
PIANO DI STUDI

THREE-YEAR IN FASHION BUSINESS

Textile & Material Studies
Analisi Struttura Collezione
Sociologia della Moda
Storia del Costume & della Moda
Arte Contemporanea & Eventi
Marketing & Cultura di Impresa
Fashion System Analysis
Communication Concept
Fashion Marketing Strategies
Strategie di Sviluppo: Licensing, Forecasting, Brand Extension
Web Marketing & Digital Communication
Communication Strategies
Piano di Comunicazione
Interactive Communication
Fashion Retail Management & Luxury Distribution
Fashion & Luxury Marketing Strategies Project
Visual Merchandising
Tecniche di Buying
Brand Identity
