Postgraduate Diploma
Product Manager in Fashion Design

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Postgraduate Diploma
Product Manager
in Fashion Design

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

Website: **www.techtitute.com/us/design/postgraduate-diploma/postgraduate-diploma-product-manager-fashion-design**

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01
Introduction

Fashion collections become successful through exhaustive market research, which, in turn, gains insight into future trends and predominant consumer demands. Furthermore, it is important to implement a series of techniques and tools that will enable fashion products to be commercialized successfully. Thanks to this TECH program, students will be able to specialize in Product Management, achieving a higher level of competence that will allow them to manage their own brand or be part of management teams in leading national and international fashion companies.

"

Your collections can be marketed in major world cities if you implement the most appropriate Product Management strategies"

Managing fashion collections implies having a deep knowledge of the different areas involved: design, market research, trends, promotion, marketing, sales, etc. A complex task that requires multidisciplinary and highly qualified professionals. In considering the academic needs of professionals in this field, TECH has decided to create this Postgraduate Diploma in Product Manager in Fashion Design, a comprehensive program that covers every issue that designers must be able to handle to start their own fashion business or to access management positions in leading companies in the field.

Specifically, this syllabus covers everything from branding and visual identity to marketing garments, accessories and purchasing management. Accordingly, students will have access to the most comprehensive information available today, which will allow them to acquire a general idea of the market and be able to identify every technique and strategy to implement during their professional activity.

That is why we grant students unrestricted access to all the educational resources offered, from the most up-to-date theoretical content, to multiple practical exercises, which will be essential to face real situations in simulated cases. One of the main advantages of this program is that it is offered in a 100% online format, so students themselves plan their study, choosing the place and time that best suits them. That way, students can continue with their education while carrying out the rest of their daily obligations, whether professional or personal.

This **Postgraduate Diploma in Product Manager in Fashion Design** contains the most complete and up to date program the market. Its most notable features are:

- Practical cases presented by experts in fashion
- The graphic, schematic, and eminently practical contents with which they are created provide practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis is placed on innovative methodologies in fashion project management
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Access to content from any fixed or portable device with an Internet connection

If you want your brand to achieve success akin to Versace, Dior or Balenciaga, enroll in this program and take the first step toward a successful career"

"

Bet on innovation and turn your ideas into reality with the creation of collections that will be marketed in the main stores in your country"

Your job as Product Manager will be to control every phase in promotion and marketing processes. An aspect that will prove fundamental in the success of your collection.

Knowing the main marketing tools will allow you to focus your promotions on the target audience, achieving higher sales.

Its teaching staff includes professionals from the fashion industry, who bring to this program the experience of their work, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train for real-life situations.

This program is designed around Problem Based Learning, whereby the student must try to solve the different professional practice situations that arise during 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

Managing a fashion project is an arduous task. Not only is it necessary to possess extensive knowledge of the field, but also of all related areas essential to being competitive. With this Postgraduate Diploma, students will acquire a level of competence that will allow them to delve into a booming field and get to know every phase involved in product management processes to conduct effective marketing and promotion for every collection launched.

You will be a world-class Product Manager and be capable of quickly raising your brand's prestige"

General Objectives

- Develop virtual skills for the new fashion environment, managing current codes and fostering a creative and artistic spirit
- Elaborate a professional design project with global impact capacity based on new opportunities
- Design while being aware of the use of materials thanks to a deep knowledge in the use of fabrics
- Face changes with agility and flexibility through an interdisciplinary perspective
- Materialize the connection between the imaginary world and the real world

Run your own fashion company and place it among the most internationally recognized"

Specific Objectives

Module 1. Visual Identity = UX + *Branding*

- Develop artistic creativity through scientific data analysis
- Learn to think critically and analyze the right fashion variables
- Predict fashion trends by identifying behavioral patterns, constructing sequences of facts and translating them into representation schemes
- Master the main Data Science tools and programs, understanding artificial intelligence and what it is used for, as well as when to apply it
- Understand how programming languages work and become familiar with them
- Develop the use and practice of the main technological tools used in digital fashion marketing, applying essential and specific metrics to evaluate decision-making from an innovation department
- Build a representable, exponentially growing identity of a fashion brand by creating a living storyline
- Replicate the use of technological tools in most of the sectors that make up the fashion industry: cosmetics, jewelry, clothing and footwear

Module 2. Collection Marketing

- Project an appropriate image of the brand or collection
- Present collections to the public in an attractive and coherent manner
- Know how to coordinate fashion events and promote the use of sustainable garments

Module 3. Purchasing Management for Fashion

- Learn how to manage each of the processes involved in garment marketing
- Conduct comprehensive analyses to understand the customer purchasing intentions
- Source the best-selling products before the end of stock
- Master the technological tools that are the basis of Big Data and that will allow you to gain an advantage over your competitors by reducing lead times

03
Course Management

The teaching staff on this Postgraduate Diploma in Product Manager in Fashion Design at TECH Technological University is made up of a team of experts who believe in educational excellence as the main weapon to achieve employment goals. Namely, professors with extensive experience and extensive knowledge of the fashion industry who have selected the most updated and relevant information for students to acquire all the specialized knowledge that will allow them to become highly presitgious product and brand managers.

Our professors will provide you with the keys to become a successful Product Manager"

Management

Ms. García Barriga, María

- 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 outlets such as RTVE and Telemadrid
- Graduate in Information Sciences,UCM
- Postgraduate course in Marketing and Communication in Fashion and Luxury Companies, UCM
- MBA from ISEM Fashion Business School, the Fashion Business School of the University of Navarra
- PhD Candidate in Fashion Trend Creation
- Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends

Professors

Mr. Holgueras, Javier

- Market Manager and Analyst at Apple's headquarters in Ireland
- Marketing Mix Modelling system Instructor at Kellogg's in Spain
- Degree in Economics
- Master's Degree in Big Data and Business Analysis

Ms. Vela Covisa, Susana

- Director of the Polka Press Comunicación agency
- Founder and director of the Atelier Couture catwalk
- Promoter and coordinator of the Sustainable Experience space at MOMAD
- Lecturer 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
- More than 30 years of experience responsible for different fashion departments, especially in communication departments for various brands, press offices, agencies, fashion projects, international fairs and catwalks, as well as in the organization of events in the field
- Senior Fashion Technician
- Additional training in Sustainable Fashion, specializing in Ecodesign, Fashion and Communication

04
Structure and Content

The structure of this Postgraduate Diploma in Product Manager in Fashion Design has been designed to meet the needs of all those students who wish to be part of the management teams of the main brands today, or those who wish to start their own company and, therefore, must be able to manage all the processes involved, from visual identity, to marketing or purchasing control. A very complete syllabus for those seeking to make a qualitative leap in their careers.
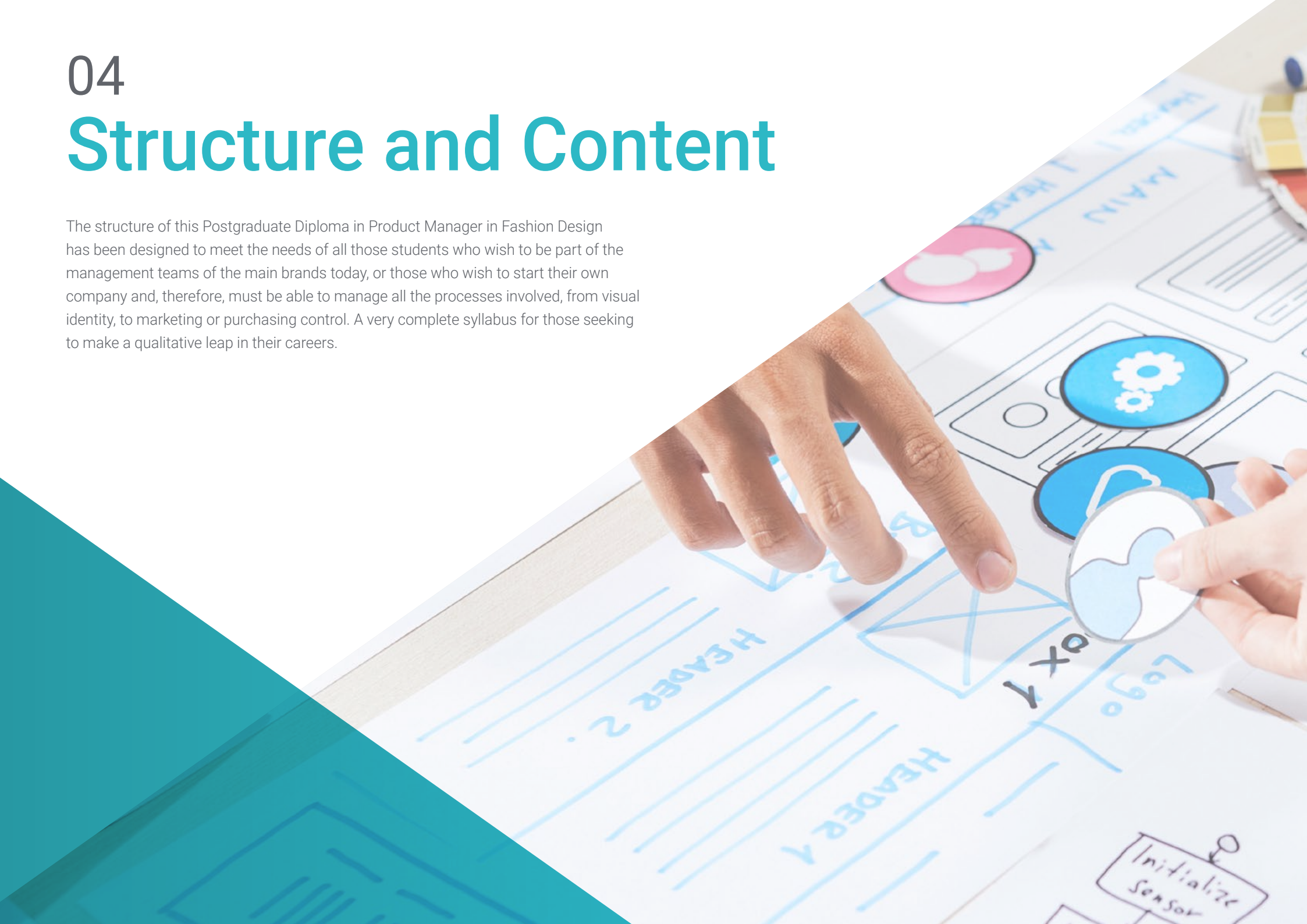
Learn the whole process involved in managing a fashion project thanks to the updated knowledge offered by this program"

Module 1. Visual Identity = UX + Branding

1.1. Using Fashion Technology
    1.1.1. Artificial Intelligence
    1.1.2. Materializing Competitive Advantage
    1.1.3. Chatbots and Virtual Personal Shoppers

1.2. Identity and Change Management
    1.2.1. Brand Identity Design
    1.2.2. Brand Identity Building
    1.2.3. Economic Impact

1.3. Google Analytics and Google Ads
    1.3.1. Fashion Brand Strategic Positioning
    1.3.2. Google ads
    1.3.3. Google Analytics

1.4. Data Driven Marketing
    1.4.1. Data Orientation Process
    1.4.2. Data Collection and Selection
    1.4.3. Tabulation: Data Statistics

1.5. Pattern Sequence Creation
    1.5.1. Key Metrics Management
    1.5.2. Fashion-Specific Metrics
    1.5.3. Pattern Sequencing

1.6. Simulating Innovation Scenarios
    1.6.1. Innovation and Creativity
    1.6.2. Simulation and Prediction
    1.6.3. Microsoft Power Bi

1.7. Segmentation & Database Management
    1.7.1. Market Segmentation
    1.7.2. Audience Segmentation
    1.7.3. SQL for Large Data Volumes

1.8. Loyalty & Salesforce
    1.8.1. The Emotional Profile of Fashion Consumers
    1.8.2. User Acquisition, Consumer Retention and Customer Ambassadors
    1.8.3. CRM: Salesforce

1.9. Content Marketing
    1.9.1. Creating User Experience in Digital Environments
    1.9.2. Customer Engagement Behavior
    1.9.3. Content On or Off My Website

1.10. Creativity Using Python
    1.10.1. Language Structure and Elements
    1.10.2. Python Functionalities
    1.10.3. Creativity Using Data

Module 2. Collection Marketing

2.1. Current Fashion Dynamics
    2.1.1. Fashion Weeks and Haute Couture
    2.1.2. Idea Realization and the Sketchbook
    2.1.3. Conceptualizing a Collection

2.2. Creating a Collection
    2.2.1. Moodboards and International Inspiration
    2.2.2. World Factories and Suppliers
    2.2.3. Labeling and Packaging

2.3. Strategic Alliances and Partnerships
    2.3.1. Strategic Partners
    2.3.2. Among Designers, Entrepreneurs and Artists
    2.3.3. Capsule Collections

2.4. Styling
    2.4.1. Visual Merchandising
    2.4.2. Window Dressing
    2.4.3. Digital Shooting: The Mobile Showcase

2.5. Catwalks and Fashion Capitals
    2.5.1. Fashion Shows
    2.5.2. Paris, London and New York
    2.5.3. Virtual Catwalks

2.6. Design Fairs and Events
    2.6.1. Event Management in the Fashion Market
    2.6.2. The Unmissable: National and International Trade Fairs
    2.6.3. The B2B Environment

2.7. Eco-Design and Environmental Impact
  2.7.1. Craftsmanship
  2.7.2. The New Luxury
  2.7.3. Sustainable Fashion in Numbers
2.8. Collection Marketing
  2.8.1. The Omnichannel Orchestra
  2.8.2. Optimizing Online Channels
  2.8.3. Residual Offline Advantages
2.9. Personalized Events
  2.9.1. Audience Alignment
  2.9.2. Communication Strategy
  2.9.3. Staging
2.10. Final Collection Assessment
  2.10.1. Prints in Figures
  2.10.2. Advanced Analysis and Indicators
  2.10.3. Garment Reformulation

Module 3. Purchasing Management for Fashion

3.1. The Dynamic of Fashion Consumers
  3.1.1. Fashion Product Life Cycle
  3.1.2. Seasonality in the Fashion Industry
  3.1.3. Brand Value Activating Levers
3.2. Microsoft Excel Formulation
  3.2.1. Operations
  3.2.2. Calculations
  3.2.3. Formulas
3.3. Excel Applications
  3.3.1. Graphics
  3.3.2. Dynamic Tables
  3.3.3. Forms
3.4. Error Management
  3.4.1. Format
  3.4.2. Number
  3.4.3. Text:

3.5. Text
  3.5.1. Access Programming
  3.5.2. Data Types and Field Properties
  3.5.3. Queries and Macros
3.6. Database Reports
  3.6.1. Data Storage
  3.6.2. Access Database Templates
  3.6.3. Updating Queries
3.7. Big Data Using Tableau
  3.7.1. Data Organization
  3.7.2. Numerical Value Representation
  3.7.3. Using Multiple Data Sources
3.8. Customizing Data with Tableau
  3.8.1. Using Calculations
  3.8.2. Quick Tableau Calculations
  3.8.3. Reference Lines
3.9. Dashboard: Data Visualization
  3.9.1. Geographic Mapping
  3.9.2. Measurement Visualization and Comparison
  3.9.3. Statistics and Forecasting
3.10. Project Management
  3.10.1. Product Owner
  3.10.2. Lean Methodology
  3.10 3. Agile Methodology

Make your collections the most anticipated of the season"

05
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"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

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.

10%

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.

8%

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.

20%

25%

4%

3%

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.

Certificate

The Postgraduate Diploma in Product Manager in Fashion Design guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification 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 Product Manager in Fashion Design** contains the most complete and up to date program 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 from career evaluation committees.

Title: **Postgraduate Diploma in Product Manager in Fashion Design**

Official Number of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Product Manager in Fashion Design

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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