

# Postgraduate Certificate Fashion Marketing





## Postgraduate Certificate Fashion Marketing

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

Website: [www.techtute.com/us/design/postgraduate-certificate/fashion-marketing](http://www.techtute.com/us/design/postgraduate-certificate/fashion-marketing)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

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*p. 24*

# 01

# Introduction

In the field of fashion, Marketing plays a fundamental role, since thanks to the techniques and tools of this field, fashion is made known to the public, achieving the necessary synergy for the collections to become a trend. Therefore, it is essential to create marketing campaigns and strategies appropriate for the public and the product to promote commercialization. With this TECH program, professionals will be able to learn all the new developments that have been appearing in this area, with the objective of making a difference in their daily work.



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*Marketing techniques can make the difference in the fashion industry between success and failure, as they allow the collections to reach the public and encourage them to buy"*

The fashion industry is very competitive, therefore, brands must rely on marketing techniques to make their collections known and create a need in the consumer to incite them to purchase. Without any doubt, Marketing is an area that must be present in practically all professional sectors and, in fashion, it is even more important. Faced with a more or less homogeneous offer in stores, it is these marketing and advertising campaigns that will make the difference and direct the consumer towards a product. Therefore, professionals must have a broad knowledge in this field that allows them to apply the most appropriate ones to their business, considering their objectives and target audience.

To improve the training of professionals, TECH has designed this program, in which students will find relevant information on Fashion Marketing, market research, strategies, communication, distribution, pricing policy or the product, etc.. Definitely, all those aspects that are part of the 5P's of the Marketing mix, but associated with a sector as important as this, as well as other issues to consider in the fashion industry.

In this way, TECH aims to meet the high specialization objective demanded by fashion designers, who are looking for high quality programs to increase their training to offer garments that will become indispensable in any closet. And, to achieve this goal, it offers students a cutting-edge program adapted to the latest developments in the industry, with an absolutely current curriculum developed by experienced professionals willing to put all their knowledge at the disposal of their students. It should be noted that, being a 100% online Postgraduate Certificate, students will not be conditioned by fixed schedules or the need to move to another physical location, but will be able to access all the contents at any time of the day, balancing their work and personal life with their academic one.

This **Postgraduate Certificate in Fashion Marketing** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Practical cases presented by experts in fashion
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies for Fashion Marketing
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Learn about the main marketing tools that you can apply to your daily work"*

“

*The case studies in this program will help you to easily reinforce your knowledge"*

*Therefore, they will be able to create new productions better adapted to today's society needs.*

*21st century education relies on digitization as a means to reach students.*

The program's teaching staff includes professionals from the fashion industry, who contribute with their work experience, as well as renowned specialists from leading companies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow professionals to learn in a contextual and situated learning environment, i.e., a simulated environment that will provide immersive specialization for real situations.

The design of this program focuses on Problem-Based Learning, by means of which professionals must try to solve the different professional practice situations that are presented to them throughout the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The Postgraduate Certificate in Fashion Marketing is aimed at facilitating the performance of professionals so that they can acquire and learn about the main innovations in this field, which will allow them to perform their daily work with the highest quality and professionalism. In this way, they will be better prepared to develop successfully in a booming sector which increasingly demands professionals with higher qualifications and able to adapt quickly to changes.







“

*TECH offers you all its educational resources to help you achieve professional success”*



## General Objectives

- ◆ Obtain a detailed knowledge of the history of fashion, which will be relevant to the work of professionals who wish to develop in this sector today
- ◆ Be able to design successful fashion projects
- ◆ Apply marketing tools for the proper management of the personal brand

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*TECH has set out to meet the academic objectives of its students and, to this end, has designed a high quality program”*

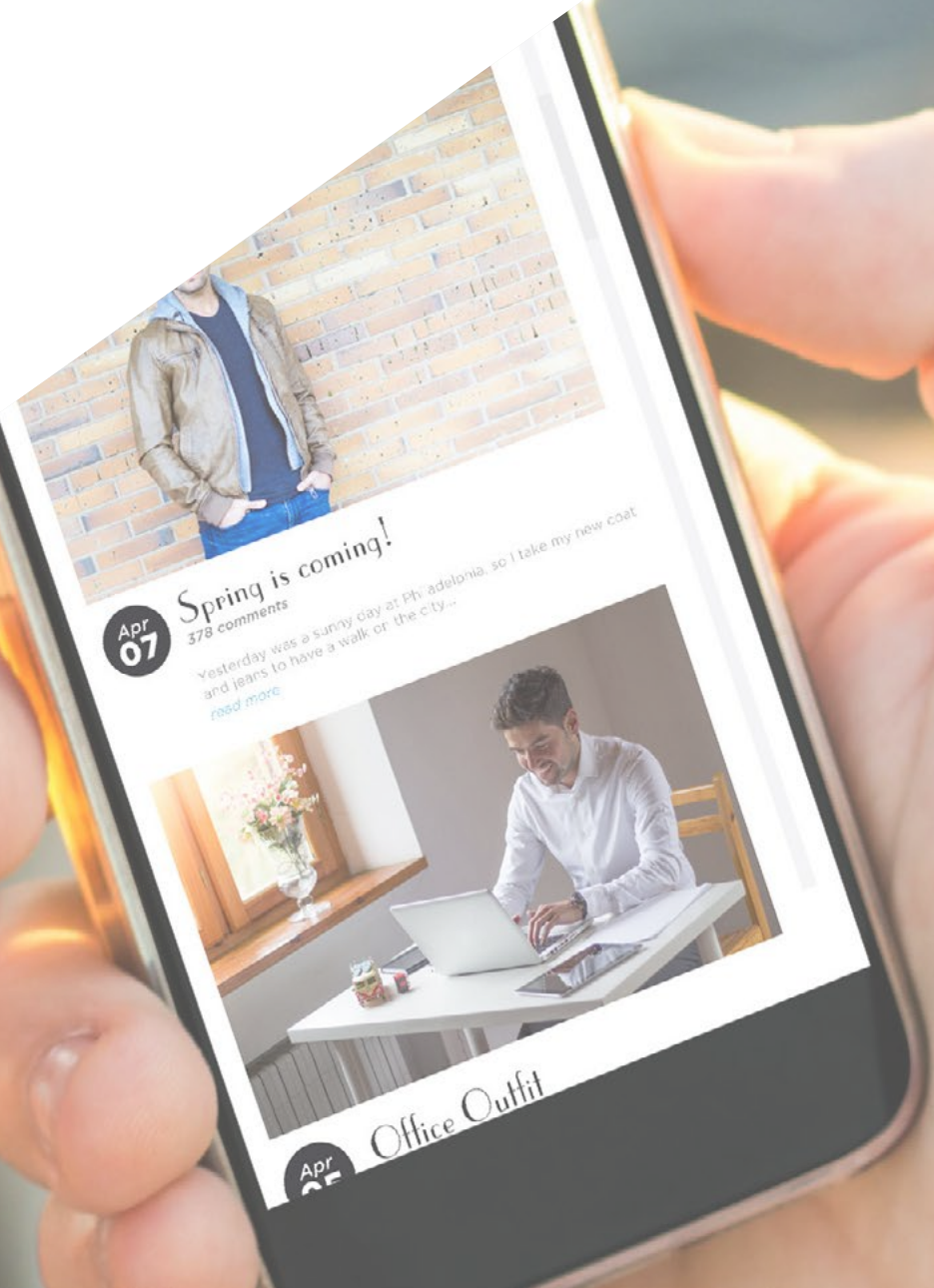




# 03

# Structure and Content

This Postgraduate Certificate's content covers, in a structured way, all the areas of knowledge that fashion professionals need to know in-depth, including the most interesting developments and latest advances in the sector. A high quality study that will allow students to compete with solvency and sufficient capacity in a highly competitive industry. To this end, the syllabus has been designed by professionals with extensive experience, who have captured all their expertise in a program that will be indispensable in the curriculum of professionals of the 21st century.

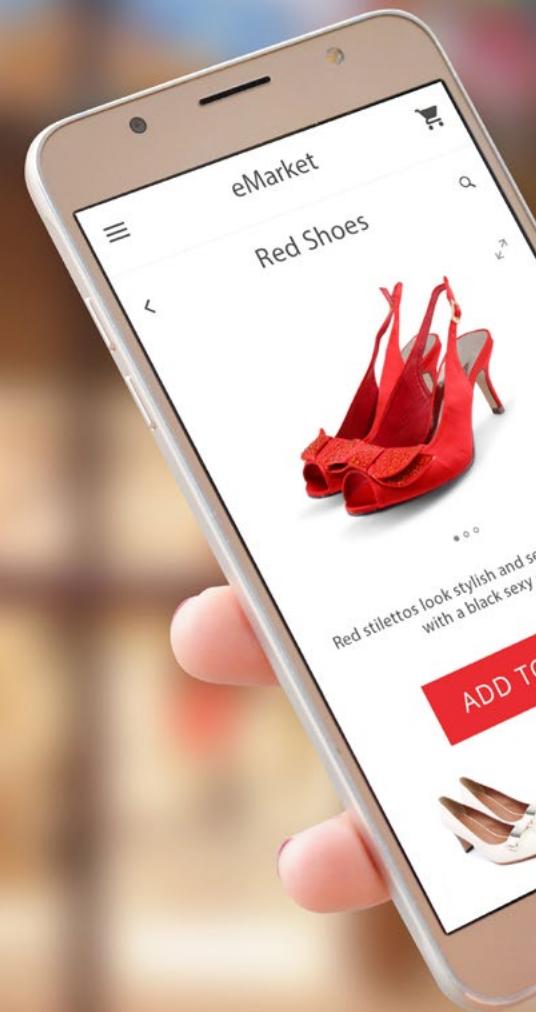


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*A program designed by top professionals in the industry to provide you with the training you need to succeed in this field”*

## Module 1. Fashion Marketing

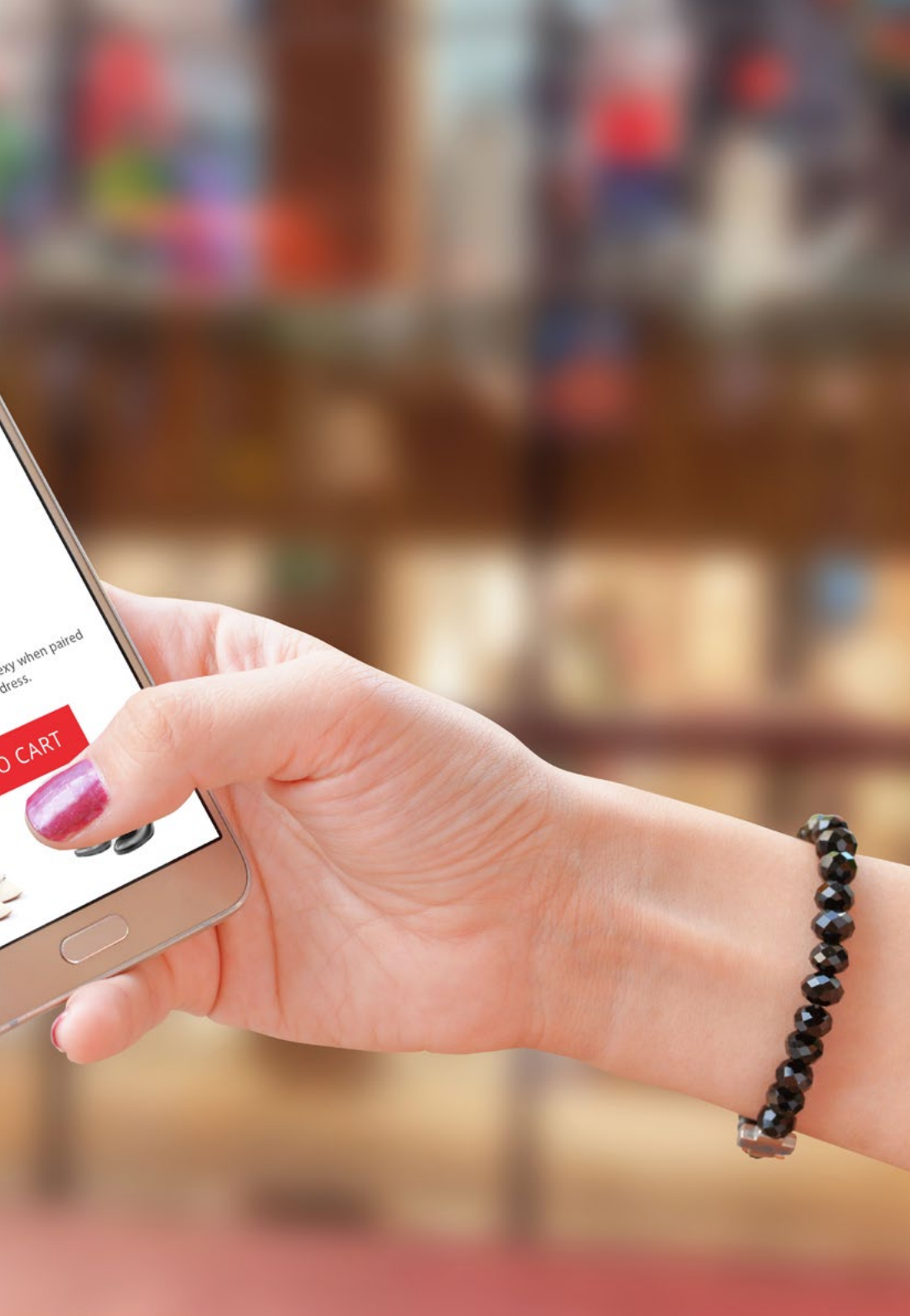
- 1.1. Fashion Marketing
  - 1.1.1. Introduction to Fashion Marketing
  - 1.1.2. Definition of Marketing
  - 1.1.3. Marketing and Variables
- 1.2. Market Research in Fashion
  - 1.2.1. Fashion Market Environment
  - 1.2.2. Market structure
  - 1.2.3. Agents of the Industrial Process
  - 1.2.4. The International Market
- 1.3. Strategies in the Fashion Markets
  - 1.3.1. Market Segmentation
  - 1.3.2. Product Positioning
  - 1.3.3. Market Research
- 1.4. The Fashion Consumer
  - 1.4.1. The Fashion Consumer
  - 1.4.2. Buying Behavior
  - 1.4.3. Purchase Decision Process
- 1.5. The Fashion Product
  - 1.5.1. The Fashion Product
  - 1.5.2. Product life cycle
  - 1.5.3. Brand Identity
- 1.6. Fashion Pricing Policy
  - 1.6.1. The price
  - 1.6.2. Costs
  - 1.6.3. Pricing
- 1.7. Fashion Communication
  - 1.7.1. Product Communication and Promotion
  - 1.7.2. The Catwalk
  - 1.7.3. Trends
  - 1.7.4. Quality Control in the Process



- 1.8. Fashion Distribution
  - 1.8.1. Distribution
  - 1.8.2. Logistics
  - 1.8.3. Sales Space
  - 1.8.4. Merchandising
- 1.9. Fashion Marketing
  - 1.9.1. Strategic Marketing
  - 1.9.2. Marketing Planning
  - 1.9.3. Online Marketing
- 1.10. Responsibility of Fashion Companies
  - 1.10.1. Corporate Social Responsibility
  - 1.10.2. Social Factors
  - 1.10.3. Marketing Professional Profile

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*A valuable academic journey  
through the latest concepts  
in Fashion Marketing”*



# 04

# 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.







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*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"*

## 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”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 will have to combine all their knowledge and research, and 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 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



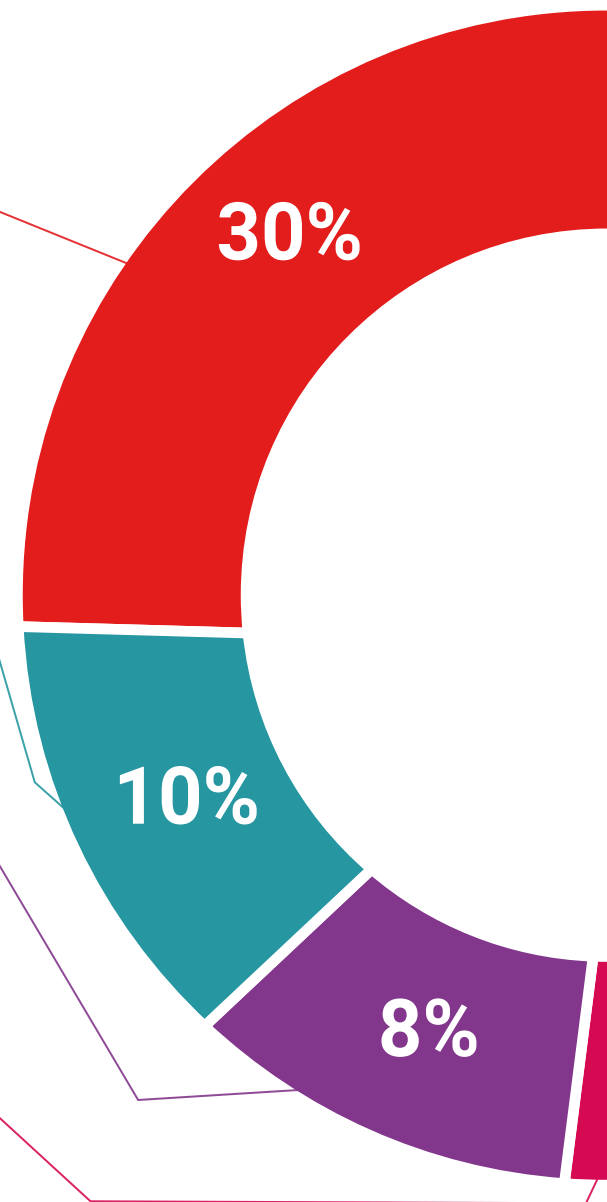
### Practising Skills and Abilities

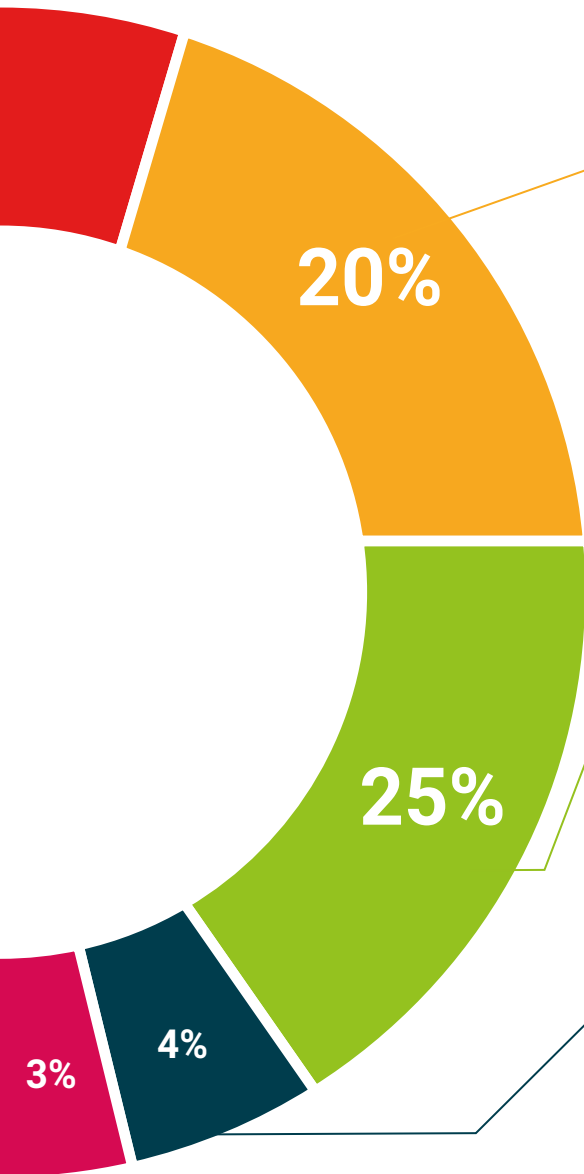
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 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.



05

# Certificate

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





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

This **Postgraduate Certificate in Fashion Marketing** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Fashion Marketing**

Official N° of hours: **150 h.**



\*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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom

**tech** technological  
university

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