

Postgraduate Diploma

Communication in Fashion, Beauty and Luxury





Postgraduate Diploma Communication in Fashion, Beauty and Luxury

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-fashion-beauty-luxury

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01

Introduction

The fashion, beauty and luxury sector is constantly changing and, consequently, its proper handling in the field of communication and journalism requires continuous updating by professionals in the sector. Therefore, this program will approach the concept of fashion and its relationship with communication, as well as the evolution of the industry and its main changes in the 21st century, taking into account the new trends in the sector. This way, professionals will be able to update their knowledge in this field and acquire new skills that will enable them to work successfully in companies in the sector, specialized media and press offices.



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With this Postgraduate Diploma you will acquire the necessary knowledge to understand the world of fashion, beauty and luxury from a global perspective and work in these sectors as a specialized journalist in an optimal way"

This program is especially aimed at professionals in the areas of communication and journalism, who work daily in the fashion and beauty sector. Thinking specifically of them, the teaching team at TECH brings their experience to this specialization, offering a realistic and close-up view of the professional reality in a conscious and proactive manner.

Throughout the syllabus, all the aspects of communication management in companies in the fashion, beauty and luxury sector will be analyzed with the aim of providing the student with an in-depth knowledge of how these departments work and how to manage them optimally. This will also help you understand, from a journalistic perspective, how to relate to these companies in the right way.

A journey that will lead students to recognize the strategies that enhance the results of companies in these sectors and that will allow them to use the most effective means to implement successful action plans.

All of this development, under the guidance of professionals recognized and valued worldwide, in order to learn from the best, with the best learning system and a stimulating and attractive training process.

Another key to the success of this specialization 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 from 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. Additionally, you will have access to exclusive content, including a series of Masterclasses led by a renowned international expert.

This **Postgraduate Diploma in Communication in Fashion, Beauty and Luxury** contains the most complete and up-to-date educational program on the market. The most important features of the specialization are:

- ♦ The development of case studies presented by experts in fashion, beauty and luxury journalism
- ♦ 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
- ♦ Latest news in 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 journalist in the his exclusive Masterclasses"

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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"

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.

This program will allow you to improve your skills and become a successful journalist.

Become an excellent journalist and learn to move successfully, enhancing your relationship with companies in the fashion, beauty and luxury sector.



02 Objectives

This program is designed to strengthen skills, as well as to help you develop new skills in the field of communication that will be essential in your professional development within the fashion, beauty and luxury sector. After completing the specialization, you will be able to work with a high degree of competence in specialized media, press offices and marketing departments. In this way, you will be able to position yourself as a communication professional in the field of fashion, beauty and luxury with success, achieving great skills and preparing yourself to compete with the best in the industry.

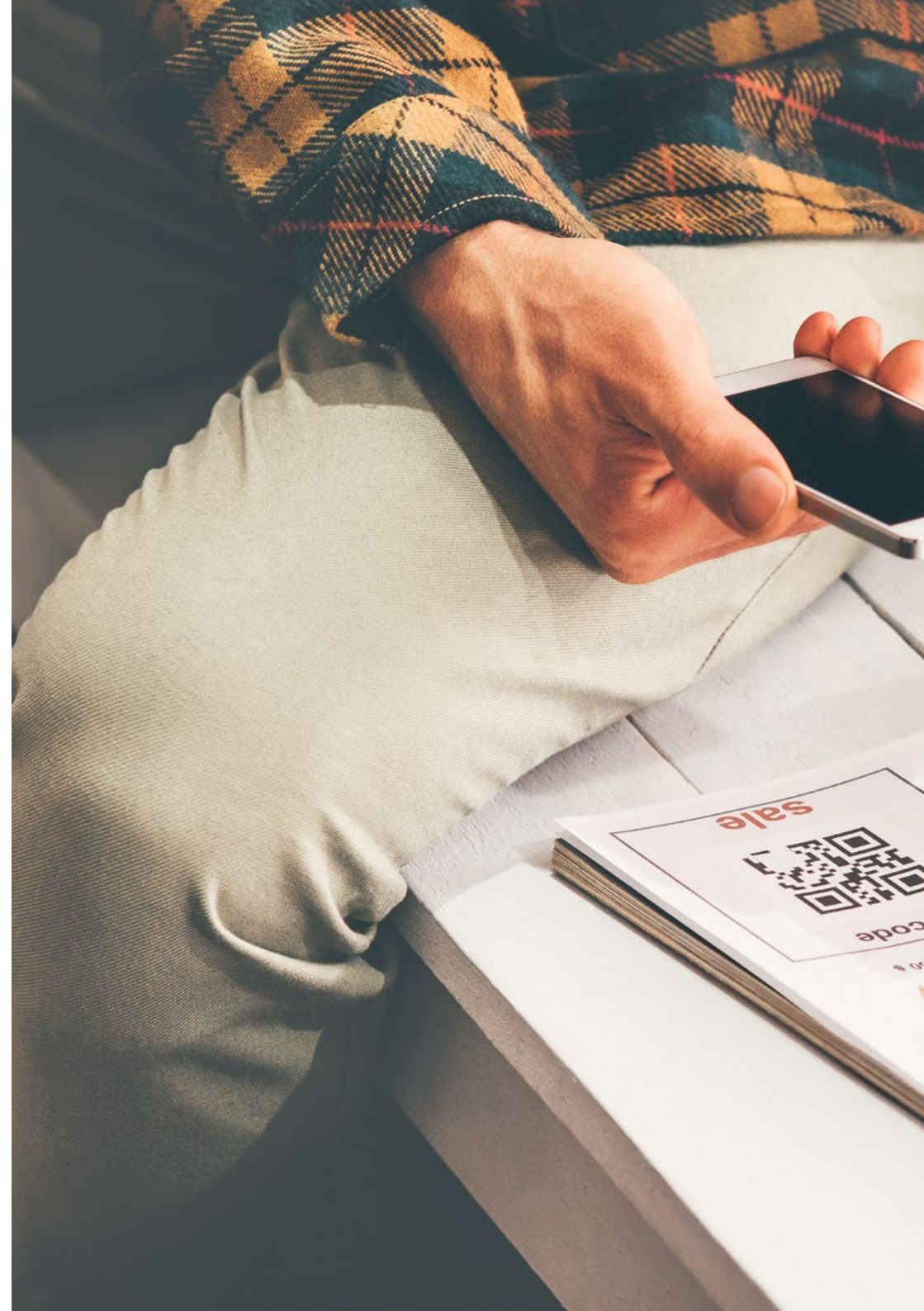
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The goal of this program is for students to learn how to efficiently manage communication in companies in the fashion, beauty and luxury sector"



General Objectives

- ♦ 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 oral and written, verbal and non-verbal writing and communication skills
- ♦ Obtain the necessary ethical responsibility
- ♦ Develop critical thinking skills
- ♦ Generate a competitive communication strategy within the industry by knowing in depth the dynamics of communication, the fashion business and the determining components
- ♦ Identify opportunities and be able to evolve by looking at one's 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

Module 1. Introduction to Communication in the Fashion, Beauty and Luxury Industry

- ♦ Approach the main areas of communication in relation to fashion and beauty
- ♦ Questions and introduction to some topics of interest that will be developed throughout the program
- ♦ Lay the foundations of knowledge in the field of fashion, beauty and luxury
- ♦ Analyze the role that each professional plays within the fashion industry
- ♦ Know and learn how to use the terminology of the sector

Module 2. Content Creation: The Message

- ♦ Enable students to have a deep understanding of the nature of the message and its basic components
- ♦ Know the main automated communication tools that are currently used in the fashion industry
- ♦ Know how to identify the style of messages, images and contents that are elaborated in the industry, being possible for the student to replicate and organize them in time

Module 3. Communication Techniques in the Fashion, Beauty and Luxury Ecosystem

- ♦ Build a digital environment capable of attracting traffic/audience to your fashion brand, either off or online, with a desired positioning
- ♦ Generate a content tree and consistent content throughout the Bio
- ♦ Write a press release, blog or tell a story that identifies your brand ecosystem
- ♦ Adapt the results and generate a new ecosystem
- ♦ Recognize and replicate the style of communication in the fashion and beauty environment

03

Course Management

The design of this educational program has been created by a team of journalism professionals in fashion and communication with years of professional and teaching experience. All of them, aware of the current need for quality specialization in the journalism and communication sector, have combined their knowledge to provide you with the most complete specialization 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.



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*Learn, from the best professionals in the industry,
the latest developments in journalism and
communication in fashion, beauty and luxury"*

International Guest Director

With an extensive career in the **Fashion and Luxury** sector, Dr. Eleonora Cattaneo stands out internationally for her contributions as a **consultant to globally renowned brands**. This renowned expert has been involved with some of the most powerful **Fortune 500** companies such as **Fiat, CNH Industrial, Renault and Nestlé**, among others.

For years, the researcher has investigated the **socio-cultural contexts** linked to luxury and the ways in which the most prestigious companies in this field **create meanings and enhance their products or services**. Her most recent book, *Managing Luxury Brands*, also shows her interest in analyzing the **environmental and social influence** of this industry, as well as the opportunities that current technological innovations offer to this field.

At the same time, Dr. Cattaneo has collaborated as **Internal Advisor** to several **Marketing Directors** for various corporations. In this way, she has provided information and support in the deployment of **new market entry strategies, brand repositioning, and product launches**. On the other hand, **international communications** is another of her most experienced fields of work.

Based on her extensive training, the specialist was selected to lead the **Luxury and Guest Experience Management Program** at the renowned Glion Institute in Switzerland. In this institution of reference for the entire European business network, the expert has supported the **development of interpersonal and professional skills** in corporate leaders from all over the world. Prior to this position, she was **Director of Executive Programs** for the Swiss Education Group and Regent's University of London.

As for her **academic background**, Cattaneo holds a **Doctorate in Marketing** from the University of Pavia, Italy, and an **MBA** from the SDA Bocconi School of Management.



Dr. Cattaneo, Eleonora

- Director of the Luxury and Guest Experience Management Program, Glion Institute, Switzerland
- Director of Executive Programs at the Swiss Education Group
- Head of the Luxury Brand Management Program at Regent's University of London
- Professor of International Marketing at the University Institute Carlo Cattaneo
- Consultant to brands such as Fiat, CNH Industrial, Renault and Nestlé and other Fortune 500 brands
- Doctorate in Marketing from the University of Pavia, Italy
- MBA from the SDA Bocconi School of Management, Italy
- Bachelor's Degree from Bristol University, United Kingdom
- Member of: the Chartered Institute of Management, UK and the Swiss Center for Luxury Research

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Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Dr. García Barriga, María

- ♦ Doctorate in Design and Marketing Data
- ♦ Communicator at RTVE
- ♦ Communicator at Telemadrid
- ♦ University Teacher
- ♦ Author of *The Pattern of Eternity*, Creating a Spiral Identity for Automating Fashion Trends
- ♦ Communications, Marketing and Social Campaigns, Arts Heritage and Digital Marketing
- ♦ Editor in Chief of Chroma Press
- ♦ Marketing and Social Media Account Executive at Servicecom
- ♦ Web Content Editor at Premium Diffusion, Siglo XXI Newspaper and Managers Magazine
- ♦ Doctorate in Design and Marketing Data from the Polytechnic University of Madrid
- ♦ Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising from the Complutense University of Madrid
- ♦ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies from the Complutense University of Madrid
- ♦ Certificate in Data Analysis & Creativity with Python, China
- ♦ MBA Fashion Business School at the Fashion Business School of the University of Navarra, Spain



Professors

Mr. Campos Bravo, Ignacio

- ♦ Bachelor's Degree in Communication with a double specialization in Media for unspecialized and Corporate Communication at Loyola University in Andalucía
- ♦ Executive Master's Degree in Fashion Business Management at ISEM
- ♦ She has worked in small media and communication agencies and, more recently, in point of sale management in multi-brand channel of Loewe Perfumes

Ms. Villamil Navarro, Camila

- ♦ Social communicator and journalist graduated from La Sabana University
- ♦ Fashion and trends Write EL TIEMPO newspaper
- ♦ Professor of Fashion Journalism and Personal Branding at the Faculty of Communication at La Sabana University and coordinator of the Diploma in Communication and Fashion Journalism

04

Structure and Content

The program in New Communication in Fashion, Beauty and Luxury at TECH is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that is developed over 6 months and has been designed by the most reputable professionals in the sector, who pour into this specialization the arduous experience of their work for you to grow and position yourself as a communicator and journalist of the highest level.



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Through a very efficient syllabus, professionals will learn how to deal correctly with the fashion, beauty and luxury sector, whether they want to work as specialized journalists or as press and communication managers"

Module 1. Introduction to Communication in the Fashion, Beauty and Luxury Industry

- 1.1. Development and Evolution of the Fashion Industry
 - 1.1.1. Fashion Throughout History
 - 1.1.2. Evolution of the Textile Industry
 - 1.1.3. The Fast Fashion Model and Today's Consumer Industry
- 1.2. Main Milestones and Characteristics of the Beauty and Perfumery Industry
 - 1.2.1. History of Perfumery
 - 1.2.2. Perfumery as the Main Point of Contact to the Luxury Market
 - 1.2.3. Communication in the Main Beauty and Perfumery Retail Chains
- 1.3. Introduction to the Sociology of Fashion
 - 1.3.1. Fashion as a Social Agent
 - 1.3.2. Sociology of Trends
 - 1.3.3. Fashion as an Artistic Concept
- 1.4. Luxury in the 21st Century and the Digital Experience
 - 1.4.1. New Ways of Understanding Luxury
 - 1.4.2. Fashion and Luxury in the Digital Environment
 - 1.4.3. How Digital Tools Can Enrich the Luxury Experience
- 1.5. Adaptation of the Brand Discourse to Each Communication Channel
 - 1.5.1. Main Communication Channels in the Fashion, Beauty and Luxury Industry
 - 1.5.2. Mapping the Communication Strategy. Choice of Channel and Message
 - 1.5.3. The Profile of the Communicator in Social Media.
- 1.6. Evolution of Brand Legacy in the Luxury Industry
 - 1.6.1. History as a Backdrop. Building a Brand Discourse from the Past.
 - 1.6.2. The Role of Creative Management in the Brand Discourse
 - 1.6.3. Beginning the Brand Legacy in the 21st Century
- 1.7. Fashion Communication in the Digital Environment. Globalization and the Single Market
 - 1.7.1. Communicating in the Digital Environment
 - 1.7.2. Internationalization of Brands
 - 1.7.3. Effects of Globalization on Fashion and Beauty Communication

- 1.8. Principles of Branding
 - 1.8.1. The Brand Is What Prevails. Management of Intangibles
 - 1.8.2. Tons and Manners. Construction of the Brand Discourse
 - 1.8.3. Building a Brand in a Global Market
- 1.9. Approach to Sustainability in the MBL Markets
 - 1.9.1. Sustainability and Environment in the Fashion System Actors and Processes
 - 1.9.2. Diversity and Inclusion in the Fashion and Beauty Industry.
 - 1.9.3. Sustainability in the Luxury Market
- 1.10. The Communication Professional in the Fashion Industry
 - 1.10.1. The Role of the Communication Department in a Fashion Company
 - 1.10.2. Outsourcing of the Communication Department The Role of Agencies
 - 1.10.3. Professional Profiles of Communication in the Fashion, Beauty and Luxury Industry.

Module 2. Content Creation: The Message

- 2.1. Elements of Communication: The Sender, the Receiver and the Message - Slogan
 - 2.1.1. The Communication Process and the Components Involved.
 - 2.1.2. Cognitive, Emotional and Social Messages in the Fashion Ecosystem
 - 2.1.3. Evolution of the Advertising Slogan in the Beauty Market
- 2.2. Traditional Methods of Transmission of Inespecialization in the Fashion Industry: Advertising
 - 2.2.1. Advertisements as Sources of Value Transmission
 - 2.2.2. The Specialization of the Stereotype from the Prototype
 - 2.2.3. The Structure and Composition of an Advertising Cartoon
- 2.3. New Tools for Digital Content Creation: Ads
 - 2.3.1. Google Ads Algorithm
 - 2.3.2. Matching Levels and Key Metrics
 - 2.3.3. Creating an Ad for the Digital Environment
- 2.4. Channels for the Diffusion of Content in Fashion, Luxury & Beauty
 - 2.4.1. Fashion Consumer Preferences
 - 2.4.2. The Off and Online Media and Their Complementarity
 - 2.4.3. Trends in the Diffusion of Inespecialization in the Luxury Market



- 2.5. Personalization of Contents in the Luxury Sector
 - 2.5.1. The Style of Fashion Language and Its Technicalities
 - 2.5.2. Happiness, Quality and Functionality versus Cheap, Free and Urgent
 - 2.5.3. Omnidirectional Communication between Brand and User
- 2.6. Implementing Content Automation in CRM
 - 2.6.1. What Is CRM and What Is It For?
 - 2.6.2. Types of Messages According to Customer Segmentation
 - 2.6.3. Salesforce Structure and Usability
- 2.7. Design and Layout of the Fashion, Beauty and Luxury Newsletter
 - 2.7.1. The Organization and Structure of the Information
 - 2.7.2. Differences between the Press Release, the Newsletter and the Advertisement
 - 2.7.3. Frequency of Notifications and Measurement of Impact
- 2.8. The Style of Language and the Impact of Image in the Fashion Industry
 - 2.8.1. The "Fashion" Colors: Integrating Pantone in Your Communication Strategy
 - 2.8.2. What Do Fashion Specialists Talk About?
 - 2.8.3. Information Design
- 2.9. CMS Structure and Application
 - 2.9.1. The Purpose of the Content Management System
 - 2.9.2. Content Types for the Fashion Web
 - 2.9.3. *Prestashop*
- 2.10. Content Plan
 - 2.10.1. Key Points in the Planning of Content in the Fashion and Beauty Areas
 - 2.10.2. Seasonal Campaigns in the Fashion Industry
 - 2.10.3. Launching Flash Campaigns

Module 3. Communication Techniques in the Fashion, Beauty and Luxury Ecosystem

- 3.1. The Fashion Ecosystem and Its Composition
 - 3.1.1. Construction and Maintenance of a Phygital Ecosystem
 - 3.1.2. Search Resources and the Development of SERPs
 - 3.1.3. Ecosystem Monitoring and Retrofitting
- 3.2. Creation of a Brand Ecosystem: SEO, SEM and SMO
 - 3.2.1. Positioning of Digital Content: SEO
 - 3.2.2. The Creativity of SEM Campaigns
 - 3.2.3. The Relevance of SMO in the Fashion Industry
- 3.3. Differences and Similarities in Fashion, Beauty and Luxury Brand Communication.
 - 3.3.1. Differences between a CMS Website and an E-Commerce Site
 - 3.3.2. Evolution of Communication Objectives
 - 3.3.3. Interaction in Content Creation
- 3.4. Traditional Offline Communication Techniques: Press Release, News, and News Report
 - 3.4.1. Objective Communication: The Press Release and Relevant Inespecialization.
 - 3.4.2. Social Communication: The News as a Driver of New Inespecialization
 - 3.4.3. Commercial Communication: The Advertorial as a Sales Element.
- 3.5. The Creation of Blogs and Digital Dissemination Magazines
 - 3.5.1. Bidirectional Communication in Static Tools
 - 3.5.2. Structure and Composition of Blogs
 - 3.5.3. Content Creation for Digital Fashion Magazines
- 3.6. Transmedia Narrative and Storytelling
 - 3.6.1. The Composition of Space and Time in Fashion Communication
 - 3.6.2. Virtual Realism in Transmedia Storytelling
 - 3.6.3. Stages in Storytelling Creation





- 3.7. The Audiovisual Language in the Fashion Environment
 - 3.7.1. The Strength of the Image for the Beauty Sector
 - 3.7.2. The Storyline in a Brand Story
 - 3.7.3. The Creation of Fashion Icons and Myths
- 3.8. The Creation of Content Based on the Google Trends Universe
 - 3.8.1. Functioning and Search Dynamics in Google Trends
 - 3.8.2. The Description of the Story in Relation to Keywords and Fashion Tagging
 - 3.8.3. The Integration of Competitors and Virality
- 3.9. Functioning of an Ecosystem in the Whole Universe.
 - 3.9.1. Alignment of Content and Trends
 - 3.9.2. The Musical Atmosphere in Audiovisual Communication
 - 3.9.3. Fashion Films
- 3.10. Redefinition and Adaptation of the Brand Ecosystem
 - 3.10.1. Creativity, Innovation and Invention as Dynamics of Growth
 - 3.10.2. Inspiration and Aspirations of the Fashion Industry
 - 3.10.3. Reordering the Fashion Universe: Content for the Whole Community

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A comprehensive specialized program that will take you through the necessary education to compete with the best in your profession”

05

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

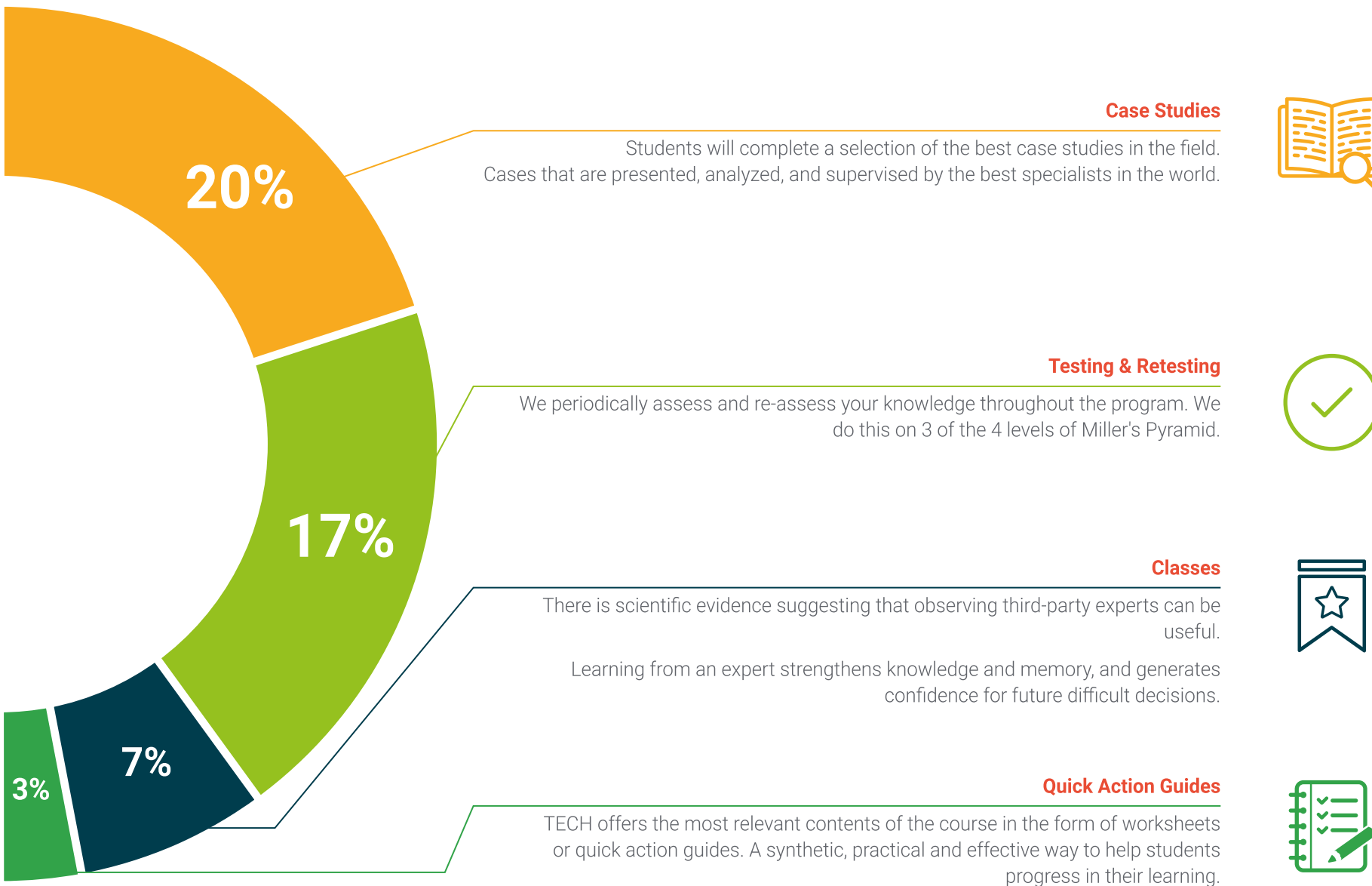
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





06

Certificate

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



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

This private qualification will allow you to obtain a **Postgraduate Diploma in Communication in Fashion, Beauty and Luxur** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Communication in Fashion, Beauty and Luxury**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

tech global
university

personalized service innovation

knowledge present

online training

development languages

virtual classroom

Postgraduate Diploma Communication in Fashion, Beauty and Luxury

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Postgraduate Diploma

Communication in Fashion, Beauty and Luxury

