

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

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

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: professionals from various academic disciplines who wish to EXPAND their knowledge of the new luxury universe, its growth and commercialization opportunities

Website: [www.techtute.com/pk/school-of-business/professional-master-degree/master-mba-fashion-luxury-marketing-management](http://www.techtute.com/pk/school-of-business/professional-master-degree/master-mba-fashion-luxury-marketing-management)

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# 01 Welcome

Marketing in the luxury industry is focused on the commercialization of that which is not accessible to the whole of society, i.e., select and exclusive products. In the world of fashion, it is the identity of many brands and, nowadays, the concept goes further by integrating environmental and digital issues. In this sense, the luxury market has experienced consistent and steady growth with a 30% increase in market share over the last 4 years. It is crucial to understand the foundations and development of an industry that occupies a \$1.2 trillion dollar segment worldwide if we want to be at the forefront of global marketing. Faced with this new scenario TECH launches this MBA, aimed at understanding, evaluating and taking action in relation to the new world order of luxury based on sustainability, technology and art, understanding that the continuous transformation and preservation of the essence of the sector is the key to develop in the face of current paradigms.



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



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*The concept of luxury is evolving into a new way of marketing exclusivity. Master the strengths thanks to this TECH MBA and you will stand out in the competitive world of fashion"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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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 (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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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 studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

This program is designed to strengthen knowledge in fashion and luxury thanks to the tools of marketing, an essential issue for today's industry. The student of this MBA will understand the impact of cultural legacies on marketing campaigns, the luxury product and consumer psychology, understanding everything that surrounds the world of fashion and the sales messages it produces. You will acquire the necessary tools to understand the role of marketing in a company, how to design a brand strategy and develop it into a marketing plan. You will also master the main automated communication tools that are currently used in the luxury sector, understanding the functioning of social networks, potential marketing campaigns and the world of influencers.







*You are one step away from consolidating your leadership in a competitive and constantly changing environment. Show your potential and develop all your skills with this program in Fashion and Luxury Marketing Management"*

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

The **MBA in Fashion and Luxury Marketing Management**. will enable you to achieve the following objectives:

01

Knowledge of Western and Eastern cultures for the correct development of consumer profiles and marketing campaigns at an international level

04

Acquire critical thinking in relation to sustainability and innovation in luxury marketing

02

Discover the triple approach brand-strategy-consumer

05

Expand the ability to analyze the commercial scenario of brands

03

Understand the progress of new digital marketing tools

06

Improve decision making in the business and business development context



07

Develop strategic skills to adapt to the new labor market

10

Learn to project the brand's identity to society as a whole

08

Elaborate a correct Marketing Plan adapted to the client, brand and market needs

11

Build predictable, flexible and sustainable marketing models that guarantee the survival and impact of the luxury product

09

Plan marketing actions in line with the luxury industry, providing profitable solutions in the short and long term

12

Discover the evolution of public relations and the latest market trends, understanding the persuasive component of PR for luxury marketing and the role of social media in communication strategies

# 05 Skills

Throughout this program, the student will develop the ability to understand the basics and principles of traditional marketing, and will be able to apply them in those areas that are strategically necessary but also will approach those digital tools that will allow them to be the professional demanded in the 21st century, mastering the latest trends oriented to process automation and product sustainability. Likewise, the development of a deep knowledge of marketing in the luxury industry will enable them to find the balance between creative and analytical talent and to face economic and social changes with agility.





“

*This program will help you  
acquire the skills you need  
to excel in your daily work”*

01

Acquire a marketing vision in particular and of the company in general that will serve as a basis for the following modules

02

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

03

Acquire the knowledge necessary to understand the internal psychological and external sociological factors that affect consumer decision making

04

Build a marketing strategy for brands to make their campaigns more effective and how said strategy 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 clothing, t-shirt, accessory, perfume, car, decoration or luxury services

05

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



06

Project the personality of the brand through creativity and innovation as symbolic values in constant growth

08

Understand the players involved in the measurement process, create and establish efficient and effective metrics according to the brand identity



09

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

07

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

10

Evaluate the chosen analysis methods and apply the results to brand actions

11

Predict the results of the following metrics in order to minimize risks

12

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

13

Understand the persuasive component of PR for luxury marketing and the role of social media in luxury marketing and communication strategies

14

Delve into the generation of influence and how this can be beneficial in a Marketing strategy as well as in the main social networks that are currently used in the Marketing campaigns of brands, their strengths and limitations

15

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





16

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

18

Plan digitalization by knowing and assessing the different proposals and advances offered by the technological market



19

Analyze the value chain of a company in the luxury sector

17

Fit sustainability and digital transformation into the communication strategy without losing identity

20

Identify the different product distribution channels and outline a distribution and growth strategy for a brand, projecting its legacy

06

# Structure and Content

This MBA in Fashion and Luxury Marketing Management is developed by the best experts in the industry today, who have poured their knowledge and experience into a complete and up to date syllabus. See the latest developments in the industry and preview what the future of the fashion and luxury sector will be like. Its 100% online format allows students to study at the time and place that best suits their availability, schedules and interests. The program is developed over 12 months and its curriculum is organized into 10 subjects that address everything needed to boost the professional's career in this ever growing sector.





“

*Did you know that Marie Antoinette was the first influencer? This Professional Master's Degree explains the history and the keys to the impact of consumerism on fashion through trendsetters"*

## Syllabus

Today's highly globalized and competitive environment has forced companies to establish highly efficient work environments that allow them to achieve their objectives. To achieve this, companies must use the best tools to reach a competitive and efficient management level in order to be able to adapt at all times to the needs of the market. This Executive Master's Degree teaches the necessary tools and knowledge to achieve this adaptation and to be able to compete in the best conditions.

Due to the need to constantly adapt to the changes that occur in the environment which can be of all kinds, it is necessary for a company to act as an adaptable system. For this reason, it is essential that all professionals even if they are responsible for only one area of the company, are aware of the impact on other areas and, above all, on the end customer. In other words, they must have transversal knowledge.

The MBA in Fashion and Luxury Marketing Management at TECH Technology University is an intensive program that prepares you to master the marketing of select products focused on an exclusive consumer. The content of the program is designed to promote the development of the skills required for this service.

Thus, this MBA deals in depth with the fundamentals of marketing, the environment in which it is applied and the mastery of the digital universe, enhanced after the impact of covid-19. The best experts in the sector have designed a syllabus with which professionals will develop from a strategic, international and innovative perspective, with the objective that the student will achieve excellence in such a competitive field as fashion and luxury.

This MBA takes place over 12 months and is divided into 10 modules:

<b>Module 1</b>	Fashion and Luxury in Europe and Asia
<b>Module 2</b>	Marketing Management in Today's Fashion and Luxury Markets
<b>Module 3</b>	Customer Centric Strategy & Predictive Marketing
<b>Module 4</b>	Fashion Thinking in Fashion and Luxury Markets
<b>Module 5</b>	New Digital Marketing: Marketing Automation
<b>Module 6</b>	New Experiences in the Fashion and Luxury World
<b>Module 7</b>	Data Driven Marketing for Luxury Brands
<b>Module 8</b>	New Interactions in the Luxury and Fashion Markets
<b>Module 9</b>	Artificial Intelligence in the Age of Corporatism
<b>Module 10</b>	Internationalization and New Global Environments in the Fashion Market



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

TECH offers the possibility of developing this Executive Master's Degree in MBA in Fashion and Luxury Marketing Management completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self manage your study time.

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

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

**1.1. Progress in Europe**

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

**1.2. Towards a New Luxury**

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

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

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

**1.4. The Relevance of Spanish Craftsmanship**

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

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

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

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

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

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

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

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

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

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

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

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

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

**Module 2. Marketing Management in Today's Fashion and Luxury Markets**
**2.1. The Luxury Economic System**

- 2.1.1 Marketing Keys in the Luxury Industry
- 2.1.2 Marketing Referents
- 2.1.3 Marketing Management

**2.2. Business intelligence**

- 2.2.1 Strategy and Tactics for the Fashion Market
- 2.2.2 The Balance between Short and Long Term
- 2.2.3 Talking to Everyone in the Digital Age

**2.3. Sales Drivers and Levers Applied to Today's Industry**

- 2.3.1 The Marketing Mix and the 4 Ps of Marketing
- 2.3.2 Porter's 5 Forces Model
- 2.3.3 Some Types of Marketing

**2.4. The Approach to Competitive Advantage in New Markets**

- 2.4.1 Luxury & Fashion Markets
- 2.4.2 New Competition Trends
- 2.4.3 The Significance of Branding in the Fashion Market

**2.5. The Structure of a Specific and Contextualized Marketing Plan**

- 2.5.1 The Rhythms of Luxury
- 2.5.2 Market Metrics
- 2.5.3 MART: The Objectives of Success

**2.6. Getting Started: Overcoming the Practical Hurdle**

- 2.6.1 Steps for Action
- 2.6.2 Gantt Chart
- 2.6.3 Monitoring, Control and Deviation

**2.7. New Ways of Visualizing and Marketing the Plan**

- 2.7.1 Presentations for Luxury Brands
- 2.7.2 Selection of Audiovisual Resources
- 2.7.3 Marketing Intentions

**2.8. A Real Budget for a Fashion and Luxury Brand**

- 2.8.1 Sales Forecasting as a Lever for the Plan
- 2.8.2 Cost Control in a Luxury Product
- 2.8.3 The Budget that Fits the Fashion Industry

**2.9. The Right Price for a Product or Service in Today's Industry**

- 2.9.1 Parameters Influencing the Price of Fashion
- 2.9.2 The Decision to Promote the Product
- 2.9.3 The Keys to the Outlet Space

**2.10. Mobile Marketing & Gamification**

- 2.10.1 WhatsApp Marketing in the Luxury Industry
- 2.10.2 Videogames as Fashion Sales Scenarios
- 2.10.3 From H&M in The Sims 2 Fashion Runway to Gucci in The Sims 4

**Module 3. Customer Centric Strategy & Predictive Marketing**

**3.1. Fashion Engagement**

- 3.1.1 The Lifestyle of the Luxury Client
- 3.1.2 Individual Identity and Brand Projection
- 3.1.3 The Impact of Visual Language

**3.2. Commitment to Luxury Customers**

- 3.2.1 The Lifestyle of the Luxury Client: Values and Priorities
- 3.2.2 The Dynamics of Consumption in the Luxury World
- 3.2.3 Discovering Luxury Retail and E-tail

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

- 3.3.1 The New Shopping Preferences
- 3.3.2 Participation and Prosumer
- 3.3.3 Purchasing Habits in the Luxury Industry

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

- 3.4.1 Decision-Making in the Purchase of Luxury Goods
- 3.4.2 Information Gathering and the Purchase Decision
- 3.4.3 Product Evaluation and After-Sales Service

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

- 3.5.1 The Pace of Fashion Trends
- 3.5.2 Consumer Habits in the New Setting
- 3.5.3 Who's in Charge in the Luxury Sector?

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

- 3.6.1 Novelty, Trends and Hype
- 3.6.2 Macrotrends and Microtrends
- 3.6.3 The Diffusion Cycle and Design Innovation Theory

**3.7. Big Data & Predictive Marketing**

- 3.7.1 Between Art and Science
- 3.7.2 Scientific Interpretation of Social Facts
- 3.7.3 Predictive Marketing

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

- 3.8.1 Beauty as a Gateway to Luxury
- 3.8.2 The Multisensory Experience
- 3.8.3 Ecocosmetics and Niche Brands

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

- 3.9.1 Marketing through an Intangible Value
- 3.9.2 Art, Culture and Design in a Physical Space
- 3.9.3 Digital Format of the User Experience

**3.10. Post-COVID19 Fashion and Luxury Consumer Trends**

- 3.10.1 Irreversible Changes after the Pandemic
- 3.10.2 The Shopping of the Future
- 3.10.3 Integrating Technology and Sustainability in the Mind of the New Consumer

**Module 4. Fashion Thinking in Fashion and Luxury Markets**
**4.1. Phygital Management**

- 4.1.1 Luxury Experience
- 4.1.2 Search Resources and SERP Development
- 4.1.3 The Brand of Fashion in the Luxury World

**4.2. DNA of the Luxury Brand**

- 4.2.1 The Business Purpose: The Mission of the Luxury Brand
- 4.2.2 The Long Term of Marketing Actions: The Vision
- 4.2.3 Brand Attributes and Identity: The Values

**4.3. Digital Media Track**

- 4.3.1 Organic Reach in the Digital Environment: KDA
- 4.3.2 The Creativity of SEM Campaigns
- 4.3.3 The Relevance of SMO in the Luxury Industry

**4.4. Luxury E-Commerce**

- 4.4.1 The Web of Content and an E-Commerce of Sales
- 4.4.2 Evolution of Marketing Communication Objectives
- 4.4.3 Interaction in Content Creation

**4.5. The Point of Wordpress and Other Static Tools**

- 4.5.1 Two-Way and Static Communication
- 4.5.2 Structure and Composition of Blogs
- 4.5.3 The Editorial of Digital Fashion Magazines

**4.6. Inbound Marketing**

- 4.6.1 Ambient Marketing in the Luxury Environment
- 4.6.2 Virtual Realism in Transmedia Storytelling
- 4.6.3 Stages in Storytelling Creation

**4.7. Attraction Marketing through Image**

- 4.7.1 Beauty as a Visual Impulse
- 4.7.2 The Storyline in a Brand Story
- 4.7.3 How to Become a Reference?

**4.8. Google Trends**

- 4.8.1 Immediate Content
- 4.8.2 The Dynamics of the Most Searched Keywords
- 4.8.3 We All Consult Trends: When the Trend Is Not Following the Trend

**4.9. Branding Strategy**

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

**4.10. Re-Marketing: The Constant Growth of a Brand**

- 4.10.1 Creativity, Innovation and Invention
- 4.10.2 The Balance Between Inspiration and Aspiration in the Fashion Industry
- 4.10.3 Post-Covid Rearrangement: Content for the Entire Community

**Module 5. New Digital Marketing: Marketing Automation**

**5.1. Marketing Strategy in the Current Industry**

- 5.1.1 The Communication Process in Relation to Marketing
- 5.1.2 Cognitive, Emotional and Social Messages
- 5.1.3 The Slogan as a Legacy of Luxury Brands

**5.2. Mass Media to Global Media**

- 5.2.1 Sources of Transmission of Values: Advertising
- 5.2.2 The Formation of the Stereotype from the Prototype
- 5.2.3 Storyboard & Global Storyboard

**5.3. Digital Media Ads**

- 5.3.1 Google Ads Algorithm
- 5.3.2 Check Matching Levels
- 5.3.3 The Banner and Display for a Fashion and Luxury Company

**5.4. Branded Content**

- 5.4.1 Fashion Consumer Preferences
- 5.4.2 The Omnichannel Strategy Applied to the Luxury Sector
- 5.4.3 Marketing Information in the Luxury Market

**5.5. Personalization of the Fashion and Luxury Sector**

- 5.5.1 Keywords in the Language of Fashion
- 5.5.2 The Messages of Fast and Slow Fashion
- 5.5.3 Omnidirectional Communication between Brand and User

**5.6. Email Marketing CRM & Salesforce**

- 5.6.1 Content Automation
- 5.6.2 Segmentation and Message
- 5.6.3 *Salesforce* as an Automation Tool

**5.7. Newsletter Design**

- 5.7.1 An Efficient and Attractive Structure
- 5.7.2 Personalization of Luxury Content
- 5.7.3 Frequency of Notifications and Measurement of Impact

**5.8. Virality in the Luxury Industry**

- 5.8.1 Information Dissemination Strategies
- 5.8.2 Real Repositioning
- 5.8.3 From Opinion Leaders to Influencers

**5.9. The Usability of the CMS**

- 5.9.1 Content Managers
- 5.9.2 Stay Up to Date on the Fashion Web
- 5.9.3 Prestashop: Luxury Marketing

**5.10. Content Design**

- 5.10.1 Strategic Scope of the Creative Effort: Create to Convert
- 5.10.2 Seasonal Marketing: Predictable Marketing Campaigns
- 5.10.3 Flash! Surprise



**Module 6. New Experiences in the Fashion and Luxury World****6.1. Haute Couture Management**

- 6.1.1 Fashion Weeks and Haute Couture
- 6.1.2 Timing in the Luxury Industry
- 6.1.3 Post-Covid Patterns

**6.2. Fashion Event Management**

- 6.2.1 Luxury Event Management
- 6.2.2 National and International Must-Haves
- 6.2.3 B2B Evaluation and Return

**6.3. Luxury Fashion Trends**

- 6.3.1 Slow Fashion: Reinventing Fashion Cycles
- 6.3.2 Eco Luxury: When Sustainability Comes into Play
- 6.3.3 Strategic KPIs for Sustainable Brands

**6.4. Analytics Marketing**

- 6.4.1 Situation Diagnosis: A Fashion Brand in the Luxury Market
- 6.4.2 Real and Achievable Objectives
- 6.4.3 Metrics for Rethinking the Strategy

**6.5. Capacity Analysis Techniques**

- 6.5.1 Available Resources: Customer Acquisition, Customer Loyalty and Customer Service
- 6.5.2 Entrepreneurship Assessment Indicators
- 6.5.3 Reality Management and Exploitation

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

- 6.6.1 The Fashion Industry, the Luxury Industry
- 6.6.2 Application of SWOT Analysis and Rice Matrix
- 6.6.3 The Epicenter of the Blue Ocean

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

- 6.7.1 Alignment between Client and Campaign
- 6.7.2 Key Messages by Customer Type
- 6.7.3 The Communication Strategy of Fashion Brands

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

- 6.8.1 Harmony in Channel Integration
- 6.8.2 Optimization of the Offline Channel
- 6.8.3 Advantages of the Online Channel

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

- 6.9.1 Tactics Applied to Fashion in the Luxury Sector
- 6.9.2 Materializing Thought
- 6.9.3 Integration of Tactics into the Strategy as a Whole

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

- 6.10.1 The Results, the Impressions in Figures
- 6.10.2 Advanced Analysis
- 6.10.3 Reformulation of the Strategy

**Module 7. Data-Driven Marketing for Luxury Brands**

**7.1. The Product Life Cycle through PLM**

- 7.1.1 Product life cycle
- 7.1.2 The PLM Tool (Product Lifecycle Management)
- 7.1.3 Measuring the Product in Relation to the Brand

**7.2. Strategic KPIs for Identity Analysis in Luxury Brands**

- 7.2.1 What Can Be Measured in Haute Couture
- 7.2.2 Customized Strategic Indicators
- 7.2.3 Metrics: Objectives and Errors

**7.3. Inference as the Basis of Big Data**

- 7.3.1 The Rationale for Enterprise Solutions
- 7.3.2 Errors to Avoid When Drawing Inferences
- 7.3.3 Inference as the Basis of the Algorithm

**7.4. Statistics Applied to the Luxury Market**

- 7.4.1 The Structure of Data in Scientific Analysis
- 7.4.2 Research Methodology qualitative
- 7.4.3 Key Metrics for Perception of Impressions: The Exception

**7.5. Lead Generation and Acquisition**

- 7.5.1 Google Analytics
- 7.5.2 Metrics in the Digital Environment
- 7.5.3 Decision-Making Linked to Results

**7.6. The Key to Measurement: Data Interpretation in the Fashion Market**

- 7.6.1 Guidelines and keys to Large Volumes of Data
- 7.6.2 The Effectiveness of "Inferred" Solutions
- 7.6.3 The Fashion Consumer's Triangle of Truth

**7.7. Marketing Consulting in the Luxury Industry**

- 7.7.1 The Hypothesis: Questions and Problems, Answers and Solutions
- 7.7.2 The Competitive Environment in Relation to Innovation
- 7.7.3 The Success or Eternity of a Luxury Firm

**7.8. How to Move from Predictive Modeling to Prescriptive Modeling in Fashion Branding**

- 7.8.1 The Brand Behavior Pattern
- 7.8.2 The Frequency (F) Map
- 7.8.3 Simulation of Innovation Scenarios

**7.9. Dashboard: Marketing Data Visualization with Power Bi**

- 7.9.1 Presentation of Results
- 7.9.2 The Analytical Report
- 7.9.3 Microsoft Power Bi

**7.10. Internal Audit & Growth Hacking**

- 7.10.1 Customized Variables in a Fashion Brand
- 7.10.2 Brand Growth through Internal Analysis
- 7.10.3 The Untouchables: The Scale of Priorities of a Fashion Brand

**Module 8. New Interactions in the Luxury and Fashion Markets****8.1. The Role of PR in a Fashion Brand**

- 8.1.1 Public Relations in the Luxury Industry
- 8.1.2 The Gruning and Hunt Models
- 8.1.3 PR Model 5

**8.2. The Strategic Message**

- 8.2.1 The Persuasive Components of Information
- 8.2.2 The Role of PR vs. the Role of Marketing and Advertising
- 8.2.3 Criteria for Selecting Communication Actions

**8.3. Metrics for PR Analysis**

- 8.3.1 The Need for Public Relations Monitoring
- 8.3.2 Clipping Tools and VPE
- 8.3.3 Qualitative Valuation in a Luxury Firm

**8.4. Mistakes to Avoid in the PR Field**

- 8.4.1 Mass Media Are No Longer the Only Ones
- 8.4.2 Excessive Content and Lack of Relevance
- 8.4.3 Improvisation vs. Planning

**8.5. New Post Covid Trends in Luxury PR**

- 8.5.1 More "Social" than Ever, Digital and Personal Interaction
- 8.5.2 Emotional Communication and Neuromarketing
- 8.5.3 Key Insights of Current Consumers

**8.6. Social Media Marketing**

- 8.6.1 Internet: The Gateway to Digital Interaction
- 8.6.2 Social Network as the Preferred Channel for the Millennial Audience
- 8.6.3 Brand Ambassador

**8.7. Digital Power Strategies: Influencer Marketing in Fashion and Luxury**

- 8.7.1 Influence in the Field of Social Networking
- 8.7.2 Managing the New Digital Leaders: Fashion Influencers
- 8.7.3 Microinfluencers and Their Growth Plans

**8.8. Consolidation of Audiovisual Content: YouTube and TikTok**

- 8.8.1 The Growing Market Share of Non-Verbal Communication
- 8.8.2 Democratization in the Creation of Audiovisual Contents
- 8.8.3 Expectation Management in Audiovisual Content Creation

**8.9. Influencing Communities: Facebook and Instagram**

- 8.9.1 Transversal Communication
- 8.9.2 Community Interest
- 8.9.3 Emotional Messaging and Empathy Management

**8.10. Personal Brand Strategies: LinkedIn and Twitter**

- 8.10.1 Great Showcases for Corporate Profiles
- 8.10.2 When the Competition Are Your Friends
- 8.10.3 The Impact of Headlines: From Depth to Lightness

**Module 9. Artificial Intelligence in the Age of Corporatism**

**9.1. Corporate Social Responsibility in the Current Context**

- 9.1.1 The Stakeholder Ecosystem
- 9.1.2 The Consumer and the Employee in the Luxury Market
- 9.1.3 Social Responsibility as a Precedent for Fashion Brands

**9.2. The Value of Reputation in Luxury Brands**

- 9.2.1 The Global Effects on the Luxury Market
- 9.2.2 Analytics for Globalization
- 9.2.3 Corporate Activism and Brand Ambassadors

**9.3. Crisis Management in Fashion Companies**

- 9.3.1 Types of Crisis
- 9.3.2 Contingency Plan
- 9.3.3 The Strategic Plan

**9.4. Communication in Times of Crisis**

- 9.4.1 Spokespersons and the Discourse of Communication Leaders
- 9.4.2 The Impact of the Crisis on the Income Statement
- 9.4.3 Post-Crisis Actions: Getting back to Normality

**9.5. Sustainability: Brand Growth Strategies**

- 9.5.1 The Three Dimensions of Sustainability: Social, Environmental and Corporate at MBL
- 9.5.2 The Value Chain of the Fashion Industry
- 9.5.3 Sustainability Communication: Reporting

**9.6. Sustainability: A Way Out of the Crisis?**

- 9.6.1 Types of Crisis in Each Area of Sustainability
- 9.6.2 Authenticity and Transparency in the Eye of the Public
- 9.6.3 Sustainability as Part of the Crisis Solution

**9.7. Digital Transformation in the Fashion Industry**

- 9.7.1 The Data
- 9.7.2 E-commerce
- 9.7.3 Innovation

**9.8. The Artificial Intelligence Applied to Luxury**

- 9.8.1 Machine Learning
- 9.8.2 Omni-Channeling and the Phygital Space through the Lens of Artificial Intelligence
- 9.8.3 Customized Recommendation Tools

**9.9. The Implementation of Robotics in the Luxury World**

- 9.9.1 Digital Interaction: A World Without Human Contact
- 9.9.2 Chatbot and the Virtual Personal Shopper
- 9.9.3 The Digital Experience

**9.10. Virtual Reality of Fashion: New Catwalks**

- 9.10.1 Definition and Functionality of Virtual Reality
- 9.10.2 The Fashion Show with 3D Models
- 9.10.3 Virtual Reality Tools in the Luxury Market

**Module 10. Internationalization and New Global Environments in the Fashion Market****10.1. The Fashion Collection in the Context of Globalization**

- 10.1.1 Moodboards and International Inspiration
- 10.1.2 Factories and Suppliers Worldwide
- 10.1.3 Labeling and Packaging in the Age of Globalization

**10.2. The Key to the Value Chain in the Luxury Industry**

- 10.2.1 From Internationalization to Globalization without Losing Identity
- 10.2.2 Adaptation of the Value Chain to Each New Trend
- 10.2.3 The Weight of the Links in the Value Chain of a Luxury Brand and a Fashion Brand

**10.3. Strategic Alliances and Partnerships**

- 10.3.1 Choose Partners
- 10.3.2 Collaborations between Designers and Artists
- 10.3.3 Capsule Collections

**10.4. Blockchain and the New Logistics Management**

- 10.4.1 Luxury Logistics and Mechanics of the Production Process
- 10.4.2 Retail Distribution and Wholesalers
- 10.4.3 Commercialization of Know How

**10.5. The Asian, European and American Consumer**

- 10.5.1 The French and Italian Model
- 10.5.2 The American Model
- 10.5.3 The Asian Model

**10.6. Brand Relocation**

- 10.6.1 Profitability of the Physical Store
- 10.6.2 Supply Chain Integration in the Luxury Industry
- 10.6.3 Mobile as a Tool for Doing Business

**10.7. Marketplaces in the Luxury Industry**

- 10.7.1 The Demise of Department Stores and the Rise of Marketplaces
- 10.7.2 The Keys to the Future of the Multibrand Channel
- 10.7.3 Differential Value and Shopping Experience in Digital Stores

**10.8. The Consolidation of E-commerce as a Global Channel**

- 10.8.1 Exponential Growth of Digital Sales
- 10.8.2 Sales and Marketing Strategies
- 10.8.3 The Projection of the Digital Channel

**10.9. Internationalizing Fashion Brands and Planning for Luxury Growth**

- 10.9.1 Planning Internationalization
- 10.9.2 Criteria for the Selection of Foreign Markets
- 10.9.3 Strategies for Accessing International Markets

**10.10. Global Growth Strategies**

- 10.10.1 Brand Licenses
- 10.10.2 Concessions or Agents
- 10.10.3 Franchises

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.*





### **A learning method that is different and innovative**

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

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



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





08

# Our Students' Profiles

This MBA is designed for professionals and students from various academic disciplines who wish to delve into the new scenario that arises in the world of luxury, those who are able to pose challenges and opportunities for growth and marketing. Therefore, there is no single profile, as the student body is diverse and coming from different sectors with a common interest: marketing, fashion and luxury.

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





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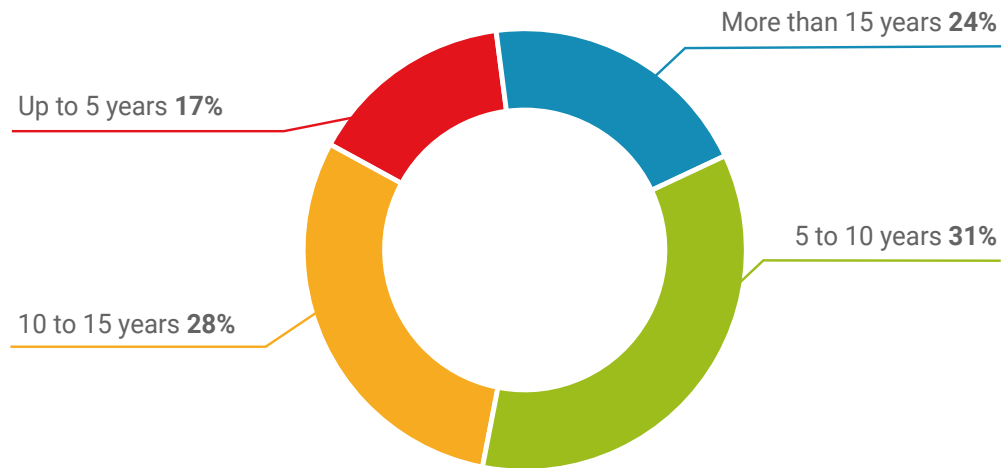
*Give your career a boost by specializing in a thriving sector with a guaranteed future”*



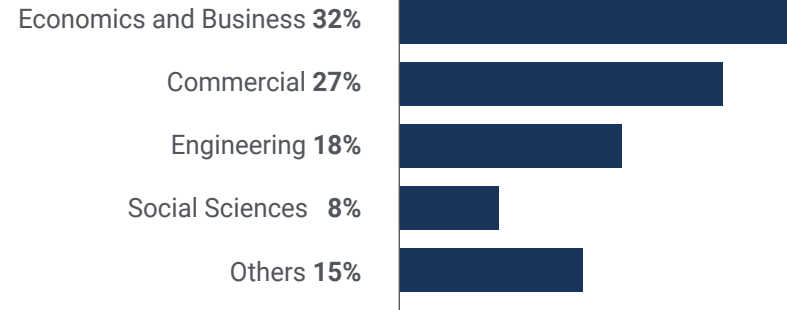
### Average Age

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

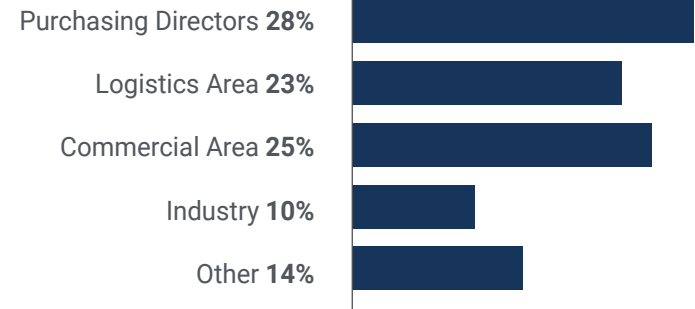
### Years of Experience



### Training

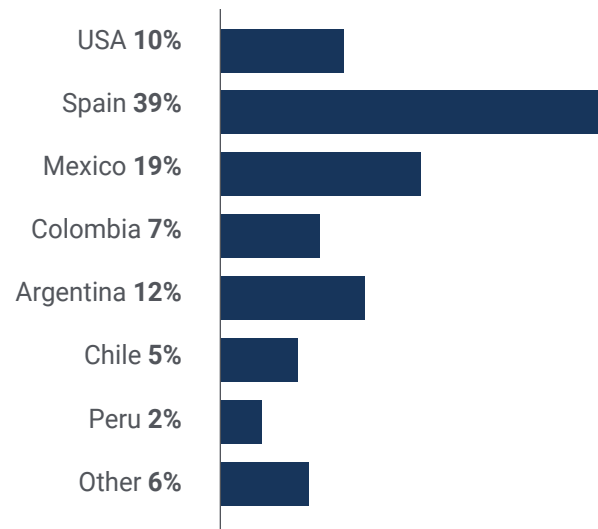


### Academic Profile



## Geographical Distribution

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## Idoia Tabera

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### Fashion Designer

*"Like so many others my business has suffered losses following the impact of the coronavirus, so I was forced to turn my personal brand around to position it digitally. As a fashion designer, I lacked the marketing tools to create a powerful brand strategy on the Internet to sell my product, 100% handmade limited edition, and this MBA has enabled me to achieve it. Definitely, the best decision I have ever made"*

09

# Course Management

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





*Learn from leading professionals  
from different fields related to BI"*

## Management



### Ms. García Barriga, María

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

## Professors

### Ms. Vela Covisa, Susana

- ◆ Manager of the agency Polka Press Comunicación, founder and director of the Atelier Couture Catwalk and promoter and coordinator of the Sustainable Experience space at MOMAD
- ◆ Senior Fashion Technician, with additional training in Sustainable Fashion, specializing in Eco Design, Fashion and Communication
- ◆ Responsible for different fashion departments for more than 30 years, especially communication of various brands, press offices, agencies, fashion projects, fairs and international catwalks, as well as in the organization of events in the sector
- ◆ Professor and Tutor at different Universities, Business Schools and Training Centers, such as IED, Francisco de Vitoria University, Madrid School of Marketing and ELLE Fashion School

### Ms. Molinero Trinchet, Claudia

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

**Dr. Alarcón, Patricia**

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

**Ms. Ragel Mármol, Marta**

- ◆ Degree in Journalism
- ◆ Media expert, among which stands out the year she worked for EFE Switzerland from the UN headquarters, when she had the opportunity to cover different topics related to the luxury world such as Baselworld, one of the most important international fairs focused on the watch and jewelry industry
- ◆ Official Master's Degree in Corporate Communication from the San Pablo CEU University
- ◆ Experience in the prestigious group of schools Brains International Schools and in the exclusive beauty institute Maribel Yébenes, where she led the creation of its first e-commerce and the opening of its first center outside Madrid in more than 40 years of history

**Ms. Cid Sánchez, Marina**

- ◆ Content Manager in the Digital Marketing Department of a renowned Spanish dermocosmetic pharmaceutical Laboratorios Phergal
- ◆ Graduated in Advertising and Public Relations at San Pablo CEU University
- ◆ Experience in the digital world in different sectors: fashion, real estate, aesthetic medicine and pharmaceutical cosmetics
- ◆ Copywriter and Social Media at Adolfo Domínguez after working in the digitalization department of the catalog
- ◆ Master in Communication and Fashion at the European Institute of Design (IED)
- ◆ Intern in the Marketing Department of Hugo Boss
- ◆ ICEMD, Institute of Digital Economy of ESIC



**Dr. Muñiz, Eva**

- ◆ CEO - director of Press&Co. Communication Agency. Specialized in the world fashion and children with clients such as: Chloé, Marc Jacobs or Bóboli
- ◆ Expert in communication with more than 15 years of experience, specialized in the fashion and beauty sectors with expertise in the luxury and children's niche
- ◆ Degree in Journalism from San Pablo CEU University
- ◆ D. in Humanities and Information Sciences, with teaching period on Social Media Analysis and D.E.A. research period on Analysis of Grunig's bidirectional mixed motivation model in cosmetics. Study of Dove's PR campaign 'For real beauty'
- ◆ Postgraduate course in Economics on Communication Strategy and Corporate Image
- ◆ Lecturer in the subject of PR as an MK tool at the University of Deusto and in the course Initiation to PR, for training employees of Unilever Barcelona, as well as speaker at the conferences Communication Planning and Case Study Analysis: Dove's Real Beauty Campaign at USP CEU
- ◆ Account and showroom manager at Ana Nebot Press Agency, specialized in fashion, and as senior account executive in the beauty and consumer area of ACH&Asociados Consultancy, where she was part of the ADECEC-2007 Award team for the communication campaign: Dove Real Beauty
- ◆ Lifestyle journalist at www.hola.com for ¡HOLA! magazine, as well as freelance collaborator for several publications and magazines

**Mr. Campos Bravo, Ignacio**

- ◆ Bachelor's Degree in Communication with a double specialization in Media for Information and Corporate Communication at Loyola University in Andalucía
- ◆ Executive Master's Degree in Fashion Business Management at ISEM
- ◆ During his work experience he has worked in small media and communication agencies and, more recently, in point of sale management in the multi-brand channel of Loewe Perfumes

**Dr. Gárgoles Saes, Paula**

- ◆ PhD, journalist and researcher specialized in Fashion and Communication
- ◆ Research professor at the School of Communication and head of the Corporate Communication Academy at the Panamerican University, Mexico City
- ◆ Lecturer in recognized institutions of Higher Education in the Faculty of Communication
- ◆ Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- ◆ Sustainability Consultant at COINTEGRA, Madrid
- ◆ Research stay at the Textile Technology Faculty-University of Zagreb
- ◆ Department of Communication at ISEM Fashion Business School, Madrid
- ◆ Fashion Journalist at Europa Press Agency and Asmoda Digital Magazine
- ◆ PhD in Applied Creativity Navarra University
- ◆ Doctorando (cum laude), ISEM Fashion Business School, Madrid
- ◆ Degree in Journalism Complutense University of Madrid
- ◆ Executive Fashion MBA at ISEM Fashion Business School
- ◆ Specialization in Fashion at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan

**Ms. Rodríguez Flomenboim, Florencia**

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

**Ms. Zancajo, Isabel**

- ◆ Director of Communication and PR for Yves Saint Laurent and Biotherm in the L'Oreal Luxe division, a company where she has been working for 10 years and where she has specialized in the creation of digital and traditional strategic plans based on Influencer Marketing
- ◆ Degree in Advertising and PR from UCM
- ◆ MBA from the Instituto de Empresa in Madrid

**Ms. Macías, Lola**

- ◆ Sector Marketing Consultant and Researcher
- ◆ External Consultant approved by IVACE since 2014 Institute for Foreign Promotion of the Valencian Community, in the Internationalization Advisory Programs for Exporting Companies
- ◆ Coordinator of the Textile Market Observatory Aitex
- ◆ More than 20 years of experience in the area of internationalization, occupying the position of export manager in companies of different sectors
- ◆ Teacher at the European University of Valencia
- ◆ Lecturer at the Autonomous University of Barcelona
- ◆ Lecturer in the Master's Degree in Fashion, Design Management and Operations at CEU-Cardenal University
- ◆ PhD Student in Marketing University of Valencia
- ◆ Degree in Business Administration and Management at Valencia University Completed final year at Nottingham University Business School, UK
- ◆ Master's Degree in Management and Administration of Commercial Companies Institute of Business Administration, University of Paris I. Pantheon - Sorbonne
- ◆ Master in Fashion, Design Management and Operations Aitex, Association for Textile Industry Research
- ◆ Master's Degree in Teacher Training for Secondary, Baccalaureate and Vocational Training from the Catholic University of Valencia

**Ms. Villamil Navarro, Camila**

- ◆ Journalist and creator of fashion and trends content for El Tiempo newspaper
- ◆ Consultant in trainings, conferences and lectures on fashion communication, social media content, image and personal branding. She has worked on different types of projects with important brands in the industry such as Coach, TOUS, Swarovski, Tommy Hilfiger, Desigual, Estée Lauder, Lancome, Natura, Rosa Clará, ALDO, Falabella and Emporio Armani, among others
- ◆ Professor of *Fashion Journalism* and Personal Branding at the Faculty of Communication at La Sabana University and is the coordinator of the Diploma in Communication and Fashion Journalism. In the Diploma she taught Fashion Journalism and Social Networks and Fashion
- ◆ Teacher in areas such as Public Relations and Event Organization. In 2019 she taught the first course "Latin American Fashion: Growth, Evolution and Opportunities" to students at Emporia State University in Kansas
- ◆ Social communicator and journalist graduated from La Sabana University
- ◆ Focused on the coverage and reporting of the most important fashion weeks (New York, Milan and Paris) She has also been dedicated to covering and investigating the growth of Latin American fashion She has attended fashion weeks in Mexico, Panama, Brazil, Argentina, Uruguay and of course, Colombia

10

# Impact on Your Career

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



“

*TECH wants to see you grow, wants to enable part of your professional success. That's why we are fully committed to offering you the best educational programs on the market today"*

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

The MBA in Fashion and Luxury Marketing Management at TECH is an intensive program that prepares to face challenges and creative and strategic decisions to achieve their goals. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

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

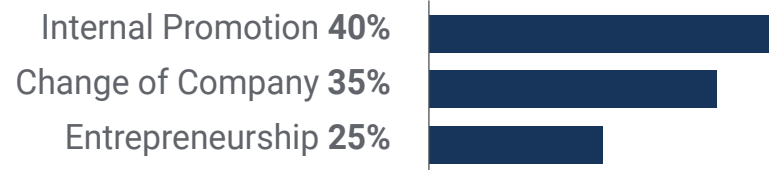
*Do not miss the opportunity that TECH offers and invest in your future.*

*If you want to make a positive change in your profession, the MBA in Fashion and Luxury Marketing Management will help you achieve it.*

### When the change occurs



### 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

The MBA in Fashion and Luxury Marketing Management contributes to increase the possibilities of potential employees, an assessment that companies must take into account in order to have a team of the highest level. The more qualified your professionals are, the more likely they are to succeed and the more motivated the group will be. In addition, it drives the achievement of objectives and the preparation of experts who will create the tools of the future, as the new generations do through the mastery of social networks. All this contributes to the professional growth of the staff of companies that, like TECH, are committed to excellence. Therefore, this program is a unique opportunity for companies to have the best in their team, becoming generators of excellent leaders.





“

*After completing this MBA in Fashion and Luxury Marketing Management you will be able to bring a new business vision to your company"*

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

01

### **Intellectual Capital and Talent Growth**

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

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02

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

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

03

### **Building agents of change**

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

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04

### **Increased international expansion possibilities**

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



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R&D or Business Development of your company.

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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 Marketing Management. guarantees students, in addition to the most rigorous and up to date education, access to an Executive Master's Degree issued by TECH Technological University.



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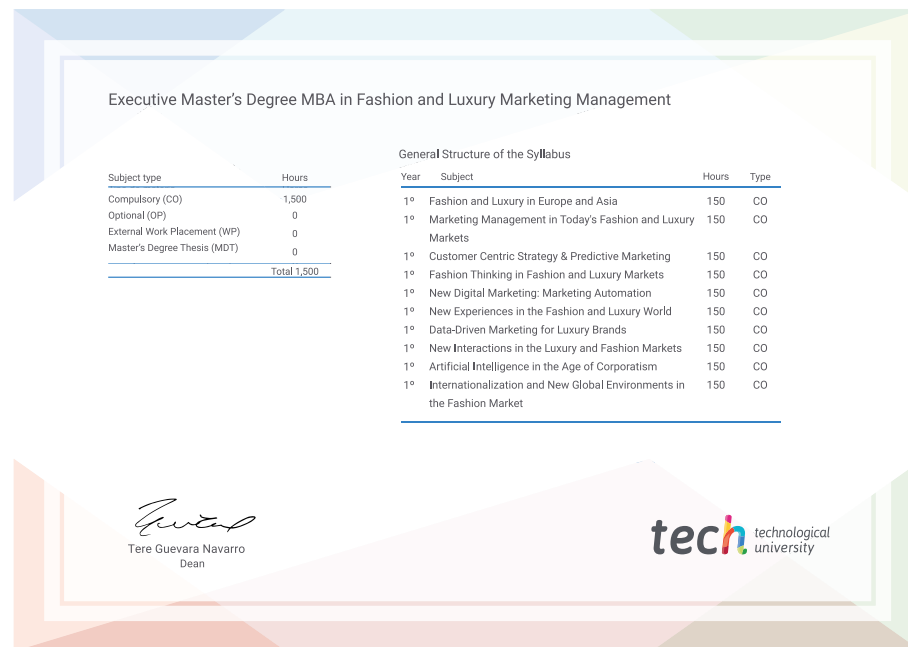
*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

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

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

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

**Title: Executive Master's Degree MBA in Fashion and Luxury Marketing Management.**  
**Official N° of hours: 1,500 h.**



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





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

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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

