



Università degli Studi
Guglielmo Marconi

Master in Fashion Management & Design

English Language

Il livello



Fashion Management & Design

II livello

Modalità e-learning

Duration 1 year

CFU 60 CFU
45 Quarter Credits



English Language

Informazioni

+39-06-37725342
segreteria@unimarconi.it

Overview

The fashion industry has always expressed a great economic and creative potential, particularly in Italy where it represents a historical sector of excellence. Thanks to the manufacturing and tailoring tradition as well as the creativity and the innovative ability of its great designers, the "Made in Italy" label has found in the fashion industry an important vehicle for its growth, both from the cultural/artistic and the economic/commercial point of view. The Master in Fashion Management & Design has been designed by Marconi University to capitalize the value of the Italian styling tradition and to improve professional training and refreshment in this ever-evolving sector. The Master in Fashion Management & Design is the result of a partnership with Santangelo Collezioni, a renowned Italian brand which is currently standing out in the Italian and international fashion industry. The assessment for the program as a whole is based on a wide-ranging combination of coursework including self assessments and a project work, the latter being the highest rated component.

Director

Prof. Prof. Domenico Morreale

Fashion Management & Design

II livello

Study Plan

Module	SSD	Courses	ECTS
Module I	L-ART/03 ICAR/13	Design Theory Lab I: Visual Elements of the Project	3+6
Module II	ICAR/13 ICAR/13	Instrument and Methods for Design Lab II: Meta-Project	3+3
Module III	ICAR/13 ICAR/17	Fashion Design and Project Lab III: Curves and Surfaces: Geometrical and Differential Analysis	3+6
Module IV	L-ART/03 ING-IND/15	History of Art, Fashion and Costume Lab IV: Digital Representation	6+3
Module V	SECS-P/10 ING-IND/22	Organization and Management Lab V: Materials for Design – Technologies and Structures	9+3
Module VI	SECS-P/08 SPS/08	Promotion and Distribution Lab VI: Fashion, Mass Media and Fashion Show	3+6
		Final Thesis	6
		TOTAL	60

Modalità e-learning

Duration 1 year

CFU 60 CFU
45 Quarter Credits



English Language

Informazioni

+39-06-37725342
segreteria@unimarconi.it

Fashion Management & Design

II livello

Modalità e-learning

Duration 1 year

CFU 60 CFU
45 Quarter Credits



English Language

Informazioni

+39-06-37725342
segreteria@unimarconi.it

Outcomes and Professional Profile

Like all degree Programs at Marconi University, the Master in Fashion Management & Design is based on a concept called "Outcomes Based Learning". This breaks up the educational experience into the categories of knowledge and ability, identifying the things a student should know and be able to do upon completion.

The Master program is structured to train professionals to meet the needs of internationally renowned fashion designers, through an innovative approach combining theoretical knowledge with practical experiences. Virtual laboratories, case studies, lectures and testimonies given by experts in the field ensure a highly practical and operational approach which emphasizes the Italian creativity and management system that made the fashion sector an excellence in the world. The Master was developed for those looking for professional training and refreshment in the field of fashion conception and design, in the realization of the fashion product, in the management and valorization of a fashion factory through appropriate communication and promotion strategies.

More specifically, the expert in Fashion Management & Design will be able to follow the whole process of the fashion industry, from the products planning and design to the marketing, promotion and communication activities (e.g. fashion shows, showrooms, magazines, etc.).

He/she can manage the entire fashion product lifecycle until its distribution and introduction to the targeted market.

Final Thesis

The final thesis of the Master's program, intended to assess the technical, scientific and professional preparation and competences of the student, requires the completion, discussion and presentation of a written project work during the dissertation.