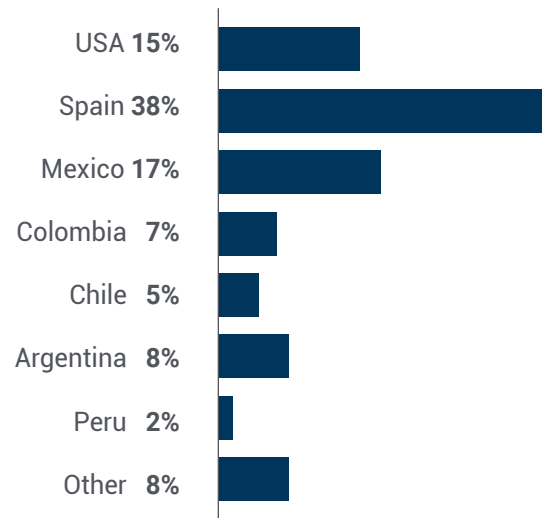
Training



Educational Profile



Geographical Distribution



María Lobežno

Entrepreneur

"I knew about the importance of branding, but I couldn't find a way to structure this knowledge or direct it towards what really interests me in the world of Luxury Fashion. After this program, I got what I needed to compete in the complex fashion market"

08

Course Management

The program includes in its teaching staff reference experts in the *Fashion Retail* 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.



“

Our teaching team will help you to acquire the most relevant knowledge in this field, so that you can develop with total fluency in your daily practice”

International Guest Director

Alberto Festa is an international expert in the luxury goods industry, recognized for his executive achievements. As **Commercial Director of Gemology and Watches** at the iconic fashion house **Dolce&Gabbana**, he has driven the growth and innovation of this brand through the most innovative **marketing and sales strategies**.

This prestigious executive's professional career spans more than 25 years, in which he has held key roles in some of the **world's most prominent companies**, based in Europe and North America. His professional beginnings date back to the multinational Colgate Palmolive, where he honed his skills before moving to PepsiCo. At PepsiCo, he served as **Director of Sales**, making a significant contribution to the company's expansion.

Another key period in his career as a corporate leader came after he assumed the position of **Director of Sales at Mattel**. In addition, he led **Bristol-Myers Squibb's Matrix Division** as CEO. However, the pinnacle of his career came during his tenure at BVLGARI for more than 15 years. There, he served as CEO and eventually rose to the position of **President of BVLGARI USA**. His strategic vision and leadership were instrumental in enhancing the brand's global presence and achieving unprecedented success.

In these decades of working within the **fashion industry**, Festa has also been involved in education. His vast expertise through lectures at universities and business schools around the world, but primarily in the United States and Italy, has been instrumental in leading changes and initiatives in sales, marketing, strategy and operations. In turn, his contributions in sales, marketing, strategy and operations have been instrumental in leading changes and initiatives to rebuild the most cutting-edge and exclusive companies.



Mr. Festa, Alberto

- Commercial Director of Gemology and Watches at Dolce&Gabbana
- Academic Advisor at Luiss Guido Carli University
- Advisor at SAID DAL 1923 Brand Council
- Consultant to the Kering Group
- General Director of GM at Vhernier
- General Director of Loro Piana LVMH
- President of BVLGARI USA
- Chief Executive Officer of the Matrix Division of Bristol-Myers Squibb
- Director of Sales at Mattel
- Director of Sales at PepsiCo
- Senior Brand Manager at Colgate Palmolive
- Degree in Statistics and Economics from La Sapienza University of Rome



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

Management



Ms. Bravo Durán, Sandra

- ♦ Expert in Trend Forecasting and Customer Insights
- ♦ Client and Digital Consultant at Everis
- ♦ Sociologist and economist from the University of Salamanca
- ♦ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ♦ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ♦ PhD Candidate in Applied Creativity from the University of Navarra
- ♦ Teaching classes at different universities and business schools in the fashion and luxury industry. Present

Professors

Ms. Gárate, Mercedes

- ♦ Business Industry Director at NTTData
- ♦ Senior Manager at Everis
- ♦ Strategy and Business Manager at Everis
- ♦ Degree in Industrial Engineering from the Polytechnic University of Madrid
- ♦ MBA from EOI Business School

Ms. García Barriga, María

- ♦ Digital marketing professional and researcher in the technological application of fashion
- ♦ Graduate in Information Sciences,UCM
- ♦ MBA from the European Business School of Barcelona

Mr. Sanjosé, Carlos

- ♦ Head of Digital at MURPH
- ♦ Degree in Advertising and Public Relations from Cardenal Herrera-CEU University
- ♦ Extensive professional experience in the field of Digital Marketing, Social Ads, digital strategies and e-commerce platforms
- ♦ Specialist in Digital Marketing for more than 5 years, with special experience in the Fashion Retailsector
- ♦ Content creator at 25 Grams. More than 8 years
- ♦ Certified in Customer Experience by the DEC Association

Dr. Velar, Marga

- ♦ Associate Professor at the University Antonio of Nebrija. Present
- ♦ Communication and Branding Consultant for small brands and foundations
- ♦ PhD in Communication from Carlos III University in Madrid
- ♦ Degree in Audiovisual Communication with a Diploma in Fashion Communication and Management from Villanueva University Center, Complutense University
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School, University of Navarra
- ♦ Director of Forefashion Lab, an observatory of fashion studies, since 2013
- ♦ She has taught at Villanueva University Center, ISEM Fashion Business School and the Faculty of Communication at the University of Navarra

Dr. Josa Martínez, María Eugenia

- ♦ Founder and Designer at Eugeniota Studio
- ♦ Professor in ESNE, CEDEU and ELLE Education
- ♦ Professor at ISEM Fashion Business School
- ♦ Professor in the Master of ISEM Fashion Business School
- ♦ Responsible for Fashion and Creativity Management and Professor of Design Workshop IV in the Degree of Design at the University of Navarra.
- ♦ PhD in Applied Creativity from the University of Navarra
- ♦ Degree in Architecture from the University of Navarra
- ♦ Specialized Architecture in Landscape and Environment by the University of Navarra
- ♦ Master's Degree from ISEM Fashion Business School

Dr. San Miguel, Patricia

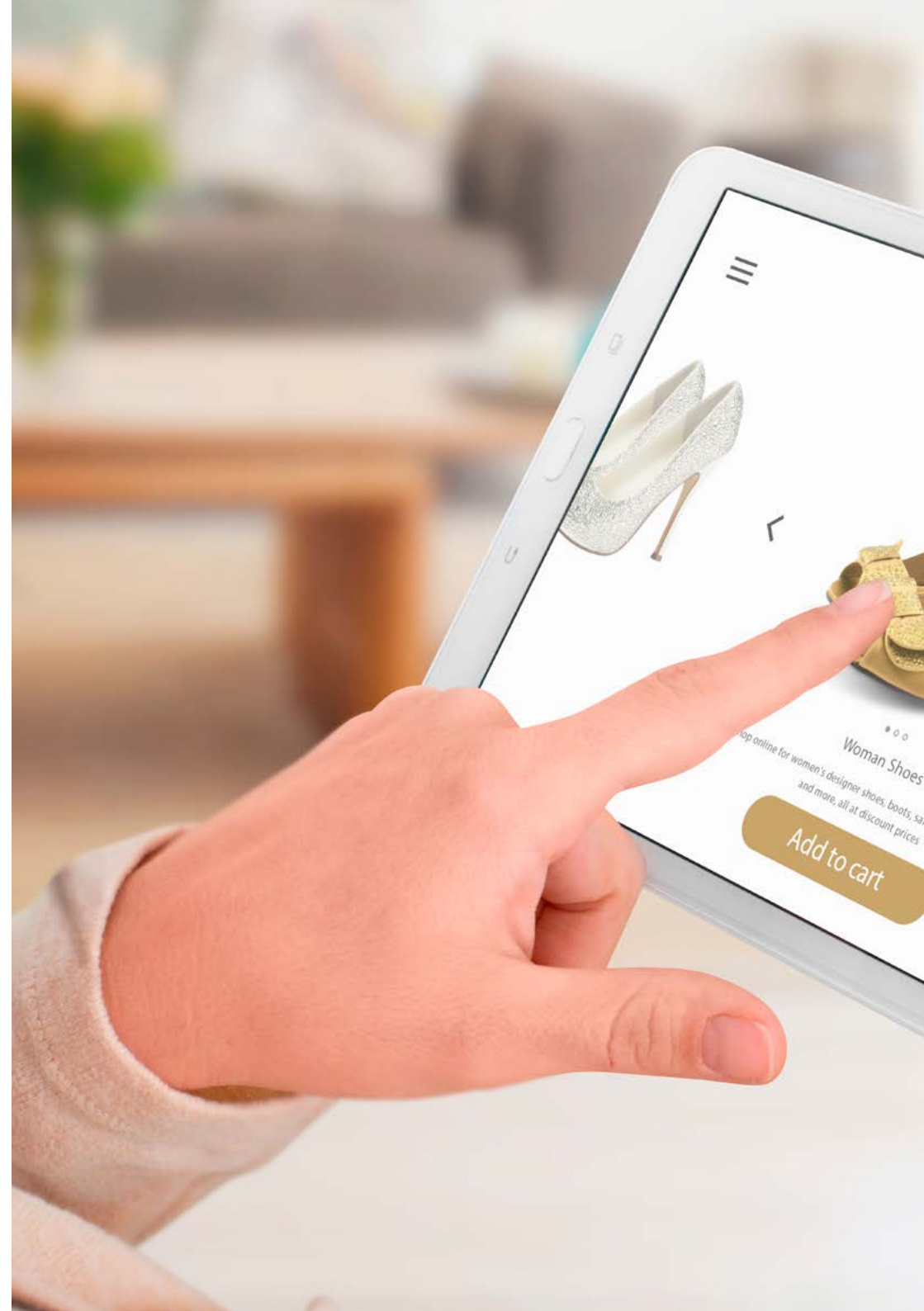
- ♦ Professor of digital marketing at ISEM Fashion Business School and the University of Navarra
- ♦ PhD from the University of Navarra
- ♦ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ♦ Executive Fashion MBA by ISEM
- ♦ Creator and Director of the Observatory for the Analysis of the Digital Impact of Fashion Brands Digital Fashion Brands (digitalfashionbrands.com)
- ♦ Within her work as a teacher and researcher, she is a visiting professor at the University of Italian Switzerland, and visiting researcher at the Fashion Institute of Technology in New York and at the University of Florence
- ♦ Speaker at several national and international congresses on Communication and Marketing

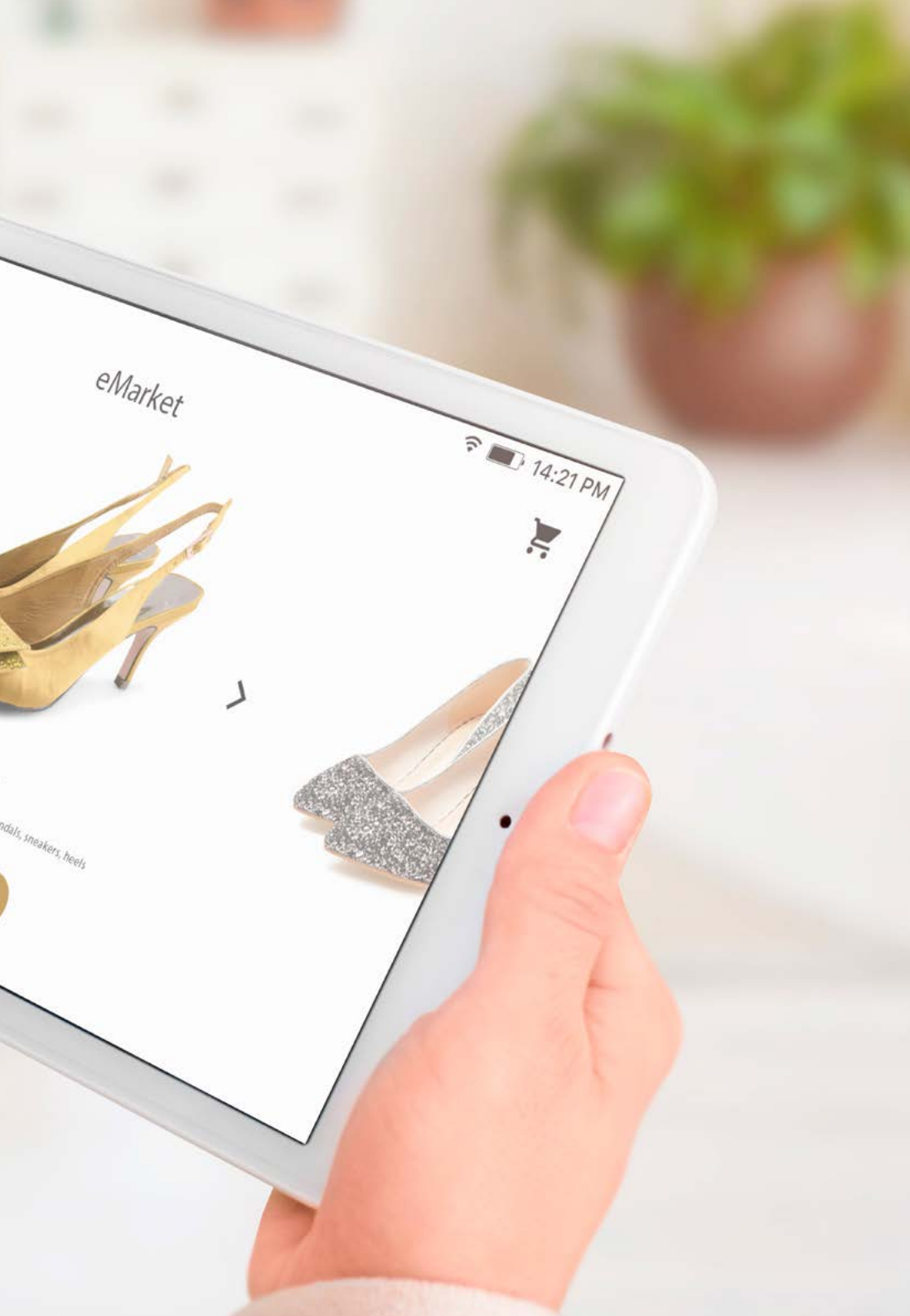
Ms. Opazo, Laura

- ♦ Director of Partnerships at The Confidential Lab
- ♦ Lifestyle Articles Writer in the Blog EITiempo.es
- ♦ Fashion Section Announcer at EsRadio radio station
- ♦ Fashion Editorial Manager at AMC Networks International Southern Europe
- ♦ Author of the book Armario Sostenible
- ♦ Degree in Advertising and Public Relations from the University Rey Juan Carlos
- ♦ Specialist in Public Relations and Selling Your Own Brand at the School of Fashion of the University of the Arts London
- ♦ MBA in Business Management at ISEM
- ♦ Course in Textile and Sustainable Fashion given by REAS and the Madrid Social Market

Mr. De Rivera, Javier

- Partner - Rivera Consulting & Support
- Transformation and High Performance Retail ConsultantTransformation and High Performance Retail Consultant. ActioGlobal
- Associate Member of Huede&Co
- Board member, CEO, general and financial director, consultant and advisor in companies such as Neck&Neck, Gocco, Textura, Tomblack, Ecoalf, Trucco, Intropia, Saga Furs, Lola Rey, Multiópticas, Silbon
- Degree in Economics and Business Administration from Pontificia de Comillas University (ICADE)
- MBA in Taxation and Tax Consultancy at Esine
- Deloitte and Spencer Stuart Advisor Program
- NTL Global Organization Development Certificate
- Senior Management Program in Internet Business at ISDI
- Certification Program in Dialogic Coaching and Team Coaching at UFV
- Professor at ISEM Fashion Business School
- Professor at Villanueva University
- Professor in executive programs at Esic, IE (Spain) and University of Piura (Peru)





Dr. Delgado, María

- Specialist in Fashion Sales Management
- Retail Product Manager at Mayoral
- Sales Assistant at Grupo Cortefiel
- Sales Assistant at Mango
- Sales Assistant at Calzedonia
- Sales Assistant at Intimissimi
- Degree in Business Administration from the University of Malaga
- Master's Degree in Strategic Project Management by the Esden Business School
- MBA in Fashion Business Management by the Esden Business School

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. That is why TECH has created this global system that favors the achievement of optimal results by giving them the facilities and stimuli that will keep them motivated throughout the program so that their careers acquire the renovating impulse they are looking for.





“

Give your brand the image it needs to succeed in the fashion industry"

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

TECH's Postgraduate Diploma in Fashion and Luxury Branding, Marketing and Merchandising is an intensive program that will prepare you to face challenges and position yourself successfully after each one of them. Its main objective is to promote your personal and professional growth: to help you achieve success.

For students who want to excel, achieve a positive change at a professional level and interact with the best, this is the place for you.

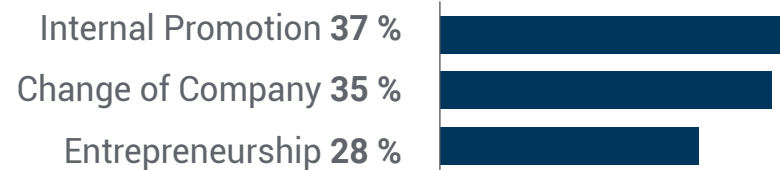
Get into the industry world thanks to this program of the highest educational level.

The market does not wait. Seize the moment and get on the front line of the fashion business with this program. Now or never.

Time of Change



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 and Luxury Branding, Marketing and Merchandising is what your fashion business needs in order to become part of the reality of the profession. However, in addition, participating in this program is a unique opportunity to access a wide network of contacts in the industry, in which to find future professional partners, customers or suppliers.



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You will learn how to be the driving force behind the transformation of your business or project with the greatest background in fashion branding skills"

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

01

Growth of talent and intellectual capital

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

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

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 Fashion and Luxury Branding, Marketing and Merchandising guarantees students, in addition to the most rigorous and up-to-date program, 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 private qualification will allow you to obtain a **Postgraduate Diploma in Fashion and Luxury Branding, Marketing and Merchandising** 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** private qualification 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 and Luxury Branding, Marketing and Merchandising**

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 and Luxury Branding, Marketing and Merchandising

- » Modality: online
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Postgraduate Diploma

Fashion and Luxury Branding,
Marketing and Merchandising