

# Executive Master's Degree MBA in Fashion and Luxury Communication Management

**M B A F L C M**



## Executive Master's Degree MBA in Fashion and Luxury Communication Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/executive-master-degree/master-mba-fashion-luxury-communication-management](http://www.techtute.com/us/school-of-business/executive-master-degree/master-mba-fashion-luxury-communication-management)

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# 01 Welcome

Communication is a powerful weapon in many scenarios, especially in the field of beauty and fashion. Through it, it is possible to direct a given message through various channels such as the media, social networks and other circles of influence. Therefore, it is imperative that managers keep up to date on the most innovative strategies in this field. In response to this need, TECH has this comprehensive program in which business leaders can address the most advanced tools for this field and delve into the management mechanisms of the most experienced companies. To this end, the university degree provides a 100% online study methodology, which does not condition the student to strict schedules and is compatible with any other task. At the same time, this academic itinerary includes 10 exhaustive Masterclasses led by an international expert of great prestige.



**MBA Fashion and Luxury Marketing Management**  
**TECH Technological University**



“

*Become a leader with broad strategic perspectives through this MBA in Fashion and Luxury Communication Management and the Masterclasses given by its International Guest Director”*

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

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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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

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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

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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 program is designed to strengthen management and leadership skills, as well as to help you develop new competencies and skills in the field of communication that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision. In this way, you will be able to position yourself as a communication professional in the field of fashion, beauty and luxury with success, achieving great managerial skills and being able to manage your own and external companies.



“

*One of the key objectives is to help you develop the essential skills to strategically manage fashion communication”*

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

The **MBA in Fashion and Luxury Communication Management** enables students to:

01

Have a comprehensive and professional vision of the communication environment in the areas of fashion, luxury and beauty, identifying the particularities of the sector, as well as its impact and repercussion on the business fabric as a whole

02

Acquire basic and advanced knowledge so that the student is able to generate new communication ecosystems in relation to fashion

03

Develop management, analytical, creative and leadership skills as key competencies to grow within the industry

04

Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal

05

Understand how fashion is constructed and how it is related in an exercise of perception, interpretation and visual projection with the identity of the receiver of the message that we emit in the form of a dress, T-shirt or accessory





06

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

08

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



09

Understand the measurement process in the communication sector, create and establish efficient and effective metrics based on brand identity

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

Apply the fundamental indicators and establish the boundary between qualitative and quantitative variables

11

Develop and present a fashion industry-specific dashboard and a progress report identifying lines of communication

14

Know the evolution of public relations and the latest market trends

12

Establish public relations that serve the purpose of communication, knowing how public relations work in the fashion industry



13

Lead a team capable of creating an event as well as a unique user experience, whether in the physical or digital environment

15

Offer a direct, personal and adequate communication capable of meeting the specific objectives of each social media

16

Understand how influence is exercised from the communication channel and the new power strategies that are exercised from the digital environment

18

Know the organization chart of a communication company in the fashion and beauty environment



19

Reduce employee uncertainty, both in the face of internal changes and those external to the organization

17

Identify the rise of the audiovisual channel as a leading medium among the public opinion

20

Understand the crisis resolution process and the role of the communication director in difficult times

# 05 Skills

After passing the assessments of the MBA in Fashion and Luxury Communication Management, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.



A grayscale photograph of a hand pointing at a business chart on a document. The chart includes a bar graph and a pie chart. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

*Business communication is essential to access the public and gain their interest in your products. To do this, you need to acquire the right skills to help you prepare the most effective communication plan"*

01

Develop a competitive communication strategy within the industry with an in-depth knowledge of the dynamics of communication, the fashion business and the determining components

02

Identify opportunities and evolve by looking at your own work

03

Generate a social impact and direct public opinion with ethical and professional responsibility

04

Improve skills in decision-making thanks to observation, analysis, interpretation and action with relation to the professional criteria and thanks to the elaboration of critical reports.



05

Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective

06

Establish specific communication actions for the fashion and beauty sector

07

Identify potential adversities your brand will face in the future

08

Develop negotiation skills to establish agreements that constitute a social link



09

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

10

Adapt the communication strategy to the most suitable business model for each brand

11

Communicate innovation and realign the target audience when a change occurs and calculate its impact on product pricing







12

Understand the structure of the communication plan and its reason for being as well as the main techniques used in each of its stages

13

Organize your own discourse for social networks and mass media aligned with the company's values

14

Detect signs of change and turn them into an opportunity by developing a predictive trend report that minimizes risk and optimizes resources ahead of competitors

06

# Structure and Content

The MBA in Fashion and Luxury Communication Management is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundations for your success as a communication manager in this sector.



“

*The skills you develop through the completion of this program will be critical to your professional success”*

## Syllabus

The MBA in Fashion and Luxury Communication Management from TECH Technological University is an intensive program that prepares you to face challenges and business decisions, both nationally and internationally, in the field of communication.

The content is designed to promote the development of managerial skills that allow you to make decisions with greater rigor in uncertain environments. In this way, you will be able to generate innovative communication strategies oriented to the fashion and beauty sector with success, boosting your skills to the next level.

Throughout 2,700 hours of study, you will analyze a multitude of case studies through individual work. It is, therefore, an authentic immersion in real business situations.

This MBA in Fashion and Luxury Communication Management deals in depth with all the aspects that influence the communication of a company from a strategic and international perspective. In this way, you will be able to assume your managerial position with a global vision of the sector and, therefore, be better prepared to take actions that lead to business success.

A plan designed for you, focused on professional improvement and that prepares you to achieve excellence in the field of communication in fashion and luxury companies. A program that understands both yours and your company's needs 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, creatively and efficiently.

This program takes place over 12 months and is taught completely online.

<b>Module 1</b>	Introduction to Communication in the MBL Industry
<b>Module 2</b>	Consumer Identity and Evolving Trends
<b>Module 3</b>	Content Creation: The Message
<b>Module 4</b>	Communication Techniques in the MBL Ecosystem
<b>Module 5</b>	Metrics for Communication Analysis
<b>Module 6</b>	Specialized Press and Public Relations
<b>Module 7</b>	New Communication Channels: Social Networks & YouTube
<b>Module 8</b>	Internal Communication, Corporatism and Crisis Management
<b>Module 9</b>	Business Strategies in MBL Companies
<b>Module 10</b>	The Communication Plan
<b>Module 11</b>	Leadership, Ethics and Social Responsibility in Companies
<b>Module 12</b>	People and Talent Management
<b>Module 13</b>	Economic and Financial Management
<b>Module 14</b>	Commercial Management and Strategic Marketing
<b>Module 15</b>	Executive Management



### Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Fashion and Luxury Communication Management completely online. Throughout the 12 months of the educational program, 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 the Communication Strategy. Choice of Channel and Message
- 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. Consumer Identity and Evolving Trends**

<b>2.1. Fashion as a Social Communication Tool</b> 2.1.1. Expansion of the Fashion Phenomenon and Social Changes 2.1.2. Appearance as a Form of Individual Identity 2.1.3. Elements Defining the Visual Language of Fashion	<b>2.2. Visual Expression of Color</b> 2.2.1. The Importance of Color in Purchasing Decisions 2.2.2. Color Theory and Chromatic Emotions 2.2.3. The Use of Color in the Fashion Ecosystem	<b>2.3. New Consumer Profiles</b> 2.3.1. The Correct Segmentation of Consumers in the 21st Century 2.3.2. Brands Facing New Customers: From Consumers to Prosumers 2.3.3. Trends and Factors Conditioning the Purchasing Process	<b>2.4. Preferences of the Luxury Consumer</b> 2.4.1. The Lifestyle of the Luxury Client: Values and Priorities 2.4.2. The Dynamics of Consumption in the Luxury World 2.4.3. Discovering Luxury Retail and E-tail
<b>2.5. Observation and Research of Trends in "Coolhunting" Theory</b> 2.5.1. The Figure of the Trend Hunter in the Fashion Industry 2.5.2. From Trendsetters to Mass Consumption 2.5.3. Trend Research Agencies	<b>2.6. Novelty, Trends and Hype From Innovation to Consolidation</b> 2.6.1. Differentiation of Concepts 2.6.2. Macrotrends and Microtrends 2.6.3. Cycles and Theories of Trend Diffusion	<b>2.7. Methodology and Analysis for Trend Detection</b> 2.7.1. The Art and Science of Trend Spotting. CSI ("Coolhunting Science Insights") 2.7.2. Observation and Documentation as Disciplines of Analysis 2.7.3. Methods to Obtain Data From the Interview to the Delphi Method	<b>2.8. The Cosmetics Sector, Beauty as a Lifestyle</b> 2.8.1. The Beauty Industry, the Sale of Intangibles 2.8.2. Market Trends in the 21st Century 2.8.3. The Informed Consumer: The Rise of Niche and Eco Cosmetics
<b>2.9. Concept Stores Physical and Digital Trend Spaces</b> 2.9.1. An Unusual Selling Space in the Right Hotspots 2.9.2. The Shopping Experience Beyond Fashion. Art, Culture and Design 2.9.3. Concept Stores also Online	<b>2.10. Post-COVID19 Fashion , Beauty and Luxury Consumer Trends</b> 2.10.1. What Has Changed Forever in Consumption Habits 2.10.2. What the Shopping of the Future Will Be Like 2.10.3. Sustainability, Technology and Innovation as Key Elements		

**Module 3. Content Creation: The Message**

<p><b>3.1. Elements of Communication: The Sender, the Receiver and the Message - Slogan</b></p> <p>3.1.1. The Communication Process and the Components Involved.</p> <p>3.1.2. Cognitive, Emotional and Social Messages in the Fashion Ecosystem</p> <p>3.1.3. Evolution of the Advertising Slogan in the Beauty Market</p>	<p><b>3.2. Traditional Methods of Information Transmission in the Fashion Industry: Advertising</b></p> <p>3.2.1. Advertisements as Sources of Value Transmission</p> <p>3.2.2. The Formation of the Stereotype from the Prototype</p> <p>3.2.3. The Structure and Composition of an Advertising Cartoon</p>	<p><b>3.3. New Tools for Digital Content Creation: Ads</b></p> <p>3.3.1. Google Ads Algorithm</p> <p>3.3.2. Matching Levels and Key Metrics</p> <p>3.3.3. Creating an Ad for the Digital Environment</p>	<p><b>3.4. Channels for the Diffusion of Content in Fashion, Luxury &amp; Beauty</b></p> <p>3.4.1. Fashion Consumer Preferences</p> <p>3.4.2. The Off and Online Media and Their Complementarity</p> <p>3.4.3. Trends in the Dissemination of Information in the Luxury Market</p>
<p><b>3.5. Personalization of Contents in the Luxury Sector</b></p> <p>3.5.1. The Style of Fashion Language and Its Technicalities</p> <p>3.5.2. Happiness, Quality and Functionality versus Cheap, Free and Urgent</p> <p>3.5.3. Omnidirectional Communication between Brand and User</p>	<p><b>3.6. Implementing Content Automation in CRM</b></p> <p>3.6.1. What Is CRM and What Is It For?</p> <p>3.6.2. Types of Messages According to Customer Segmentation</p> <p>3.6.3. Salesforce Structure and Usability</p>	<p><b>3.7. Design and Layout of the Fashion, Beauty and Luxury Newsletter</b></p> <p>3.7.1. The Organization and Structure of the information</p> <p>3.7.2. Differences between the Press Release, the Newsletter and the Advertisement</p> <p>3.7.3. Frequency of Notifications and Measurement of Impact</p>	<p><b>3.8. The Style of Language and the Impact of Image in the Fashion Industry</b></p> <p>3.8.1. The "Fashion" Colors: Integrating Pantone in Your Communication Strategy</p> <p>3.8.2. What Do Fashion Specialists Talk About?</p> <p>3.8.3. Information Design</p>
<p><b>3.9. CMS Structure and Application</b></p> <p>3.9.1. The Purpose of the Content Management System</p> <p>3.9.2. Content Types for the Fashion Web</p> <p>3.9.3. Prestashop</p>	<p><b>3.10. The Contingency Plan</b></p> <p>3.10.1. Key Points in the Planning of Content in the Fashion and Beauty Areas</p> <p>3.10.2. Seasonal Campaigns in the Fashion Industry</p> <p>3.10.3. Launching Flash Campaigns</p>		



**Module 4. Communication Techniques in the MBL Ecosystem**
**4.1. The Fashion Ecosystem and Its Composition**

- 4.1.1. Construction and Maintenance of a Phygital Ecosystem
- 4.1.2. Search Resources and the Development of SERPs
- 4.1.3. Ecosystem Monitoring and Retrofitting

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

- 4.2.1. Positioning of Digital Content: SEO
- 4.2.2. The Creativity of SEM Campaigns
- 4.2.3. The Relevance of SMO in the Fashion Industry

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

- 4.3.1. Differences between a CMS Website and an E-Commerce Site
- 4.3.2. Evolution of Communication Objectives
- 4.3.3. Interaction in Content Creation

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

- 4.4.1. Objective Communication: The Press Release and Relevant Information.
- 4.4.2. Social Communication: The News as a Driver of New Information
- 4.4.3. Commercial Communication: The Advertorial as a Sales Element.

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

- 4.5.1. Bidirectional Communication in Static Tools
- 4.5.2. Structure and Composition of Blogs
- 4.5.3. Content Creation for Digital Fashion Magazines

**4.6. Transmedia Narrative and Storytelling**

- 4.6.1. The Composition of Space and Time in Fashion Communication
- 4.6.2. Virtual Realism in Transmedia Storytelling
- 4.6.3. Stages in Storytelling Creation

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

- 4.7.1. The Strength of the Image for the Beauty Sector
- 4.7.2. The Storyline in a Brand Story
- 4.7.3. The Creation of Fashion Icons and Myths

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

- 4.8.1. Functioning and Search Dynamics in Google Trends
- 4.8.2. The Description of the Story in Relation to Keywords and Fashion Tagging
- 4.8.3. The Integration of Competitors and Virality

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

- 4.9.1. Alignment of Content and Trends
- 4.9.2. The Musical Atmosphere in Audiovisual Communication
- 4.9.3. Fashion Films

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

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

**Module 5. Metrics for Communication Analysis**

**5.1. The Analysis of Communication and the Management of Intangibles**

- 5.1.1. The Evolution of Communication: From Mass to Globalization
- 5.1.2. Concept and Context of Intangible Assets
- 5.1.3. The Measurement of the Brand, Identity and Corporate Culture

**5.2. Specific Indicators: Beyond the Benchmark**

- 5.2.1. What Is Fashion Made of?
- 5.2.2. Specific Indicators of the Fashion Environment
- 5.2.3. The Objective of Measurement and the Choice of Method

**5.3. Detection of Measurement Errors**

- 5.3.1. Error Analysis: Inference and the Contrastive Method
- 5.3.2. Type of Errors and Their Seriousness in Fashion Communication
- 5.3.3. The Planning and the Budget in the Communicative Actions.

**5.4. Traditional Metrics for Communication Analysis**

- 5.4.1. Statistical Principles and Data Structure
- 5.4.2. Qualitative Research Methodology
- 5.4.3. Types of Traditional Metrics: Structure and Function

**5.5. Digital Metrics: Google Analytics**

- 5.5.1. Web Positioning in Fashion Brands
- 5.5.2. What Are We Measuring in the Digital Environment?
- 5.5.3. Types of Digital Metrics: Structure and Function.

**5.6. Creation and Adaptation of the Communicative Product**

- 5.6.1. The Value of the Communicative Product in the Fashion Industry
- 5.6.2. The Interpretation of Data and the Effectiveness of Solutions
- 5.6.3. Individual Perceptions Hidden in the Psychology of the Fashion Consumer

**5.7. Impact of Measurement on Decision-Making**

- 5.7.1. Appropriate Questions and Hypothesis Formulation
- 5.7.2. Benchmark and the Competitive Environment
- 5.7.3. Change Management, Trust and Measuring Success in a Fashion Brand

**5.8. Forecasting and Metrics as a Long-Term Strategy**

- 5.8.1. The Brand Behavior Pattern
- 5.8.2. Frequency Map and Fashion Evolution Analysis
- 5.8.3. Simulating Innovation Scenarios

**5.9. The Analytical Report and Its Presentation**

- 5.9.1. Purpose of the Report: The Brand's Behavior Pattern
- 5.9.2. Components of the Analytical Report on Fashion Communication
- 5.9.3. Data Visualization

**5.10. Express Evaluation for Crisis Situations**

- 5.10.1. Decisive Variables
- 5.10.2. Short-Term Impact and Strategy Reframing
- 5.10.3. The Untouchables: The Scale of Priorities of a Fashion Brand

**Module 6. Specialized Press and Public Relations**
**6.1. Communication in the Specialized Press**

- 6.1.1. The Media Specialized in Fashion and Beauty, the Women's Press
- 6.1.2. The Role of the Communication Agency in Communication
- 6.1.3. The Current Value of the Offline Press

**6.2. Evolution of PR Communication Models**

- 6.2.1. Concept of Public Relations
- 6.2.2. Theoretical Approach to Classical PR Models (Grunig and Hunt).
- 6.2.3. Towards a New Approach to PR, the 5th Model

**6.3. Persuasive Communication in Public Relations**

- 6.3.1. Persuasive and Informative Component of Public Relations
- 6.3.2. Differentiation between Public Relations and Journalistic Activity
- 6.3.3. The Role of PR vs. the Role of Marketing and Advertising

**6.4. Tools for Communicating with the Press**

- 6.4.1. The Press Office and How It Works
- 6.4.2. Useful Press Materials
- 6.4.3. How to Construct an Effective Press Release

**6.5. Fashion and Beauty Communication Planning and Strategy**

- 6.5.1. Preliminary Study: Briefing Analysis
- 6.5.2. The RACE Method
- 6.5.3. The Communication Plan

**6.6. Communication Actions and Events for Fashion & Beauty**

- 6.6.1. Types of Communication in the Service of Brands
- 6.6.2. Criteria for Selecting Communication Actions
- 6.6.3. Designing Activities and Setting Agendas in Beauty and Fashion

**6.7. Measuring Results**

- 6.7.1. The Need for Public Relations Monitoring
- 6.7.2. Classic Quantitative Measurement Tools: Clipping and VPE
- 6.7.3. The Importance of Qualitative Valuation

**6.8. Mistakes to Avoid in Communication and the PR Field**

- 6.8.1. Downplaying the Importance of the Media
- 6.8.2. Excessive Content and Lack of Relevance
- 6.8.3. Improvisation vs. Planning

**6.9. Ethics and Psychosocial Perspective**

- 6.9.1. Public Relations in the 21st Century: Between Progress and Social Welfare.
- 6.9.2. Social Responsibility and Public Relations
- 6.9.3. The Ethics of Public Relations: Self-Awareness, Independence, and Commitment

**6.10. Latest Trends and Studies in Public Relations**

- 6.10.1. The New PR, More "Social" than Ever Before
- 6.10.2. Emotional Communication and Neuromarketing
- 6.10.3. Key Insights into Today's Consumers

**Module 7. New Communication Channels: Social Networks & YouTube**

**7.1. Influence and Other Power Strategies in the New Digital Channels**

- 7.1.1. Power Strategies Linked to Fashion Communication.
- 7.1.2. Influencing in the Field of Social Media
- 7.1.3. Managing the New Digital Leaders: Fashion Influencers

**7.2. The Choice of Communication Channel: Forrester Research Theory**

- 7.2.1. The New Public Opinion: Managing the Masses One by One
- 7.2.2. What Is the Forrester Theory?
- 7.2.3. Application of the Forrester Research Theory to the Fashion Industry

**7.3. The Power of Audiovisual Language and Nonverbal Communication**

- 7.3.1. The Growing Market Share of Non-Verbal Communication
- 7.3.2. The Impact of the Audiovisual Message in Fashion
- 7.3.3. Composition of the Photographic Discourse in Social Networks

**7.4. Evolution and Functioning of Social Networks in the Fashion Industry**

- 7.4.1. Stages of Emergence and Evolution of the Internet
- 7.4.2. The Multichannel Strategy Within Fashion Social Media
- 7.4.3. What is a Social Network? Differences with Traditional Channels

**7.5. Facebook, the Big Database**

- 7.5.1. Transversal Communication
- 7.5.2. Community Interest
- 7.5.3. Facebook Presence Models

**7.6. Instagram, Much More than Fashion Photos**

- 7.6.1. Emotional Messages and Empathy Management.
- 7.6.2. The Intimacy of Everyday Life in Images
- 7.6.3. Standing Out in the Most Important Social Network in Fashion

**7.7. Professional Content on LinkedIn**

- 7.7.1. Creating a Personal Brand
- 7.7.2. Cognitive Messages in Fashion Branding
- 7.7.3. Managing Relationships with Competitors

**7.8. The Politicization of Twitter**

- 7.8.1. Impulsive and Omnidirectional Communication
- 7.8.2. The Direct Message and the Creation of Content in 20 Characters
- 7.8.3. The Impact of Headlines: From Depth to Lightness

**7.9. TikTok, Beyond Generation Z**

- 7.9.1. The Audiovisual Revolution and the Acceleration of the Changes in Styles in a Slow
- 7.9.2. The Democratization in the Creation of Audiovisual Content
- 7.9.3. Fashion as a Newsworthy and Newsworthy Event

**7.10. YouTube, as an Exponent of Audiovisual Content**

- 7.10.1. The Management of Expectations in the Creation of Audiovisual Content.
- 7.10.2. Map of Contents on YouTube about Fashion, Beauty and Luxury
- 7.10.3. New Trends in Public Opinion: The Microinfluencers.

**Module 8. Internal Communication, Corporatism and Crisis Management****8.1. The Stakeholder Ecosystem: Who Are My Stakeholders?**

- 8.1.1. What Is a Stakeholder?
- 8.1.2. The Main Stakeholders in Fashion: Consumer, Employee
- 8.1.3. The Concept of Social Responsibility: Components and Principles

**8.2. Internal Communication I: Employer Branding**

- 8.2.1. The Management of Internal Communication: Concept and Tools
- 8.2.2. Evolution and Principles of Employer Branding
- 8.2.3. Human Resources as a Communication Tool in the Fashion Industry

**8.3. Internal Communication II: Employee Advocacy**

- 8.3.1. Employee Advocacy: Concept and Evolution
- 8.3.2. Employees as Brand Ambassadors in the Luxury Industry
- 8.3.3. Tools: Buffer and Hootsuite

**8.4. Building Reputation I: Brand Identity at MBL**

- 8.4.1. Concept of Brand Identity: Corporate Identity
- 8.4.2. Brand Identity as an Element of Corporate Reputation
- 8.4.3. Visual Identity in the MBL

**8.5. Building Reputation II: Brand Image at MBL**

- 8.5.1. Concept of Brand Image
- 8.5.2. Brand Image as an Element of Corporate Reputation
- 8.5.3. Branded Content in MBL

**8.6. Building Reputation III: Corporate Reputation at MBL**

- 8.6.1. Reputation: Concept, Characteristics and Effects
- 8.6.2. Metrics for the Analysis of a Global Reputation
- 8.6.3. The Rise of Corporate Activism

**8.7. Crisis Management I: Strategic Plan**

- 8.7.1. Types of Crisis
- 8.7.2. Contingency Plan
- 8.7.3. The Strategic Plan

**8.8. Crisis Management II: Crisis Communication**

- 8.8.1. Spokespersons and the Discourse of Communication Leaders
- 8.8.2. The Impact of the Crisis on the Income Statement
- 8.8.3. Post-Crisis Actions: Getting back to Normality

**8.9. Sustainability and Corporate Reputation at MBL**

- 8.9.1. The Three Dimensions of Sustainability: Social, Environmental and Corporate at MBL
- 8.9.2. The Value Chain of the Fashion Industry
- 8.9.3. Sustainability Communication: Reporting

**8.10. Sustainability in Crisis Management at MBL**

- 8.10.1. Types of Crisis in Each Area of Sustainability
- 8.10.2. Authenticity and Transparency in the Eye of the Public
- 8.10.3. Sustainability as Part of the Crisis Solution

**Module 9. Business Strategies in MBL Companies**

**9.1. Strategic and Competitive Framework of the Fashion System**

- 9.1.1. The Fashion Industry Sector at a Global Level Structure and Evolution of the Sector Worldwide
- 9.1.2. The Concept of the Fashion Value Chain.
- 9.1.3. The Collaboration of the Links in the Value Chain.

**9.2. Business Models in the Fashion Industry**

- 9.2.1. The Evolution of Business Models: From Designers to Fast Fashion Chains
- 9.2.2. The Competitiveness of Fashion Business Models: The French Model, the American Model, the Italian Model, the Asian Model
- 9.2.3. Fashion Business Models: Designers, Luxury Brands, Premium Brands, Large-Scale Retailers

**9.3. The Distribution of the Luxury Sector and the Profitability of Spaces**

- 9.3.1. Distribution in the Luxury Industry and Its Profitability
- 9.3.2. The New Luxury Customers, Millennials, Asians, etc.
- 9.3.3. The Integration of the Supply Chain in the Luxury Industry

**9.4. Main Business Strategies in the Major Fashion Brands**

- 9.4.1. Main Operators in the Fashion Business
- 9.4.2. Business Strategies of the Leading Fashion Retailers
- 9.4.3. Business Strategies of the Cosmetics and Perfumes Retailers

**9.5. Entrepreneurship and Creation of the Start Up in the Fashion Sector**

- 9.5.1. What Is Entrepreneurship? The Entrepreneurial Ecosystem
- 9.5.2. The Start Up Model in Fashion Businesses
- 9.5.3. Entrepreneurs in the Fashion, Luxury and Beauty Sector; Success and Failure Cases

**9.6. The Value Proposition of Beauty Brands**

- 9.6.1. The Cosmetics Franchise Sector
- 9.6.2. What Is a Brand License?
- 9.6.3. Licensing in the Cosmetics Sector

**9.7. Profitability in Traditional Models**

- 9.7.1. The Evolution of the Multibrand Channel and Department Stores
- 9.7.2. The Keys to the Future of the Multibrand Channel
- 9.7.3. Differential Value and the Shopping Experience in Department Stores

**9.8. E-Commerce in Fashion, Beauty and Luxury: Trends, Users and the Future**

- 9.8.1. Global Growth of E-Commerce
- 9.8.2. E-Commerce Buyer Profile
- 9.8.3. Trends in the E-commerce Sector

**9.9. Planning the Internationalization of the Fashion Company**

- 9.9.1. Internationalization Planning
- 9.9.2. Research and Selection of Foreign Markets
- 9.9.3. Strategies for Accessing International Markets

**9.10. Introducing Innovation in Fashion Dynamics**

- 9.10.1. What Is Innovation?
- 9.10.2. How to Materialize Innovation in My Company?
- 9.10.3. Innovative Business Models

**Module 10. The Communication Plan**
**10.1. The Fashion Calendar and the Dynamics of the Times in the Industry**

- 10.1.1. The Origin and Evolution of Fashion Weeks and Haute Couture
- 10.1.2. General Calendar of the Industry
- 10.1.3. How COVID Is Affecting the Established Dynamics

**10.2. The Impact of Internal Communications on an MBL Brand**

- 10.2.1. Internal Communication
- 10.2.2. Objectives and Tools
- 10.2.3. Strategic Internal Communication Plan

**10.3. Communicating Sustainable and Eco-Luxury Brands**

- 10.3.1. Slow Fashion and Eco-Luxury
- 10.3.2. Evolution of Consumer Trends in the World of Fashion
- 10.3.3. How to Communicate Sustainable Brands and Terminology to Be Used

**10.4. The Functionality of the Communication Plan and Available Resources**

- 10.4.1. What Is the Communication Plan and What Is It For?
- 10.4.2. Above the Line – Below the Line
- 10.4.3. Communication Channels in Fashion Brands and Analysis of Available Resources 10.5.

**10.5. SWOT Analysis and the Rice Matrix**

- 10.5.1. The Fashion Market and Its Competitors
- 10.5.2. Development and Application of the SWOT Analysis
- 10.5.3. Rice matrix as epicenter of the Blue Ocean

**10.6. Situation Analysis and Objective Setting**

- 10.6.1. Company Background and Diagnosis of the Brand's Situation with Respect to the Market
- 10.6.2. Determination of Objectives in Relation to Goals
- 10.6.3. Analysis and Reorganization of Objectives in a Fashion Firm

**10.7. The Audience and the Message**

- 10.7.1. Is this CUSTOMER profile for my campaign?
- 10.7.2. Are These Messages for My Campaign? Key Messages by Customer Type
- 10.7.3. The Communication Strategy of Fashion Brands

**10.8. The channels: Offline and Online**

- 10.8.1. The Choice of the Offline Channel
- 10.8.2. The Online Campaign
- 10.8.3. Advantages of the Online Channel

**10.9. The Action Plan and the Calendar**

- 10.9.1. Types of Communicative Actions in Fashion
- 10.9.2. Structure and Approach of the Action Plan
- 10.9.3. Integration of the Action Plan into the strategy as a whole

**10.10. Evaluation of the Communication and Strategy Plan**

- 10.10.1. Main Metrics for the Evaluation of the Communication Plan
- 10.10.2. Advanced Analysis of the Communication Plan
- 10.10.3. Reformulation of the Communication Strategy

**Module 11. Leadership, Ethics and Social Responsibility in Companies**

**11.1. Globalization and Governance**

- 11.1.1. Governance and Corporate Governance
- 11.1.2. The Fundamentals of Corporate Governance in Companies
- 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

**11.2. Leadership**

- 11.2.1. Leadership. A Conceptual Approach
- 11.2.2. Leadership in Companies
- 11.2.3. The Importance of Leaders in Business Management

**11.3. Cross-Cultural Management**

- 11.3.1. Concept of Cross-Cultural Management
- 11.3.2. Contributions to the Knowledge of National Cultures
- 11.3.3. Diversity Management

**11.4. Management and Leadership Development**

- 11.4.1. Concept of Management Development
- 11.4.2. Concept of Leadership
- 11.4.3. Leadership Theories
- 11.4.4. Leadership Styles
- 11.4.5. Intelligence in Leadership
- 11.4.6. The Challenges of Today's Leader

**11.5. Business Ethics**

- 11.5.1. Ethics and Morality
- 11.5.2. Business Ethics
- 11.5.3. Leadership and Ethics in Companies

**11.6. Sustainability**

- 11.6.1. Sustainability and Sustainable Development
- 11.6.2. The 2030 Agenda
- 11.6.3. Sustainable Companies

**11.7. Corporate Social Responsibility**

- 11.7.1. International Dimensions of Corporate Social Responsibility
- 11.7.2. Implementing Corporate Social Responsibility
- 11.7.3. The Impact and Measurement of Corporate Social Responsibility

**11.8. Responsible Management Systems and Tools**

- 11.8.1. CSR: Corporate Social Responsibility
- 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 11.8.4. Tools and Standards of CSR

**11.9. Multinationals and Human Rights**

- 11.9.1. Globalization, Multinational Corporations and Human Rights
- 11.9.2. Multinational Corporations and International Law
- 11.9.3. Legal Instruments for Multinationals in the Field of Human Rights

**11.10. Legal Environment and Corporate Governance**

- 11.10.1. International Rules on Importation and Exportation
- 11.10.2. Intellectual and Industrial Property
- 11.10.3. International Labor Law



**Module 12. People and Talent Management**

**12.1. Strategic People Management**

- 12.1.1. Strategic Human Resources Management
- 12.1.2. Strategic People Management

**12.2. Human Resources Management by Competencies**

- 12.2.1. Analysis of the Potential
- 12.2.2. Remuneration Policy
- 12.2.3. Career/Succession Planning

**12.3. Performance Evaluation and Performance Management**

- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

**12.4. Innovation in Talent and People Management**

- 12.4.1. Strategic Talent Management Models
- 12.4.2. Talent Identification, Training and Development
- 12.4.3. Loyalty and Retention
- 12.4.4. Proactivity and Innovation

**12.5. Motivation**

- 12.5.1. The Nature of Motivation
- 12.5.2. Expectations Theory
- 12.5.3. Needs Theory
- 12.5.4. Motivation and Financial Compensation

**12.6. Developing High Performance Teams**

- 12.6.1. High-Performance Teams: Self-Managing Teams
- 12.6.2. Methodologies for Managing High Performance Self-Managed Teams

**12.7. Change Management**

- 12.7.1. Change Management
- 12.7.2. Types of Change Management Processes
- 12.7.3. Stages or Phases in Change Management

**12.8. Negotiation and Conflict Management**

- 12.8.1. Negotiation
- 12.8.2. Conflict Management
- 12.8.3. Crisis Management

**12.9. Executive Communication**

- 12.9.1. Internal and External Communication in the Business Environment
- 12.9.2. Communication Departments
- 12.9.3. The Head of Communication of the Company. The Profile of the Dircom

**12.10. Productivity, Attraction, Retention and Activation of Talent**

- 12.10.1. Productivity
- 12.10.2. Talent Attraction and Retention Levers

**Module 13. Economic and Financial Management**

**13.1. Economic Environment**

- 13.1.1. Macroeconomic Environment and the National Financial System
- 13.1.2. Financial Institutions
- 13.1.3. Financial Markets
- 13.1.4. Financial Assets
- 13.1.5. Other Financial Sector Entities

**13.2. Executive Accounting**

- 13.2.1. Basic Concepts
- 13.2.2. The Company's Assets
- 13.2.3. The Company's Liabilities
- 13.2.4. The Company's Net Worth
- 13.2.5. The Income Statement

**13.3. Information Systems and Business Intelligence**

- 13.3.1. Fundamentals and Classification
- 13.3.2. Cost Allocation Phases and Methods
- 13.3.3. Choice of Cost Center and Impact

**13.4. Budget and Management Control**

- 13.4.1. The Budgetary Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.5. The Cash Budget
- 13.4.6. Budget Monitoring

**13.5. Financial Management**

- 13.5.1. The Company's Financial Decisions
- 13.5.2. The Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Risk Management of the Financial Management

**13.6. Financial Planning**

- 13.6.1. Definition of Financial Planning
- 13.6.2. Actions to Be Taken in Financial Planning
- 13.6.3. Creation and Establishment of the Business Strategy
- 13.6.4. The Cash Flow Chart
- 13.6.5. The Working Capital Chart

**13.7. Corporate Financial Strategy**

- 13.7.1. Corporate Strategy and Sources of Financing
- 13.7.2. Corporate Financing Financial Products

**13.8. Strategic Financing**

- 13.8.1. Self-financing
- 13.8.2. Increase in Shareholder's Equity
- 13.8.3. Hybrid Resources
- 13.8.4. Financing through Intermediaries

**13.9. Financial Analysis and Planning**

- 13.9.1. Analysis of the Balance Sheet
- 13.9.2. Analysis of the Income Statement
- 13.9.3. Profitability Analysis

**13.10. Analyzing and Solving Cases/ Problems**

- 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

**Module 14. Commercial Management and Strategic Marketing****14.1. Commercial Management**

- 14.1.1. Conceptual Framework of Commercial Management
- 14.1.2. Commercial Strategy and Planning
- 14.1.3. The Role of Sales Managers

**14.2. Marketing**

- 14.2.1. The Concept of Marketing
- 14.2.2. The Basic Elements of Marketing
- 14.2.3. Marketing Activities in Companies

**14.3. Strategic Marketing Management**

- 14.3.1. The Concept of Strategic Marketing
- 14.3.2. Concept of Strategic Marketing Planning
- 14.3.3. Stages in the Process of Strategic Marketing Planning

**14.4. Digital Marketing and e-Commerce**

- 14.4.1. Objectives of Digital Marketing and e-Commerce
- 14.4.2. Digital Marketing and the Media It Uses
- 14.4.3. E-Commerce. General Context
- 14.4.4. Categories of e-Commerce
- 14.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce

**14.5. Digital Marketing to Reinforce a Brand**

- 14.5.1. Online Strategies to Improve Brand Reputation
- 14.5.2. Branded Content and Storytelling

**14.6. Digital Marketing to Attract and Retain Customers**

- 14.6.1. Loyalty and Engagement Strategies Using the Internet
- 14.6.2. Visitor Relationship Management
- 14.6.3. Hypersegmentation

**14.7. Digital Campaign Management**

- 14.7.1. What Is a Digital Advertising Campaign?
- 14.7.2. Steps to Launch an Online Marketing Campaign
- 14.7.3. Mistakes in Digital Advertising Campaigns

**14.8. Sales Strategy**

- 14.8.1. Sales Strategy
- 14.8.2. Sales Methods

**14.9. Corporate Communication**

- 14.9.1. Concept
- 14.9.2. The Importance of Communication in the Organization
- 14.9.3. Type of Communication in the Organization
- 14.9.4. Functions of Communication in the Organization
- 14.9.5. Elements of Communication
- 14.9.6. Problems of Communication
- 14.9.7. Communication Scenarios

**14.10. Digital Communication and Reputation**

- 14.10.1. Online Reputation
- 14.10.2. How to Measure Digital Reputation?
- 14.10.3. Online Reputation Tools
- 14.10.4. Online Reputation Report
- 14.10.5. Online Branding

**Module 15. Executive Management**

**15.1. General Management**

- 15.1.1. The Concept of General Management
- 15.1.2. The Role of the CEO
- 15.1.3. The CEO and their Responsibilities
- 15.1.4. Transforming the Work of Management

**15.2. Manager Functions: Organizational Culture and Approaches**

- 15.2.1. Manager Functions: Organizational Culture and Approaches

**15.3. Operations Management**

- 15.3.1. The Importance of Management
- 15.3.2. Value Chain
- 15.3.3. Quality Management

**15.4. Public Speaking and Spokesperson Education**

- 15.4.1. Interpersonal Communication
- 15.4.2. Communication Skills and Influence
- 15.4.3. Communication Barriers

**15.5. Personal and Organizational Communication Tools**

- 15.5.1. Interpersonal Communication
- 15.5.2. Interpersonal Communication Tools
- 15.5.3. Communication in the Organization
- 15.5.4. Tools in the Organization

**15.6. Communication in Crisis Situations**

- 15.6.1. Crisis
- 15.6.2. Phases of the Crisis
- 15.6.3. Messages: Contents and Moments

**15.7. Preparation of a Crisis Plan**

- 15.7.1. Analysis of Possible Problems
- 15.7.2. Planning
- 15.7.3. Adequacy of Personnel

**15.8. Emotional Intelligence**

- 15.8.1. Emotional Intelligence and Communication
- 15.8.2. Assertiveness, Empathy, and Active Listening
- 15.8.3. Self- Esteem and Emotional Communication

**15.9. Personal Branding**

- 15.9.1. Strategies for Personal Brand Development
- 15.9.2. Personal Branding Laws
- 15.9.3. Tools for Creating Personal Brands

**15.10. Leadership and Team Management**

- 15.10.1. Leadership and Leadership Styles
- 15.10.2. Leadership Skills and Challenges
- 15.10.3. Managing Change Processes
- 15.10.4. Managing Multicultural Teams



07

# 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.

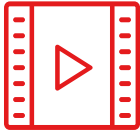
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



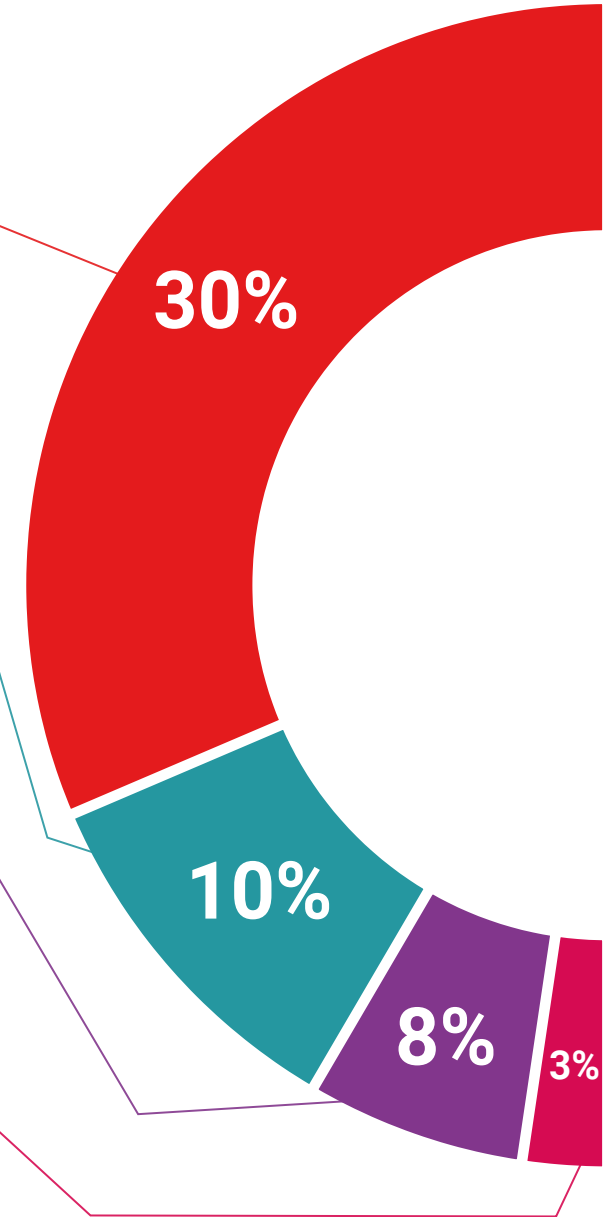
### Management Skills Exercises

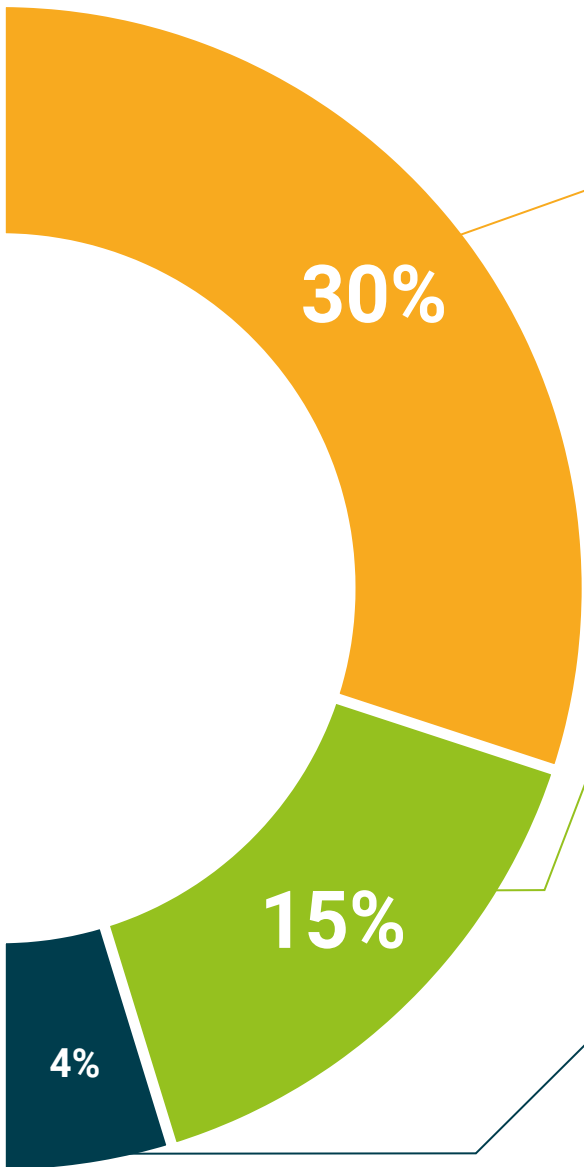
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.



08

# Our Students' Profiles

This MBA in Fashion and Luxury Communication Management is a program aimed at people with university studies who want to transform their career and orient it towards communication management in the field of fashion and luxury.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary and enriched approach of this program.





“

*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”*

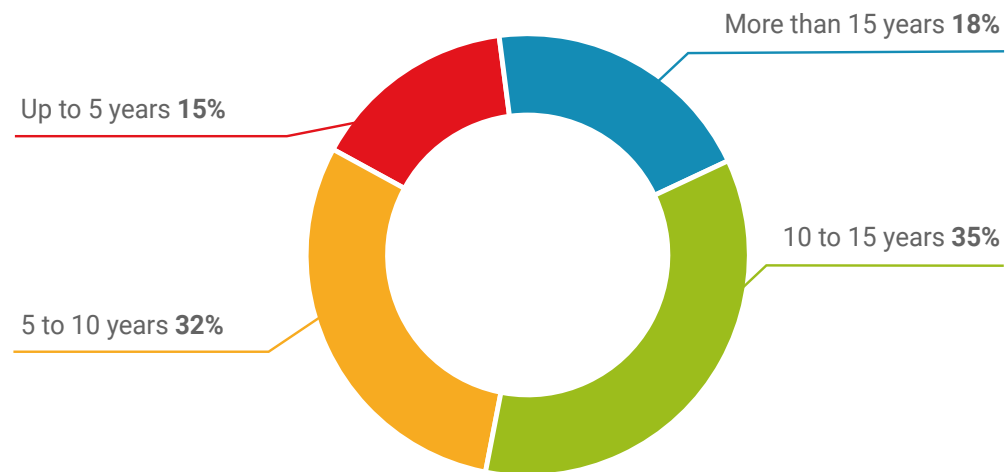
### Average Age

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Between **35** and **45** Years Old

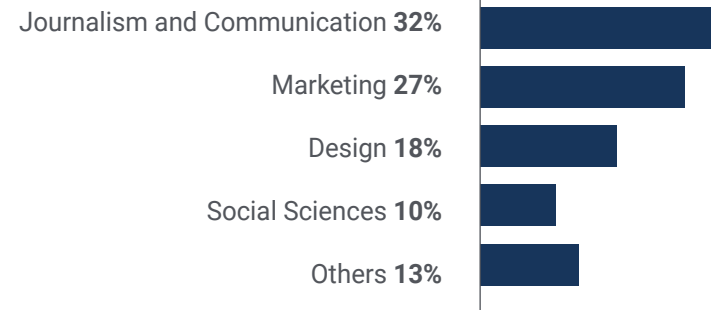
### Years of Experience

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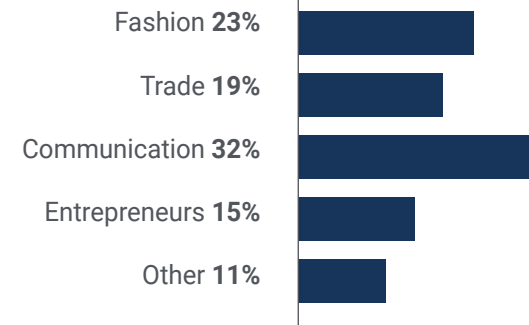
### Training

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### Educational Profile

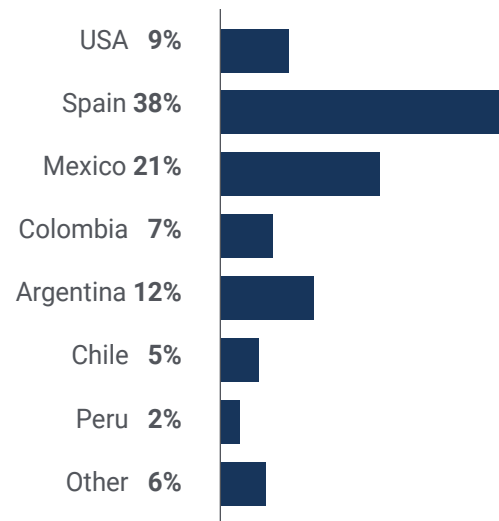
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## Geographical Distribution

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## Sara Sánchez

Head of Communication

*"This specialization program has allowed me to grow personally and professionally. After having searched for years for a program that would allow me to develop in the field of communication of fashion companies, I finally found this Executive Master's Degree at TECH, which has undoubtedly been a before and after in my career"*

09

# Course Management

The program includes in its teaching staff reference experts in everything related to the communication of fashion, beauty 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 students.



“

*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
- BA from the SDA Bocconi School of Management, Italy
- Bachelor's degree from Bristol University, United Kingdom
- Member of: The Chartered Institute of Management, UK and the Swiss Center for Luxury Research

“

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

## International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



## Ms. Dove, Jennifer

---

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

*A unique, key, and decisive educational experience to boost your professional development”*

## International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.





## Mr. Gauthier, Rick

---

- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



## Mr. Arman, Romi

---

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

“

*Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"*

## International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates and vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award, the Search Leadership Award, the Lead Generation Export Program Award and the Export Lead Generation Program Award and the EMEA Best Sales Model Award**.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst, Hamburg, Germany**, creating storylines for over 150 clients using internal and third-party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors affecting technology adoption and diffusion**.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships and working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## Mr. Arens, Manuel

---

- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

*Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field”*

## International Guest Director

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

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

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

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

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



## Mr. La Sala, Andrea

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

“

*The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminat's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the drive for data and its infinite possibilities.





## Mr. Gram, Mick

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- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

*Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"*

## International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



## Mr. Stevenson, Scott

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- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

“

*Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process"*

## International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation in world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President of the Chicago Bulls and Chicago White Sox** franchises, he has demonstrated his ability to drive **business and strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.



## Mr. Nyquist, Eric

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- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



*Thanks to this 100% online university degree, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"*

## Management



### Dr. García Barriga, María

- ♦ PhD in Design and Marketing Data
- ♦ Communicator at RTVE
- ♦ Communicator at Telemadrid
- ♦ University Teacher
- ♦ Author of *The Pattern of Eternity*, Creating a Spiral Identity for Automating Fashion Trends
- ♦ Communication, Marketing and Social Campaigns, Heritage of Arts and Digital Marketing
- ♦ Editor in Chief of Chroma Press
- ♦ Marketing and Social Media Account Executive at Servicecom
- ♦ Web Content Editor at Premium Diffusion, Siglo XXI Newspaper and Managers Magazine
- ♦ Doctorate in Design and Marketing Data from the Polytechnic University of Madrid
- ♦ Degree in Information Sciences, Communications, Marketing and Advertising from the Complutense University of Madrid
- ♦ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies from the Complutense University of Madrid
- ♦ Certificate in Data Analysis & Creativity with Python, China
- ♦ MBA Fashion Business School at the Fashion Business School of the University of Navarra, Spain

## Professors

### Ms. Cayuela Maldonado, María José

- ◆ Content and Communication Director at Prensa Ibérica
- ◆ Content Manager at The Blogs Family
- ◆ Contributing Journalist at Onda Cero
- ◆ Communications Director for The Net Street, Comunicas and BPMO Group
- ◆ Communications Director and Social Media Manager at Boutique Secret and DcorporateCom
- ◆ Editorial Coordinator at BPMO Edigrup, La Vanguardia-Grupo Godó and Televisión de Cataluña
- ◆ Master's Degree in Strategic Brand and Communication Management by ESADE
- ◆ Master's Degree in Digital Marketing Management from ESADE and Learning to Grow from IESE
- ◆ Master's Degree in Corporate and Institutional Communication Management from the Autonomous University of Barcelona
- ◆ Bachelor's Degree in Journalism from the Autonomous University of Barcelona

### Ms. Vela Covisa, Susana

- ◆ Director of the Polka Press Comunicación agency
- ◆ Founder and director of the Atelier Couture Catwalk and promoter and coordinator of the Sustainable Experience space at MOMAD
- ◆ Professor and Tutor in different universities, business schools and training centers
- ◆ Fashion Technician, with additional training in Sustainable Fashion
- ◆ Specialized in Eco Design, Fashion and Communication

### Ms. Rodríguez Flomenboim, Florencia

- ◆ Specialist in Fashion, Editorial and Trends
- ◆ Scenic creator for different plays, focusing on the image symbolism
- ◆ Fashion Producer and Editor in several entities
- ◆ External Marketing and Branding Consultant in several entities
- ◆ Image consultant in several entities
- ◆ Management of Showrooms and roll-out of Concept Stores
- ◆ General Manager at Alvato
- ◆ Degree in Performing Arts from the Escuela Superior de Arte Dramático. Murcia
- ◆ Diploma in International Relations for Marketing from ITC Sraffa. Milan
- ◆ Master's Degree in Fashion Production, Editorial and Fashion Design from the American Modern School of Design

### Ms. Zancajo, Isabel

- ◆ Communications and PR Director Yves Saint Laurent and Biotherm in the L'Oreal Luxe division
- ◆ Press Manager for Giorgio Armani, Viktor&Rolf, Ralph Lauren, Cacharel, Diesel and Maison Martin Margiela
- ◆ Brand Marketing professional at Ketchum Pleon agency
- ◆ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ◆ MBA from the Instituto de Empresa in Madrid

### **Ms. Muñiz, Eva**

- ◆ CEO - Director of Press&Co Communication Agency
- ◆ Account and Showroom Manager at Ana Nebot Press Agency, specialized in Fashion
- ◆ Senior Account Executive, in the Beauty and Consumer Area, at ACH&Asociados Consultancy, where she was part of the ADECEC Award team
- ◆ Lifestyle Journalist at www.hola.com of ¡HOLA! magazine
- ◆ Doctorate in Research and Analysis of Collective Communication from CEU San Pablo University
- ◆ Doctorate in Communication and Public Relations from CEU San Pablo University
- ◆ Degree in Journalism from CEU San Pablo University with the Extraordinary End of Degree Award
- ◆ Postgraduate degree in Economics on Communication Strategy and Business Image
- ◆ Specializing in Fashion and Beauty with Expertise in the Luxury Niche and the Children's Universe

### **Mr. Campos Bravo, Ignacio**

- ◆ Head of Corporate Communications at L'Oréal Luxe
- ◆ Events Assistant at Loewe Perfumes
- ◆ Community Manager at Bumm Project Lab
- ◆ Journalist at Diario de Córdoba
- ◆ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ◆ Master's Degree in Business Management at ThePower Business School
- ◆ Degree in Communication with Specialization in Media for Information and Corporate Communication from Loyola University of Andalusia

### **Dr. Gárgoles Saes, Paula**

- ◆ PhD, Researcher and Consultant Specialist in Fashion, Communication and Sustainability
- ◆ Research Professor at the School of Communication and Head of the Corporate Communication La Academy at the Panamerican University, Mexico City
- ◆ Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- ◆ Fashion journalist at Europa Press agency and Asmoda digital magazine
- ◆ Fashion Specialist at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan
- ◆ Certificate in Fashion Communication and Management from the Department of Communication, Villanueva University Center and ISEM Fashion Business School
- ◆ PhD *Cum Laude* in Applied Creativity from the University of Navarra with the thesis Reputational model for the fashion industry
- ◆ Degree in Journalism from the Complutense University of Madrid.
- ◆ Executive Fashion MBA at ISEM Fashion Business School

### **Ms. Villamil Navarro, Camila**

- ◆ Fashion and Trends Editor at El Tiempo newspaper
- ◆ Digital Content Consultant at PRPARATODOS
- ◆ Reporter for fashion weeks in New York, Milan and Paris
- ◆ Researcher on the Growth of the Latin American Fashion Industry
- ◆ Social Communicator and Journalist graduated from Universidad de La Sabana





### Ms. Macías, Lola

- ◆ Internationalization Consultant at Thinking Out
- ◆ Internationalization Consultant certified by the Valencian Institute of Business Competitiveness
- ◆ Coordinator of the Textile Market Observatory at AITEX
- ◆ Professor of International Trade and Marketing and Advertising at the European University of Valencia
- ◆ Professor of Internationalization and Strategic Business Management at the CEU Cardenal Herrera University
- ◆ PhD in Marketing at the University of Valencia
- ◆ Degree in Business Administration and Management from the University of Valencia.
- ◆ Master's Degree in Management and Administration of Commercial Companies from the University of Paris
- ◆ Master's Degree in Teacher Training for in High Secondary and High
- ◆ Career Training from the Catholic University of Valencia
- ◆ Master's Degree in Fashion, Design and Operations Management by AITEX



*A unique, key, and decisive educational experience to boost your professional development"*

10

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you 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 MBA in Fashion and Luxury Communication Management at TECH Technological University is an intense program that prepares you to face communication challenges and decisions both nationally and internationally and especially focused on the luxury, beauty and fashion sector. Its main objective is to promote personal and professional growth and, thus, help you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

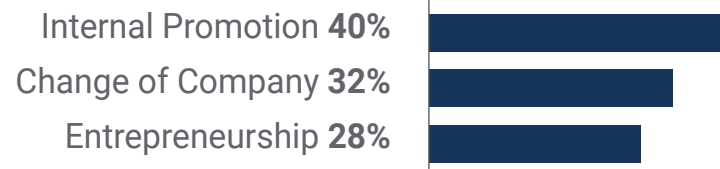
*The specialization program will increase your skills and, therefore, help you stand out in the industry.*

*We give you the opportunity to achieve a positive change in your profession in a short period of time thanks to this program.*

#### Time of Change



#### Type of change



## Salary increase

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



11

# Benefits for Your Company

This MBA in Fashion and Luxury Communication Management contributes to elevate 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. In addition, joining the TECH Technological University community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*After studying with us 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**

### **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.

# 12 Certificate

The MBA in Fashion and Luxury Communication Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree issued by TECH Technological University.



“

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

This **MBA in Fashion and Luxury Communication Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** by tracked delivery.

The diploma issued by **TECH Technological University** will express the qualification obtained in the Executive Master's Degree and meets the requirements commonly demanded by job exchanges, competitive examinations and professional career evaluation committees.

Title: **Executive Master's Degree in MBA in Fashion and Luxury Communication Management**

Modality: **online**

Duration: **12 months**



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



## Executive Master's Degree

### MBA in Fashion and Luxury Communication in Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree

## MBA in Fashion and Luxury

### Communication in Management