

# Postgraduate Certificate

## Consumer Identity and Evolving Trends





## Postgraduate Certificate Consumer Identity and Evolving Trends

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/consumer-identity-evolving-trends](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/consumer-identity-evolving-trends)

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# 01

# Introduction

Communication is extremely important in all sectors, but if there is one where it plays a fundamental role, it is fashion. In this sense, an in-depth knowledge of the evolution of trends is a crucial aspect for the information professional, because it will allow them to detect current issues, either for their work within a specialized media, or in a communication office and, consequently, to obtain better results in the daily exercise of their profession. In this way, the professional will become a very important asset for fashion companies and, therefore, will obtain a great professional growth.





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*This Postgraduate Certificate will provide you with everything you need to know in the field of evolving trends for the fashion, beauty and luxury sector”*

The contents of this Postgraduate Certificate are directed by professionals in the areas of communication who work in companies in the fashion and beauty sector. This teaching team pours into this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

The specialization focuses on teaching professionals in the information and communication sciences the most optimal methods to know the evolution of trends in the field of fashion, beauty and luxury. This will allow journalists to orient their work according to the tastes and needs of the target audience and, therefore, to carry out a much more competitive work.

Likewise, throughout the syllabus, all the aspects that directly influence the identity and behavior of the consumer will be analyzed. In this way, the professional will be able to segment audiences correctly and offer messages adapted to the needs of each one of them.

A journey that will lead students to recognize the consumer profiles of luxury companies, detecting their lifestyle and needs. This will allow the professional to establish communication strategies adapted to this type of audience, exponentially improving business results.

Another key to the success of this program is the possibility of being the student themselves who decides how they organize their learning: from the time, to the place and intensity of study. This ensures that this program is fully compatible with your personal and professional life. So that you never lose motivation.

In this sense, the program is 100% online, although you will be able to download the contents, to continue offline if you wish. You will also have access to illustrative videos, review audios, an online library with complementary material and the help and support of your tutor throughout the process.

This **Postgraduate Certificate in Consumer Identity and Evolving Trends** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ Practical cases presented by experts in fashion journalism, beauty and luxury
- ♦ 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
- ♦ News on fashion, beauty and luxury journalism
- ♦ Practical exercises where self assessment can be used to improve learning
- ♦ With special emphasis on innovative methodologies in journalism and communication in fashion, beauty and luxury
- ♦ Algorithm-based interactive learning system for decision-making in situations focused on journalism and digital 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 allow you to enhance your skills and become a successful communication journalist"*

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*TECH offers you the best program on the market in journalism and communication in fashion. You only have to bring your enthusiasm to study”*

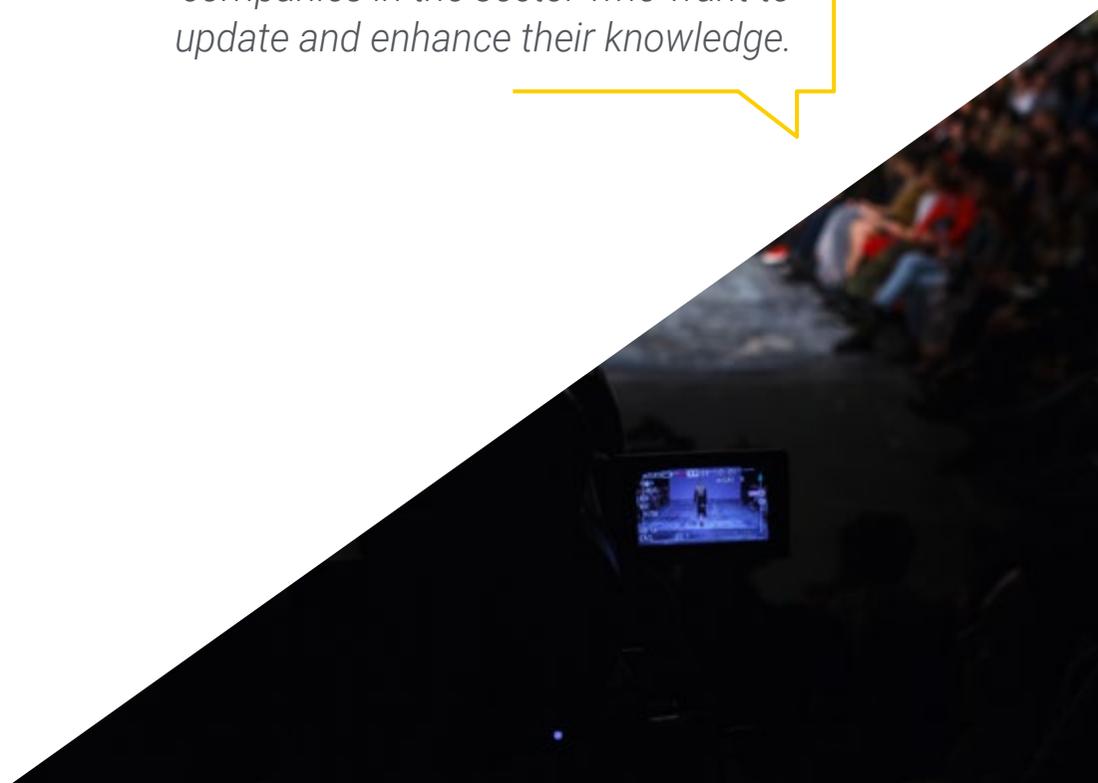
The program includes professionals belonging to the field of journalism and communication in its teaching staff, who bring their work experience to this course, along with recognized specialists from prestigious reference societies and universities.

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 program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. To do so, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of fashion, beauty and luxury journalism.

*Become an excellent journalist and learn to work successfully, enhancing your relationship with companies in the fashion industry.*

*This program is not only designed for working journalists, but also for those who work in the press offices of companies in the sector who want to update and enhance their knowledge.*



# 02 Objectives

This Postgraduate Certificate will provide you with the knowledge and techniques necessary to efficiently manage the communication area in companies in the fashion industry, either as part of a media or as a collaborator in a press office. A program that will enable you to lead and manage projects of lesser or greater intensity and complexity, with the ability to intervene and plan smoothly and to develop successfully in all areas in which this action is performed. Therefore, after the completion of this program, you will know all the aspects that influence the evolution of trends within the fashion industry and, therefore, you will be a much more competent professional.



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*A complete specialization that will allow you to learn how to research the evolution and emergence of new trends in the fashion, beauty and luxury sector"*



## General Objectives

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- ♦ Have a comprehensive and professional vision of the communication environment in the areas 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 skills to grow within the industry
- ♦ Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- ♦ Obtain the necessary ethical responsibility
- ♦ Develop critical thinking skills
- ♦ Generate a competitive communication strategy within the industry with an in depth knowledge of the dynamics of communication, the fashion business and the determining components
- ♦ Identify opportunities and be able to evolve personally through scrutinizing your own work
- ♦ Generate a social impact and direct public opinion with ethical and professional responsibility
- ♦ Improve skills in decision-making thanks to observation, analysis, interpretation and action in relation to the professional criteria and the elaboration of critical reports
- ♦ Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective





## Specific Objectives

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- ◆ Detect the signs of change and turn them into an opportunity thanks to a predictive trend report that minimizes risk and optimizes resources ahead of our competitors
- ◆ Gain an in depth understanding of the concept of appearance, lifestyle and trend
- ◆ Unravel the communication process established through color, shape, fabric or silhouette
- ◆ Understand how fashion is constructed and how it is related in an exercise of perception, interpretation and visual projection with the identity of the receiver of the message that we emit in the form of a dress, T-shirt or accessory



*A unique, key, and decisive experience to boost your professional development”*

03

# Course Management

The design of this program has been created by a team of journalism professionals with years of professional and teaching experience. All of them, aware of the current need for quality up to date programs in journalism and communication, have combined their knowledge to provide you with the most complete program on the market, which will allow you to develop successfully in the field of fashion, beauty and luxury journalism, achieving top level professional skills and becoming a much more reputable professional in the sector.



“

*Learn, from the best professionals in the industry, the latest developments in fashion trend analysis and become a much more sought-after professional"*

## Management



### Ms. García Barriga, María

- ♦ Graduate in Information Sciences, UCM
- ♦ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies
- ♦ MBA in ISEM Fashion Business School
- ♦ 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

## Professors

### Ms. Saldaña Martínez, Rocío

- ♦ Degree in Marketing and Advertising from CENP in La Coruña
- ♦ Diploma in Advertising Graphics from the Pablo Picasso School of Art in La Coruña
- ♦ Professional in the fashion industry with more than 15 years of international experience. Expert in the design and development of clothing and accessory collections for brands such as Zara, Purificación García, CH Carolina Herrera, Cortefiel, Marwa, Roberto Verino and collaborator of the New York brands Daryl K, Steve Madden and Betsey Johnson



# 04

## Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, marketing, fashion and communication who, aware of the relevance of current specialization in this field as a means to delve into the area of knowledge, have designed a complete syllabus specially designed to update professionals in the information sciences on the peculiarities and characteristics of the fashion world and the evolution of its trends. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.





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*We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world with every guarantee of success”*

## Module 1. Consumer Identity and Evolving Trends

- 1.1. Fashion as a Social Communication Tool
  - 1.1.1. Expansion of the Fashion Phenomenon and Social Changes
  - 1.1.2. Appearance as a Form of Individual Identity
  - 1.1.3. Elements Defining the Visual Language of Fashion
- 1.2. Visual Expression of Color
  - 1.2.1. The Importance of Color in Purchasing Decisions
  - 1.2.2. Color Theory and Chromatic Emotions
  - 1.2.3. The Use of Color in the Fashion Ecosystem
- 1.3. New Consumer Profiles
  - 1.3.1. The Correct Segmentation of Consumers in the 21st Century
  - 1.3.2. Brands Facing New Customers: From Consumers to Prosumers
  - 1.3.3. Trends and Factors Conditioning the Purchasing Process
- 1.4. Preferences of the Luxury Consumer
  - 1.4.1. The Lifestyle of the Luxury Client: Values and Priorities
  - 1.4.2. The Dynamics of Consumption in the Luxury World
  - 1.4.3. Discovering Luxury Retail and E-tail
- 1.5. Observation and Research of Trends in "Coolhunting" Theory
  - 1.5.1. The Figure of the Trend Hunter in the Fashion Industry
  - 1.5.2. From Trendsetters to Mass Consumption
  - 1.5.3. Trend Research Agencies
- 1.6. Novelty, Trends and Hype From Innovation to Consolidation
  - 1.6.1. Differentiation of Concepts
  - 1.6.2. Macrotrends and Microtrends
  - 1.6.3. Cycles and Theories of Trend Diffusion
- 1.7. Methodology and Analysis for Trend Detection
  - 1.7.1. The Art and Science of Trend Spotting. CSI ("Coolhunting Science Insights")
  - 1.7.2. Observation and Documentation as Disciplines of Analysis
  - 1.7.3. Methods to Obtain Data From the Interview to the Delphi Method



- 1.8. The Cosmetics Sector, Beauty as a Lifestyle
  - 1.8.1. The Beauty Industry, the Sale of Intangibles
  - 1.8.2. Market Trends in the 21st Century
  - 1.8.3. The Informed Consumer: The Rise of Niche and Eco Cosmetics
- 1.9. Concept Stores Physical and Digital Trend Spaces
  - 1.9.1. An Unusual Selling Space in the Right Hotspots
  - 1.9.2. The Shopping Experience Beyond Fashion. Art, Culture and Design
  - 1.9.3. Concept Stores also Online
- 1.10. Post Covid-19 Fashion, Beauty and Luxury Consumer Trends
  - 1.10.1. What Has Changed Forever in Consumption Habits?
  - 1.10.2. What the Shopping of the Future Will Be Like
  - 1.10.3. Sustainability, Technology and Innovation as Key Elements

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*A complete program that will take you through the knowledge you need to compete among the best”*

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.



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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.

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*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.*



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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. 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.

This methodology has 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, and financial markets and 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.



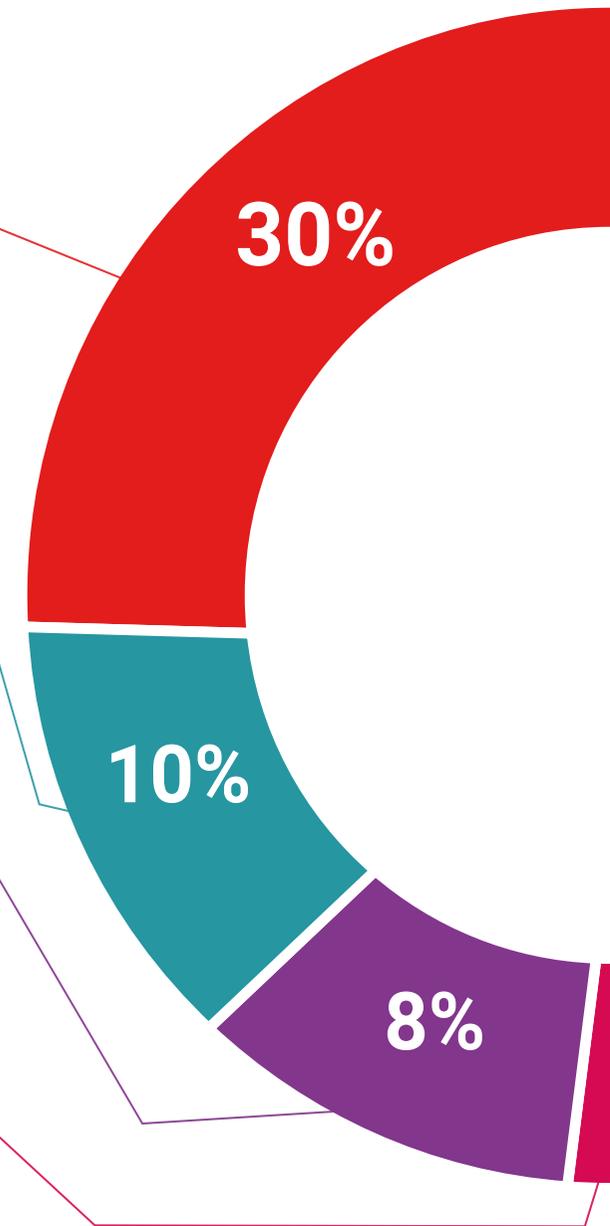
#### Practising Skills and Abilities

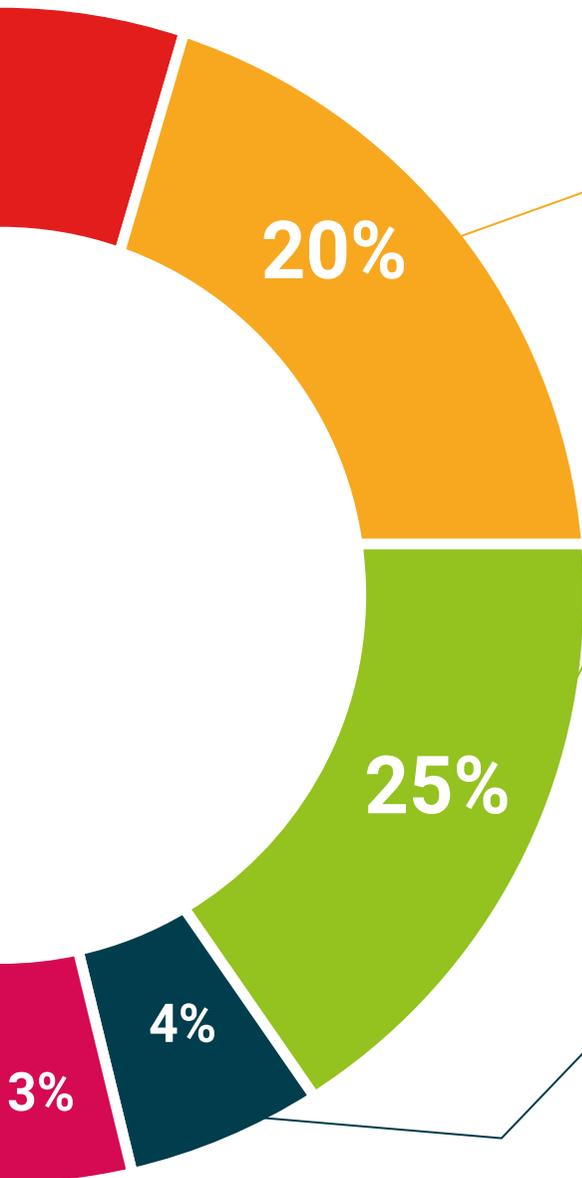
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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.



06

# Certificate

The Postgraduate Certificate in Consumer Identity and Evolving Trends 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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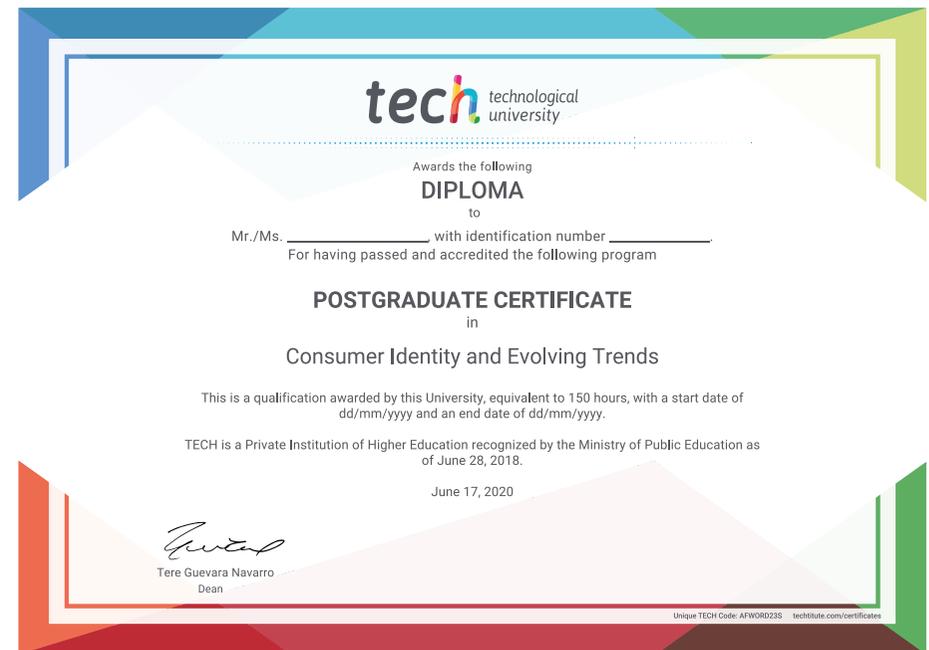
*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Consumer Identity and Evolving Trends** 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 Consumer Identity and Evolving Trends**  
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 languages  
virtual classroom



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