

# Postgraduate Diploma Fashion Communication





## Postgraduate Diploma Fashion Communication

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

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

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# 01

# Introduction

The fashion world has a range of particular characteristics that make it a very specialized discipline. Each element of this industry requires an adequate preparation by its professionals, and the field of communication is no different. Therefore, fashion has its own set of media and channels that must be known in order to be able to understand and transmit information appropriately. This program offers students the necessary tools to master all the skills of communication applied to fashion, so that they can dedicate themselves to this field professionally.





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*You will be the next Anna Wintour. Learn how to publish and disseminate specialized fashion information thanks to this Postgraduate Diploma"*

Fashion is one of the industries that is capable of creating the largest number of celebrities. Every year, dozens of promising models appear and rise to fame very quickly. At the same time, other models of different generations coexist in the industry under the media umbrella that surrounds it.

But in fashion there are also other types of stars: journalists, communicators and influencers who capture the essence of what has aesthetic value and what does not, thus becoming figures to follow for their knowledge. In this way, they become fashion prescribers who are able to transmit through various channels what combinations work or what is going to become fashionable in the near future, becoming true celebrities.

However, to achieve this status they need specific knowledge about the history of clothing and media communication. As such, this Postgraduate Diploma in Fashion Communication provides students with all the tools and skills necessary to become specialists in fashion communication, enabling them to become the next stars of fashion journalism.

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

- ◆ The development of practical cases presented by experts in communication applied to fashion
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Special emphasis on innovative methodologies in fashion communication
- ◆ 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



*This program will open the doors to the world of fashion"*

“

*Have you always wanted to launch your own fashion magazine? This is your chance"*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies 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 education programmed to prepare in 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.

*Get to know the ins and outs of fashion from a media point of view with this Postgraduate Diploma.*

*Every year, new fashion communication stars emerge, and you could be one of them.*





# 02 Objectives

The main objective of this Postgraduate Diploma in Fashion Communication is to offer students the indispensable knowledge to learn how to transmit information in this area in different channels, so that they can become great figures in fashion communication. To this end, this program offers the best content focused on media aspects such as magazines and social networks, which play a fundamental role in this field today.





# FASHION BLOG

YOUR GUIDE TO THE WORLD OF STYLE

12th MAR by Ingrid



STYLE IS KNOWING YOURSELF

what you buy. Style is what you do with it. Fashion changes, style is you.

11th MAR by Erika



I DON'T GIVE A

Be happy. It drives people

9th MAR



SELL

being your  
se.

“

Soon you will be witnessing the best fashion shows in the world”



## General Objectives

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- ◆ Have a comprehensive and professional vision of the communication environment in the fields 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
- ◆ Acquire basic and advanced knowledge to be able to generate new communication ecosystems in relation to fashion
- ◆ Enhance your management, analysis, creativity and leadership skills as the main competencies to grow within the industry
- ◆ Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- ◆ Obtain the necessary ethical responsibility
- ◆ Achieve the necessary knowledge to write and transmit information through different journalistic genres, in written format





## Specific Objectives

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### Module 1. History of Clothing

- ◆ Identify the language and expressive resources in relation to the contents
- ◆ Choose research and innovation resources to solve issues raised within the functions, needs and materials of clothing
- ◆ Gather methodological and aesthetic strategies that help to support and develop creative processes
- ◆ Distinguish the psychological processes in the evolution of the pieces in the history of clothing
- ◆ Associate formal and symbolic language with functionality in the field of clothing
- ◆ Demonstrate the interrelation between the elements of clothing and humanistic fields
- ◆ Justify the contradictions between luxury clothing and ethical values
- ◆ Reflect on the impact of innovation and quality of clothing production on the quality of life and the environment

### Module 2. Magazines

- ◆ Know the particularities that define the magazine as a medium of written journalism, its typology and the segmentation of its market
- ◆ Elaborate periodical publications both in paper and digital format
- ◆ Know the tradition and historical background of written communication technology and journalistic design
- ◆ Analyze and identify the different components of a magazine
- ◆ Know the magazine, its specificities and the publishing market

### Module 3. Communication Channels in Fashion

- ◆ Offer a direct, personal and adequate communication capable of meeting the specific objectives of each social media
- ◆ Have a specific vision of each of the digital communication channels that exist today
- ◆ Understand how influence is exercised from the communication channel and the new power strategies that are exercised from the digital environment
- ◆ Replicate an influence exercise from a social media channel
- ◆ Identify the rise of the audiovisual channel as a leading media among the public opinion



*You will achieve your goals thanks to this Postgraduate Diploma in Fashion Communication”*



03

# Structure and Content

This Postgraduate Diploma in Fashion Communication is made up of 3 modules, comprising 10 subjects each, through which, students will learn the history of fashion, delve into fashion magazines and the communication channels used in this field, such as social networks and other content services such as YouTube. In this way, they will receive a complete and transversal education that they will then be able to put into practice in their professional careers.





“

*The best content for you to become successful in the fashion world"*

## Module 1. History of Clothing

- 1.1. Prehistory
  - 1.1.1. Introduction
  - 1.1.2. Prehistoric Civilizations
  - 1.1.3. Trade in Prehistoric Times
  - 1.1.4. Costume in Prehistoric Times
  - 1.1.5. Furs and Fur Shops
  - 1.1.6. Fabrics and Techniques
  - 1.1.7. Chronological Concordances and Similarities in Prehistoric Clothing
- 1.2. Ancient Age: Egypt and Mesopotamia
  - 1.2.1. Egypt
  - 1.2.2. The Assyrian People
  - 1.2.3. The Persian People
- 1.3. Ancient Age: Classical Greece
  - 1.3.1. Cretan Clothing
  - 1.3.2. The Fabrics Used in Ancient Greece
  - 1.3.3. Ancient Greek Garments
  - 1.3.4. Ancient Greek Undergarments
  - 1.3.5. Ancient Greek Footwear
  - 1.3.6. Ancient Greek Hats and Headdresses
  - 1.3.7. Colors and Ornaments of Ancient Greece
  - 1.3.8. Accessories of Ancient Greece
- 1.4. Ancient Age: The Roman Empire
  - 1.4.1. The Fabrics of Ancient Rome
  - 1.4.2. The Garments of Ancient Rome
  - 1.4.3. Undergarments of Ancient Rome
  - 1.4.4. Ancient Roman Footwear
  - 1.4.5. Ancient Roman Hats and Headdresses
  - 1.4.6. Relationship of Social Status and Clothing in Ancient Rome
  - 1.4.7. The Byzantine Style
- 1.5. High Middle Ages and Low Middle Ages
  - 1.5.1. General Historical Features of the Medieval Period
  - 1.5.2. Clothing at the Beginning of the Middle Ages
  - 1.5.3. Clothing in the Carolingian Period
  - 1.5.4. Clothing in the Romanesque Period
  - 1.5.5. The Gothic Clothing
- 1.6. The Modern Age: Renaissance, Baroque and Rococo
  - 1.6.1. Century XV and XVI: Renaissance
  - 1.6.2. XVII Century: Baroque period
  - 1.6.3. 18th Century Rococo
- 1.7. Contemporary Age: Neoclassicism and Romanticism
  - 1.7.1. The Clothing Industry
  - 1.7.2. Charles Frederick Worth
  - 1.7.3. Jacques Doucet
  - 1.7.4. Women's Clothing
  - 1.7.5. Josephine Bonaparte: The Empire Style
- 1.8. Contemporary Age: Victorian Era and Belle Époque
  - 1.8.1. Queen Victoria
  - 1.8.2. Men's Clothing
  - 1.8.3. Dandy
  - 1.8.4. Paul Poiret
  - 1.8.5. Madeleine Vionnet
- 1.9. Contemporary Age: From Clothing to Fashion
  - 1.9.1. New Context and Social Change
  - 1.9.2. Fashion Designers
  - 1.9.3. Coco Chanel
  - 1.9.4. New Look
- 1.10. Contemporary Age: The Century of Designers and Fashion
  - 1.10.1. The Modern Clothing
  - 1.10.2. The Rise of the American Designers
  - 1.10.3. The London Scene



## Module 2. Magazines

- 2.1. What is a Magazine
  - 2.1.1. Introduction
  - 2.1.2. What is a Magazine. Its Specificities and the Publishing Market
  - 2.1.3. Specificities of the Magazine
  - 2.1.4. Magazine Market: General Issues
  - 2.1.5. Large Magazine Publishing Groups
- 2.2. The Magazine Reader
  - 2.2.1. Introduction
  - 2.2.2. The Magazine Reader
  - 2.2.3. Finding and Building Reader Loyalty
  - 2.2.4. The Print Magazine Reader
  - 2.2.5. The Digital Magazine Reader
  - 2.2.6. Readership and Advertising
- 2.3. Creation and Life of a Magazine
  - 2.3.1. Introduction
  - 2.3.2. The Creation of a Magazine
  - 2.3.3. The Name
  - 2.3.4. The Life Cycle of a Magazine
- 2.4. Segmentation and Specialization of Magazines
  - 2.4.1. Introduction
  - 2.4.2. Segmentation and Specialization of Magazines
  - 2.4.3. Types of Magazine
    - 2.4.3.1. Cultural Magazines
    - 2.4.3.2. Gossip Magazines
    - 2.4.3.3. Supplements
- 2.5. Structure and Contents of the Magazines
  - 2.5.1. Introduction
  - 2.5.2. The Headline
  - 2.5.3. Structure
  - 2.5.4. Contents
- 2.6. Birth and Development of Magazines in Europe and the USA
  - 2.6.1. Introduction
  - 2.6.2. The Beginnings: Between the 16th and 18th Centuries. From the Relations to the Gazettes
  - 2.6.3. The 19th Century in Europe
  - 2.6.4. Balance of the 19th Century
- 2.7. The Twentieth Century: The Consolidation of the Modern Magazine
  - 2.7.1. Introduction
  - 2.7.2. The First Decades of the Twentieth Century in European Magazines
  - 2.7.3. The United States Between the Twenties and the Sixties: The Second Magazine Boom
  - 2.7.4. Europe after the Second World War: Magazines from the 1940s Onwards
  - 2.7.5. From the 1960s Onwards: The Revamped magazine
- 2.8. Milestones in the History of American Magazines
  - 2.8.1. Introduction
  - 2.8.2. National Geographic, a Milestone in the History of Popular Magazines
  - 2.8.3. Time, a Milestone in Weekly Newsmagazines
  - 2.8.4. Reader's Digest, a Milestone in Magazine Magazines
  - 2.8.5. The New Yorker, a Milestone in Opinion and Culture Magazines
- 2.9. Magazines in Europe
  - 2.9.1. Introduction
  - 2.9.2. Dissemination
  - 2.9.3. Top Magazines by Country
- 2.10. Magazines in Latin America
  - 2.10.1. Introduction
  - 2.10.2. Origin
  - 2.10.3. Top Magazines by Country

### Module 3. Communication Channels in Fashion

- 3.1. Influence and Other Power Strategies in the New Digital Channels
  - 3.1.1. Power Strategies Linked to Fashion Communication
  - 3.1.2. Influencing in the Field of Social Media
  - 3.1.3. Managing the New Digital Leaders: Fashion Influencers
- 3.2. The Choice of the Communication Channel: Forrester Research Theory
  - 3.2.1. The New Public Opinion: Managing the Masses One by One
  - 3.2.2. What Is the Forrester Theory?
  - 3.2.3. Application of the Forrester Research Theory to the Fashion Industry
- 3.3. The Power of Audiovisual Language and Nonverbal Communication
  - 3.3.1. The Growing Market Share of Non-Verbal Communication
  - 3.3.2. The Impact of the Audiovisual Message in Fashion
  - 3.3.3. Composition of the Photographic Discourse in Social Networks
- 3.4. Evolution and Functioning of Social Networks in the Fashion Industry
  - 3.4.1. Stages of Emergence and Evolution of the Internet
  - 3.4.2. The Multichannel Strategy Within Fashion Social Media
  - 3.4.3. What is a Social Network? Differences with Traditional Channels
- 3.5. Facebook, the Big Database
  - 3.5.1. Transversal Communication
  - 3.5.2. Community Interest
  - 3.5.3. Facebook Presence Models
- 3.6. Instagram, Much More than Fashion Photos
  - 3.6.1. Emotional Messages and Empathy Management
  - 3.6.2. The Intimacy of Everyday Life in Images
  - 3.6.3. Standing Out in the Most Important Social Network in Fashion
- 3.7. Professional Content on LinkedIn
  - 3.7.1. Creating a Personal Brand
  - 3.7.2. Cognitive Messages in Fashion Branding
  - 3.7.3. Managing Relationships with Competitors
- 3.8. The Politicization of Twitter
  - 3.8.1. Impulsive and Omnidirectional Communication
  - 3.8.2. The Direct Message and the Creation of Content in 20 Characters
  - 3.8.3. The Impact of Headlines: From Depth to Lightness
- 3.9. TikTok, Beyond Generation Z
  - 3.9.1. The Audio-Visual Revolution and the Acceleration of the Look Changes in a Slow Fashion Context
  - 3.9.2. The Democratization in the Creation of Audiovisual Content
  - 3.9.3. Fashion as a Newsworthy and Newsworthy Event
- 3.10. YouTube, as an Exponent of Audiovisual Content
  - 3.10.1. The Management of Expectations in the Creation of Audiovisual Content
  - 3.10.2. Map of Contents on YouTube about Fashion, Beauty and Luxury
  - 3.10.3. New Trends in Public Opinion: The Microinfluencers



*You will know everything  
about communication  
applied to fashion”*





# 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.



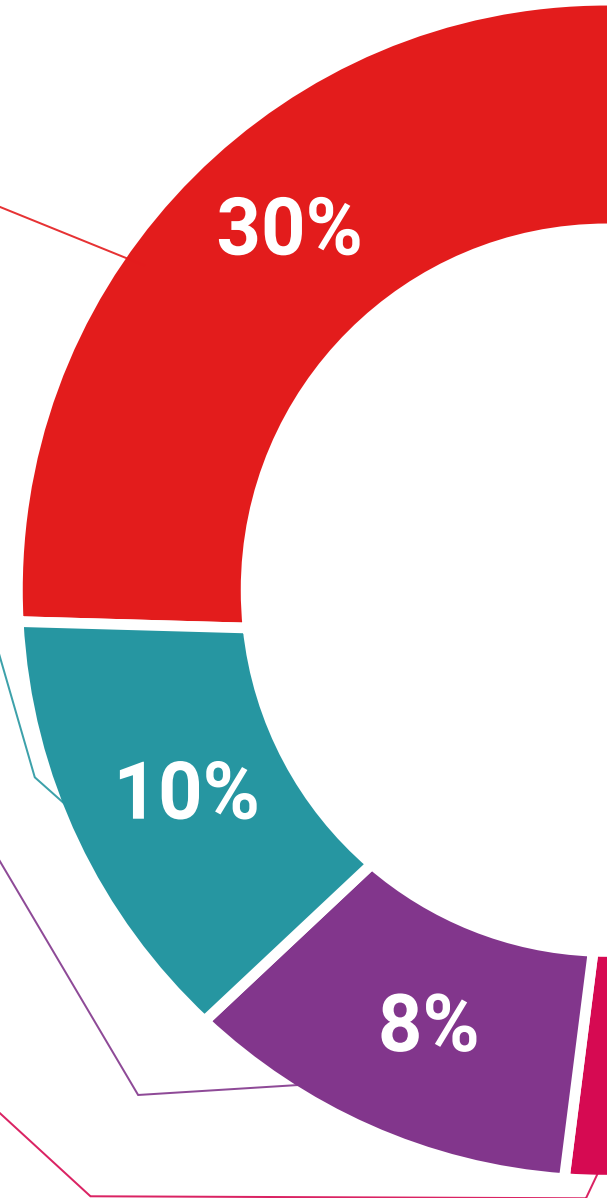
### Practising Skills and Abilities

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.

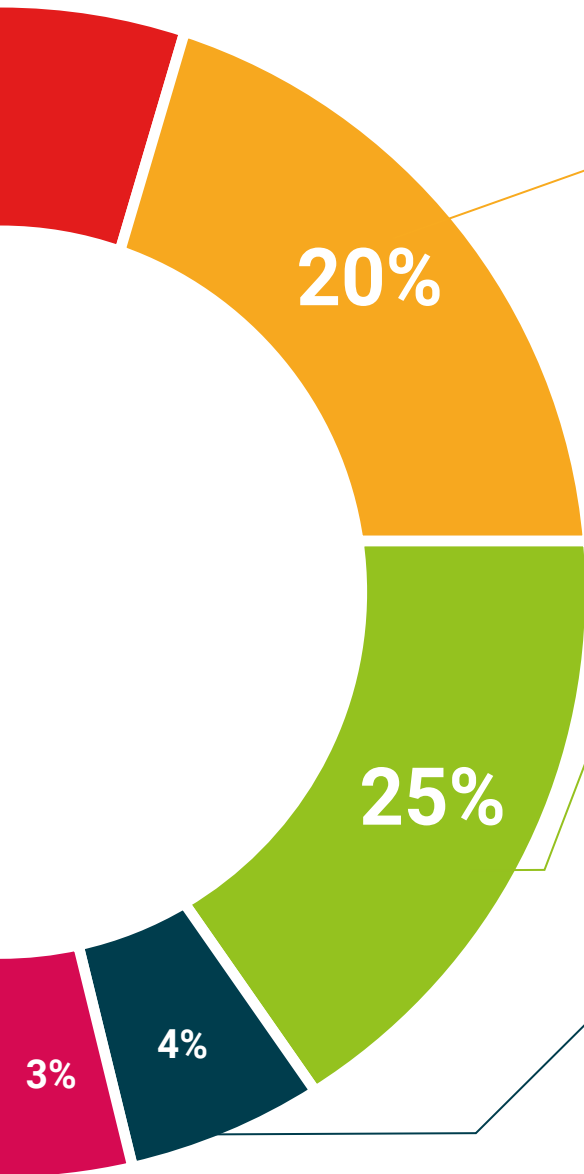


### Additional Reading

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



“

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

This **Postgraduate Diploma in Fashion Communication** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Fashion Communication**

Official N° of hours: **450 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

## Postgraduate Diploma Fashion Communication

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