

Postgraduate Diploma Strategy and Management in Fashion





Postgraduate Diploma Strategy and Management in Fashion

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » 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.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-strategy-management-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. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 42

10

Benefits for Your Company

p. 46

11

Certificate

p. 50

01 Welcome

Making a place for itself in the voracious fashion market requires its professionals to have high quality skills and a constantly up-to-date and revised preparation. In this sense, navigating between the traditional market and digitalization with solvency is an essential skill. In the same way, knowing the *Target* of the company, orienting its actions in a specific way and being able to constantly adapt to its vicissitudes is the foundation of any action with a vocation for success. With this TECH program, the student will be able to delve into every aspect of the Fashion business, developing a sustainable and competitive strategy, learning to manage all the moments and needs of the process with total competence.



Postgraduate Diploma in Strategy and Management in Fashion
TECH Technological University



“

Achieve the highest management skills from the mastery of Fashion Business strategy through the acquisition of high intensity skills with this Postgraduate Diploma"

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 Technological 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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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 Technological University community.

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

04 Objectives

This Postgraduate Diploma in Strategy and Management in Fashion will give you the theoretical knowledge and practical skills necessary to develop and promote your fashion company or brand with the impulse of a highly effective strategy and an innovative and competitive management. A very complete program that will make them grow as professionals with the ability to promote a company or fashion project, positioning it and working with the control of the necessary tools to do so.



“

The objective of this program is to give you the necessary skills to implement a consumer-centric vision, through omnichannel. 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 Strategy and Management in Fashion will train the students to:

01

Know the concept of Fashion, its origins and historical background in order to be able to synthesize and explain the key debates in the analytical and reflexive study of the first theories of fashion, the consumer society and cultural production and its evolution

04

Know the target audience of a brand and classify them according to stages in order to establish a *purchase funnel* based on these stages of the buying process.

02

Understand the environment and become familiar with the new markets in the fashion and luxury industry, allowing students to develop skills to detect new trends and business opportunities

05

Understand the differences between KPIs and objectives

03

Learn the impact of digitalization in the fashion and luxury sector since the beginning of this century, and why it is essential in the present and future that all brands are also digital

06

Analyze the importance of *Visual Branding* of a company in order to implement its digital business strategy

07

Assimilate the vital importance of databases and *big data* as sources of user and/or consumer knowledge

10

Develop the use and practice of the main technological tools of Digital Marketing in Fashion essential and specific metrics that allow us to evaluate the decision making from an Innovation department

08

Understand the difference between a marketing ROI and an enterprise ROI, and how to measure them

11

Build a representable identity of exponential growth of a fashion brand by creating a living storyline

09

Understand how programming languages work and become familiar with programming languages

12

Replicate the functioning of technological tools in most of the sectors that make up Fashion: cosmetics, jewelry, clothing and footwear

05

Structure and Content

The contents of this program have been developed by the different professors of this program, with a clear purpose: to ensure that students acquire each and every one of the skills necessary to become true managers of fashion companies. The content of this program will allow you to learn all aspects of the different disciplines involved in this field. A complete and well-structured program that will take you to the highest standards of quality and success.



“

A comprehensive teaching 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 Strategy and Management in Fashion at TECH Technological 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 Strategy and Management in Fashion 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 Fashion companies and is designed for managers to understand the management of this type of entities from a strategic, international and innovative perspective.

A plan designed for students who, focused on their professional improvement, 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 competencies to solve critical situations in a creative and efficient way.

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

Module 1

Sociology of Fashion and Trends

Module 2

Fashion Digital Strategy

Module 3

Technology and digital management in fashion and luxury: tools



Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma completely online. Over the 6 months of the program, you will be able to access all the contents of this program at any time, which will allow the student to self-manage study time.

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

Module 1. Sociology of Fashion and Trends

1.1. History and Sociology of Fashion	1.2. Semiotics, Cultural Aspects and Identity through Fashion	1.3. Social Movements and Urban Tribes	1.4. Social Change in Fashion Consumption: The Effects of "Neomania"
1.5. Liquid Fashion" and the New Millennial Culture	1.6. Digital Transformation and the Influencer Phenomenon	1.7. Reinventing Fashion Businesses and the New Consumer	1.8. Post-Luxury: New Typologies and Archetypes of Fashion Consumers
1.9. Drivers of Change and New Trends in the Post- COVID Fashion Sector	1.10. The Culture of Creativity and the Consumption of Exclusivity		

Module 2. Fashion Digital Strategy

2.1. Technology and the Consumer: Target Audience Typologies and Strategic Consumer Segmentation	2.2. Analytics Prior to Digital Strategy: Moment 0 and Strategic KPI's	2.3. E-commerce: Typologies and Platforms	2.4. Branding: Visual and Textual to Communicate
2.5. Positioning: Ideal Catalog	2.6. Social Ads Platforms	2.7. Social Selling and Inbound Marketing	2.8. Marketing Automation: Email
Marketing and Bot Marketing	2.9. Role of CRM and Big Data in Business Strategy	2.10. ROI & Metrics	

Module 3. Technology and digital management in fashion and luxury: tools

3.1. Introduction to the Technological Use of Fashion	3.2. Creation and Maintenance of Identity-Positioning	3.3. Google Analytics and Google Ads	3.4. Data Driven
3.5. Key Metrics Management and Pattern Sequence Creation-Excel	3.6. Simulation of Innovation Scenarios- Microsoft Power Bi	3.7. Customer Loyalty and Retention- Salesforce	3.8. Audience Segmentation-SQL Database Management
3.9. Creativity from the Use of Data- Python	3.10. Content Marketing		



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 Strategy and Management in Fashion is a program aimed at professionals who want to update their knowledge, discover new ways to manage a innovate 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.





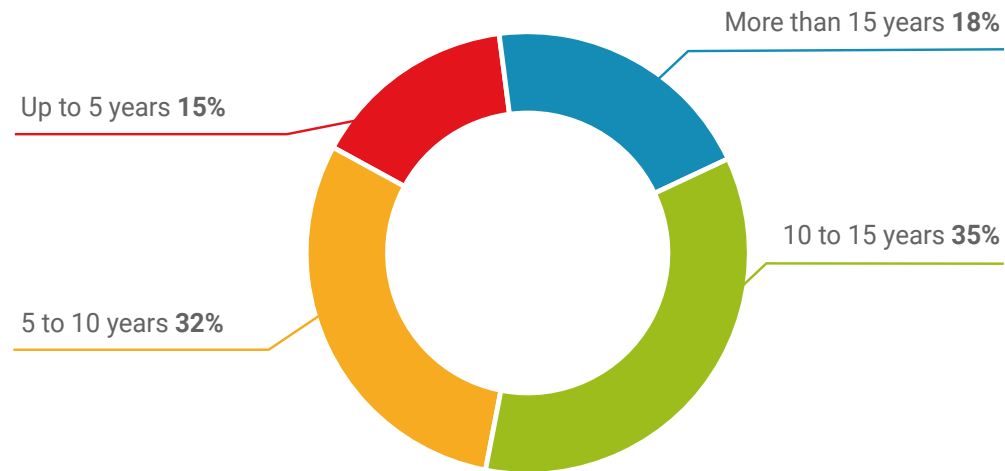
“

The elite is achieved through hard work and surrounding yourself with the best. We have been waiting for you”

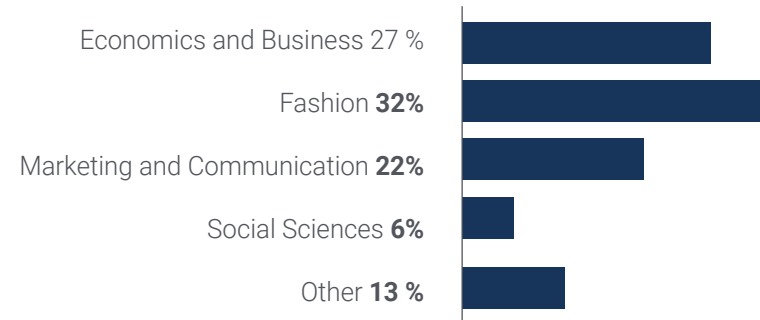
Average Age

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

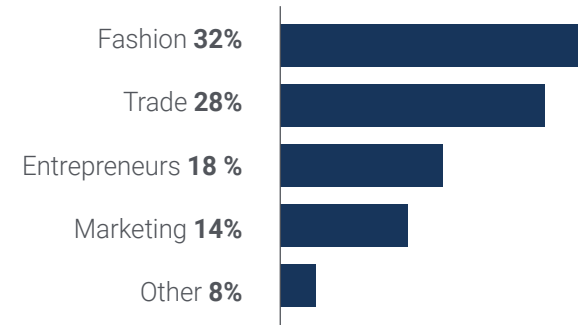
Years of Experience



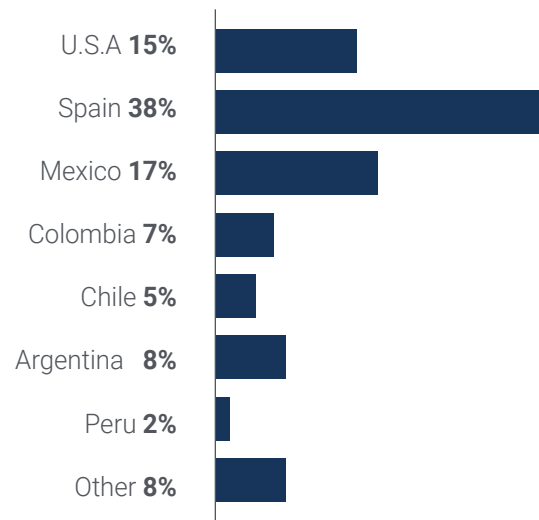
Training



Educational Profile



Geographical Distribution



Rosario Camilla

Fashion entrepreneur

When my project started to grow, I realized that I needed to learn much more about the strategy and management of a Fashion Business. This program has allowed me to achieve what I wanted with full compatibility with my job and a very high quality"

08

Course Management

The program includes in its teaching staff reference experts in the Fashion-Retail, sector 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 **disruptive 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 **Sales Manager**, 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 University Guido Carli
- Advisor to the SAID DAL 1923 Brand Council
- Consultant to the Kering Group
- Managing Director of GM at VHERNIER
- Managing Director of Loro Piana LVMH
- Chairman 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 Retail* sector
- ♦ 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 Postgraduate Certificate 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
- ♦ Lecturer in ESNE, CEDEU and ELLE Education
- ♦ Lecturer at ISEM Fashion Business School
- ♦ Teacher 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 Huete&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
- Teacher at ISEM Fashion Business School
- Lecturer at Villanueva University
- Lecturer 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 Cortefiel Group
- ◆ Sales Assistant at Mango
- ◆ Sales Assistant at Calzedonia
- ◆ Sales Assistant at Intimissimi
- ◆ Degree in Business Administration and Management from the University of Malaga
- ◆ Master in Strategic Project Management (Project Management) by Esden Business School
- ◆ MBA in Fashion Business Management by 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. For this reason, TECH has created this global system that favors the achievement of optimal results, giving them the facilities and stimuli that will keep them motivated throughout the specialization so that their career acquires the renovating impulse they are looking for.





“

We put all our resources at your disposal so that you can achieve the job improvement you desire”

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

The TECH Postgraduate Diploma in Strategy and Management in Fashion is an intensive program that will prepare you to face challenges and position successfully after each one of them. Its main objective is to promote your personal and professional growth: to help you achieve success.

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

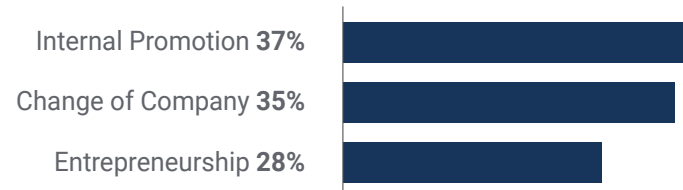
Enter the world of fashion, thanks to this program of the highest academic level.

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 Strategy and Management in Fashion helps raise the organization's own talent to its maximum potential by specializing high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

You will learn how to be the driving force behind the transformation of your business or project by acquiring the skills to develop in the omnichannel market”

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 Strategy and Management in Fashion guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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

This **Postgraduate Diploma in Strategy and Management in Fashion** contains the most complete and up-to-date educational program on the market.

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

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

Title: **Postgraduate Diploma in Strategy and Management in Fashion**

Official N° of hours: **450 h.**



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



Postgraduate Diploma Strategy and Management in Fashion

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

Postgraduate Diploma Strategy and Management in Fashion

