Postgraduate Diploma

New Forms of Communication in Fashion, Beauty and Luxury

tech technological university

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Postgraduate Diploma

New Forms of Communication in Fashion, Beauty and Luxury

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

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-new-forms-communication-fashion-beauty-luxury

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01

Introduction

The fashion, beauty and luxury sector is constantly changing and, consequently, its correct treatment in the communicative field needs continuous updating. Therefore, this Postgraduate Diploma 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. In addition, appearance management and visual communication within the fashion industry will also be studied in order to understand the patterns that work best in this regard and to provide the professional with the necessary skills to generate powerful and attractive visual communications for consumers.

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 Postgraduate Diploma is especially aimed at professionals in the areas of communication and journalism, who exercise their daily work in the fashion and beauty sector. With them in particular in mind, the TECH teaching team consciously and proactively pours into this program its experience and, therefore, its realistic and close vision of the professional reality.

Throughout the syllabus, we will delve into content management strategies in companies in these areas, paying special attention to the new communication channels, such as social networks and YouTube and their involvement in the success of companies in the sector. All this will enable the professional to work successfully in luxury, beauty and fashion companies.

In the same way, all aspects of communication management in companies in the fashion, beauty and luxury sector will be analyzed in order for the student to know in depth the functioning of these departments and learn to manage them in an optimal way.

A journey that will lead students to recognize the communication channels that give better results to companies and specialized media and that will allow them to use these media with the aim of increasing the company's results and, therefore, to carry out a more efficient management.

This **Postgraduate Diploma in New Forms of Communication in Fashion, Beauty and Luxury** 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

Get to know in depth the new means of communication in fashion, beauty and luxury companies and become a much more competent professional"

Become an excellent journalist and learn to move successfully, enhancing your relationship with companies in the fashion, beauty and luxury sector through new communication channel"

TECH offers you the best program on the market in journalism and communication in fashion, beauty and luxury. All you have to do is put the will to study.

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.

02

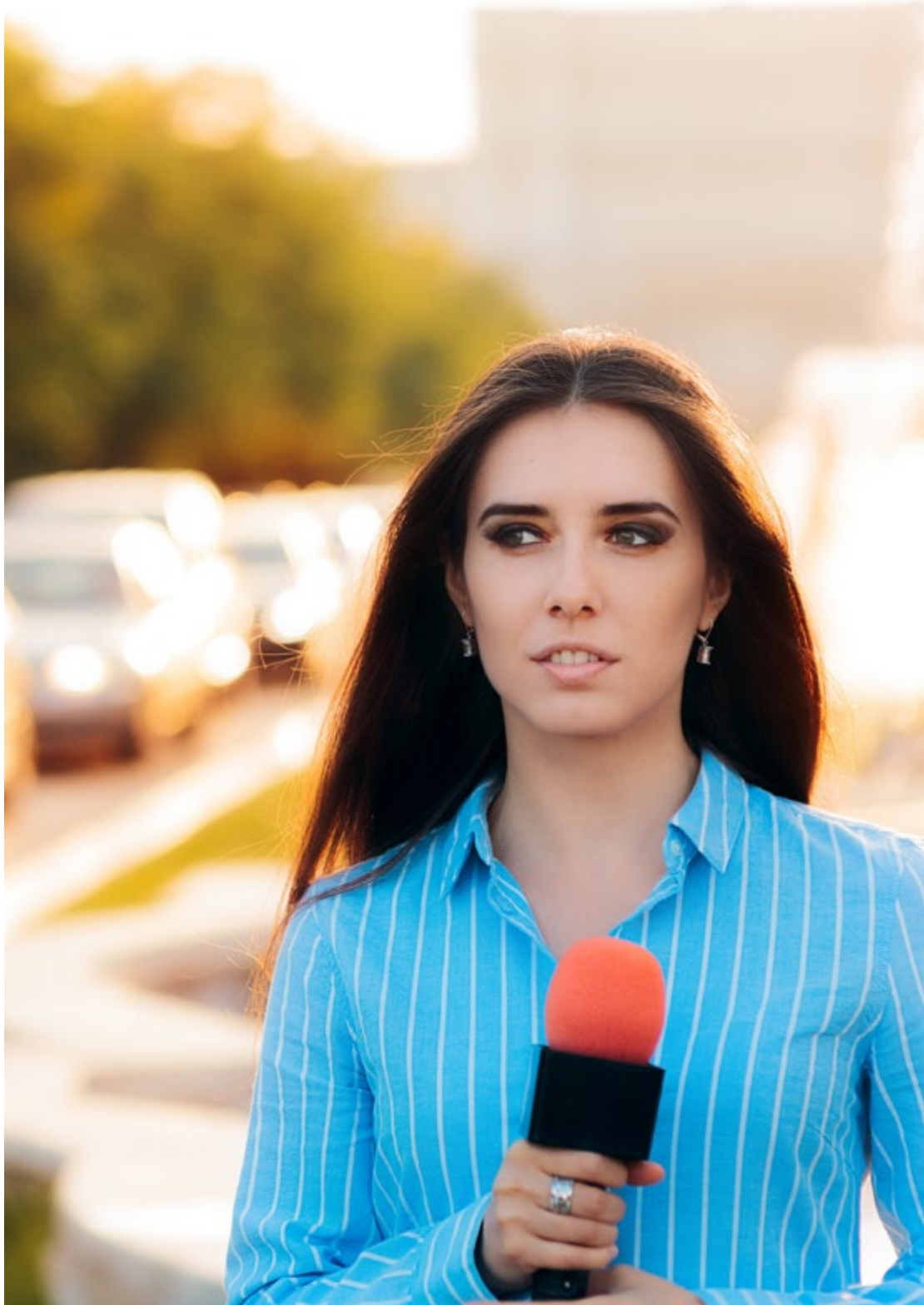
Objectives

This program is designed to strengthen the skills, as well as 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 program, you will have a high degree of competence in specialized media, press offices and marketing departments, knowing the means that provide the best results in the dissemination of incapacitation. 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.

The goal of this program is to help students understand which are the most innovative formulas that provide the best results for companies in the fashion, beauty and luxury sector"

General Objectives

- 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

Module 1. Metrics for Communication Analysis

- Understand the measurement process in the communication sector, create and establish efficient and effective metrics based on brand identity
- Apply the fundamental indicators and establish the boundary between qualitative and quantitative variables
- Evaluate the chosen analysis methods and apply the results to brand actions
- Predict the results of the following metrics in order to minimize risks
- Develop and present a fashion industry-specific dashboard and a progress report identifying lines of communication
- Refocus Leadership

Module 2. Specialized Press and Public Relations

- Understand strategic communication and apply it with ethical and professional responsibility
- Establish public relations that serve the purpose of communication, knowing how public relations work in the fashion industry
- Lead a team capable of creating an event as well as a unique user experience, whether in the physical or digital environment
- Adapt to the dynamics of the specialized press in the areas of fashion and beauty
- Know the evolution of public relations and the latest market trends
- Develop negotiation skills to establish agreements that constitute a social link

Module 3. New Communication Channels: Social Networks & YouTube

- Offer a direct, personal and adequate communication capable of meeting the specific objectives of each social media
- Specific vision of each of the digital communication channels that currently exist
- 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 medium among the public opinion

TECH provides you with the latest content in the industry with one goal in mind: to help you achieve all your professional goals"

03

Course Management

The design of this 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.

Learn, from the best professionals in the industry, the latest developments in PR and communication channels in the fashion, beauty and luxury sector"

Management

Ms. García Barriga, María

- Graduate in Information Sciences, UCM
- Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies
- MBA from 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. Cayuela, María José

- Degree in Journalism and Master's Degree in Corporate and Institutional Communication Management from the Autonomous University of Barcelona
- Master's Degree in Strategic Brand and Communication Management from ESADE. PDD
- Master's Degree in Digital Marketing Management from ESADE and Learning to Grow from IESE
- Multidisciplinary journalist with more than 20 years of experience in media and communication agencies
- Founder of The Blogs Family, a blogging and social media platform with content for families, with more than 1,000.000 readers and followers on Instagram, Facebook, Twitter, YouTube and TikTok

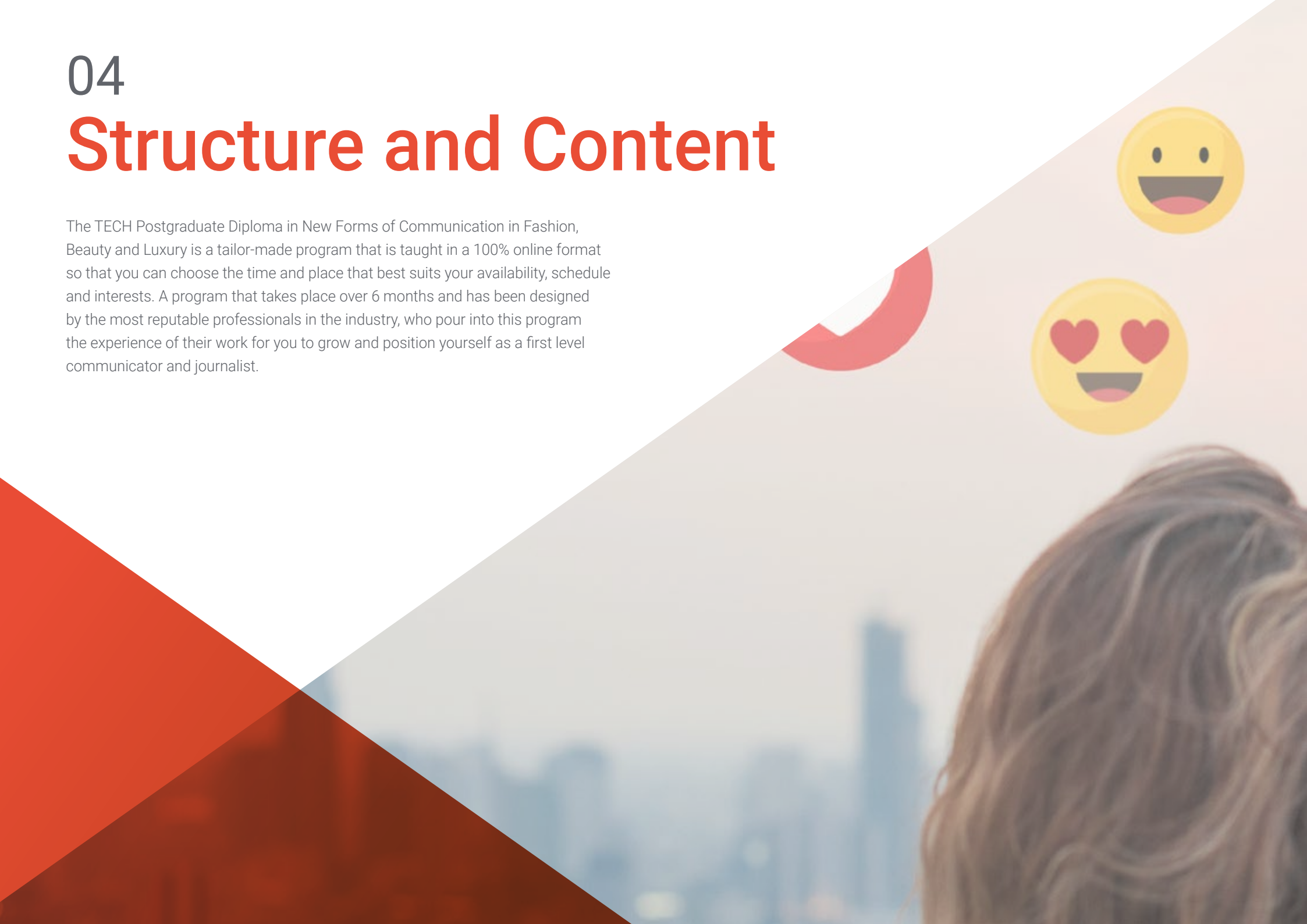
Ms. Muñiz, Eva

- Degree in Journalism from San Pablo CEU San Pablo CEU in Madrid with the Extraordinary End of Degree Award
- Doctorate studies in Humanities and Information CC
- Postgraduate course in Economics on Communication Strategy and Corporate Image
- CEO - director of Press&Co Communication Agency

04

Structure and Content

The TECH Postgraduate Diploma in New Forms of Communication in Fashion, Beauty and Luxury 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 takes place over 6 months and has been designed by the most reputable professionals in the industry, who pour into this program the experience of their work for you to grow and position yourself as a first level communicator and journalist.



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. Metrics for Communication Analysis

1.1. The Analysis of Communication and the Management of Intangibles
- 1.1.1. The Evolution of Communication: From Mass to Globalization
- 1.1.2. Concept and Context of Intangible Assets
- 1.1.3. The Measurement of the Brand, Identity and Corporate Culture

1.2. Specific Indicators: Beyond the Benchmark
- 1.2.1. What Is Fashion Made of?
- 1.2.2. Specific Indicators of the Fashion Environment
- 1.2.3. The Objective of Measurement and the Choice of Method

1.3. Detection of Measurement Errors
- 1.3.1. Error Analysis: Inference and the Contrastive Method
- 1.3.2. Type of Errors and Their Seriousness in Fashion Communication
- 1.3.3. The Planning and the Budget in the Communicative Actions.

1.4. Traditional Metrics for Communication Analysis
- 1.4.1. Statistical Principles and Data Structure
- 1.4.2. Research Methodology qualitative
- 1.4.3. Types of Traditional Metrics: Structure and Function

1.5. Digital Metrics: Google Analytics
- 1.5.1. Web Positioning in Fashion Brands
- 1.5.2. What Are We Measuring in the Digital Environment?
- 1.5.3. Types of Digital Metrics: Structure and Function.

1.6. Creation and Adaptation of the Communicative Product
- 1.6.1. The Value of the Communicative Product in the Fashion Industry
- 1.6.2. The Interpretation of Data and the Effectiveness of Solutions
- 1.6.3. Individual Perceptions Hidden in the Psychology of the Fashion Consumer

1.7. Impact of Measurement on Decision-Making
- 1.7.1. Appropriate Questions and Hypothesis Formulation
- 1.7.2. Benchmark and the Competitive Environment
- 1.7.3. Change Management, Trust and Measuring Success in a Fashion Brand

1.8. Forecasting and Metrics as a Long-Term Strategy
- 1.8.1. The Brand Behavior Pattern
- 1.8.2. Frequency Map and Fashion Evolution Analysis
- 1.8.3. Simulating Innovation Scenarios

1.9. The Analytical Report and Its Presentation
- 1.9.1. Purpose of the Report: The Brand's Behavior Pattern
- 1.9.2. Components of the Analytical Report on Fashion Communication
- 1.9.3. Data Visualization

1.10. Express Evaluation for Crisis Situations
- 1.10.1. Decisive Variables
- 1.10.2. Short-Term Impact and Strategy Reframing
- 1.10.3. The Untouchables: The Scale of Priorities of a Fashion Brand

Module 2. Specialized Press and Public Relations

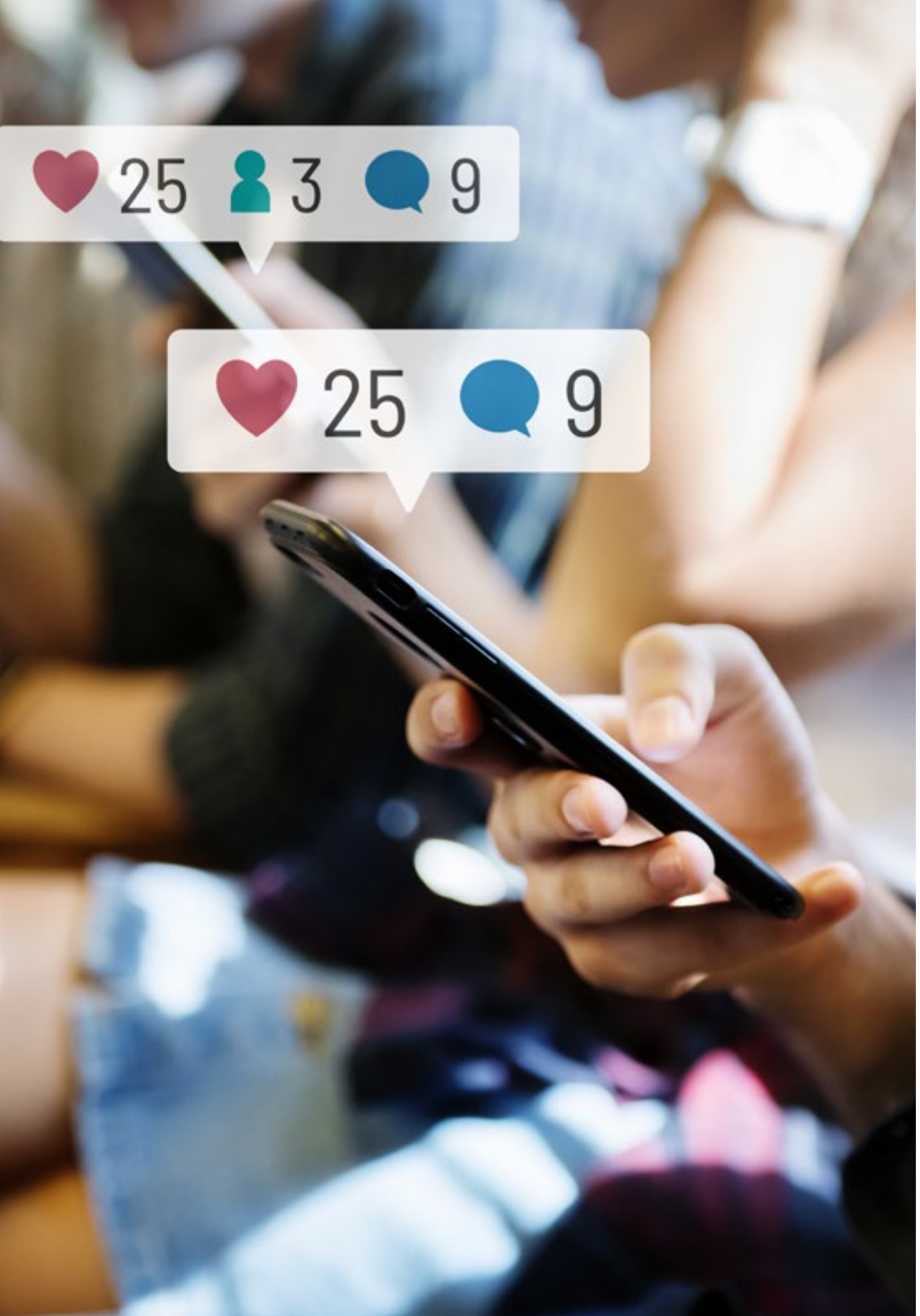
2.1. Communication in the Specialized Press
- 2.1.1. The Media Specialized in Fashion and Beauty, the Women's Press
- 2.1.2. The Role of the Communication Agency in Communication
- 2.1.3. The Current Value of the Offline Press

2.2. Evolution of Communication Models in PR
- 2.2.1. Concept of Public Relations
- 2.2.2. Theoretical Approach to Classic Models in PR (Grunig and Hunt)
- 2.2.3. Towards a New Approach to PR, the 5th Model

2.3. Persuasive Communication in PR
- 2.3.1. Persuasive and Informative Components in PR
- 2.3.2. Differentiation between Public Relations and Journalistic Activity.
- 2.3.3. The Role Played by Public Relations vs. the Role Played by Marketing and Advertising

2.4. Tools for Communicating with the Press
- 2.4.1. The Press Office and How It Works
- 2.4.2. Useful Press Materials
- 2.4.3. How to Construct an Effective Press Release?

2.5. Fashion and Beauty Communication Planning and Strategy
- 2.5.1. Preliminary Study: Briefing Analysis
- 2.5.2. The RACE Method
- 2.5.3. The Communication Plan



2.6. Communication Actions and Events for Fashion & Beauty
- 2.6.1. Types of Communication in the Service of Brands
- 2.6.2. Criteria for Selecting Communication Actions
- 2.6.3. Design of Activities and Agenda *Setting*in Beauty and Fashion

2.7. Measuring Results
- 2.7.1. The Need to Monitor Public Relations
- 2.7.2. Classic Quantitative Measurement Tools: *Clipping* and VPE
- 2.7.3. The Importance of Qualitative Valuation

2.8. Mistakes to Avoid in Communication and PR
- 2.8.1. Downplaying the Importance of the Media
- 2.8.2. Excessive Content and Lack of Relevance
- 2.8.3. Improvisation vs. Planning

2.9. Ethics and Psychosocial Perspectives
- 2.9.1. Public Relations in the 21st Century: Between Progress and Social Welfare.
- 2.9.2. Social Responsibility and Public Relations
- 2.9.3. Ethics in Public Relations: Self-Awareness, Independence and Commitment

2.10. Latest Trends and Studies in Public Relations
- 2.10.1. The New Public Relations, More "Social" Than Ever
- 2.10.2. Emotional Communication and Neuromarketing
- 2.10.3. Key Insights into Today's Consumers

Module 3. New Communication Channels: Social Networks & YouTube

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. The Management of 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 Audio-Visual Language and Non-Verbal 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 Audiovisual Revolution and the Acceleration of the Changes in Styles in a Slow
- 3.9.2. The Democratization in the Creation of Audiovisual Content
- 3.9.3. Fashion as a Newsworthy and Newsworthy Event

3.10. YouTube, an Exponent of Audiovisual Content
- 3.10.1. The Management of Expectations in the Creation of Audiovisual Content.
- 3.10.2. Content Map of Fashion, Beauty and Luxury Content on YouTube
- 3.10.3. New Trends in Public Opinion: The Microinfluencers

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

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, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 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

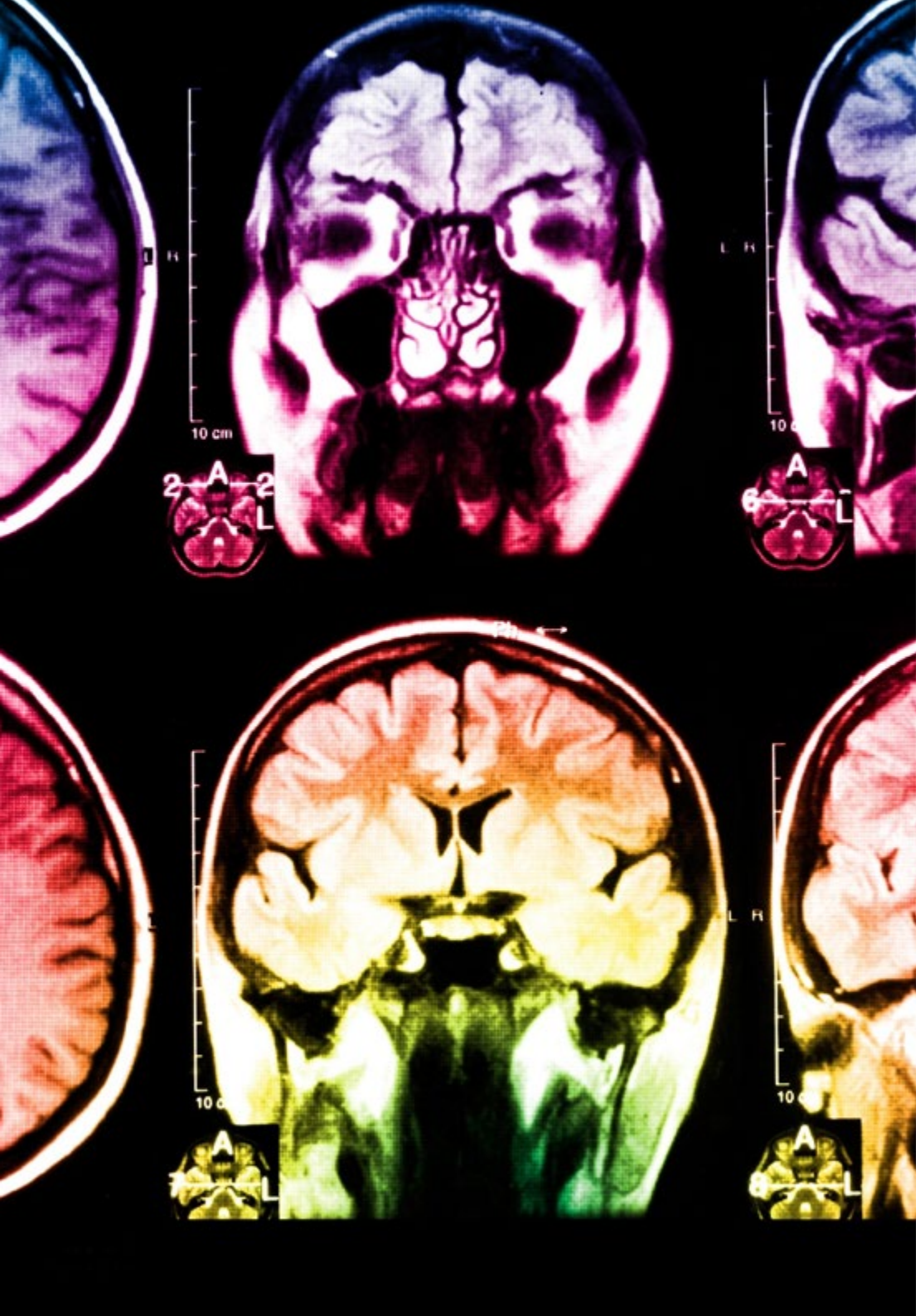
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

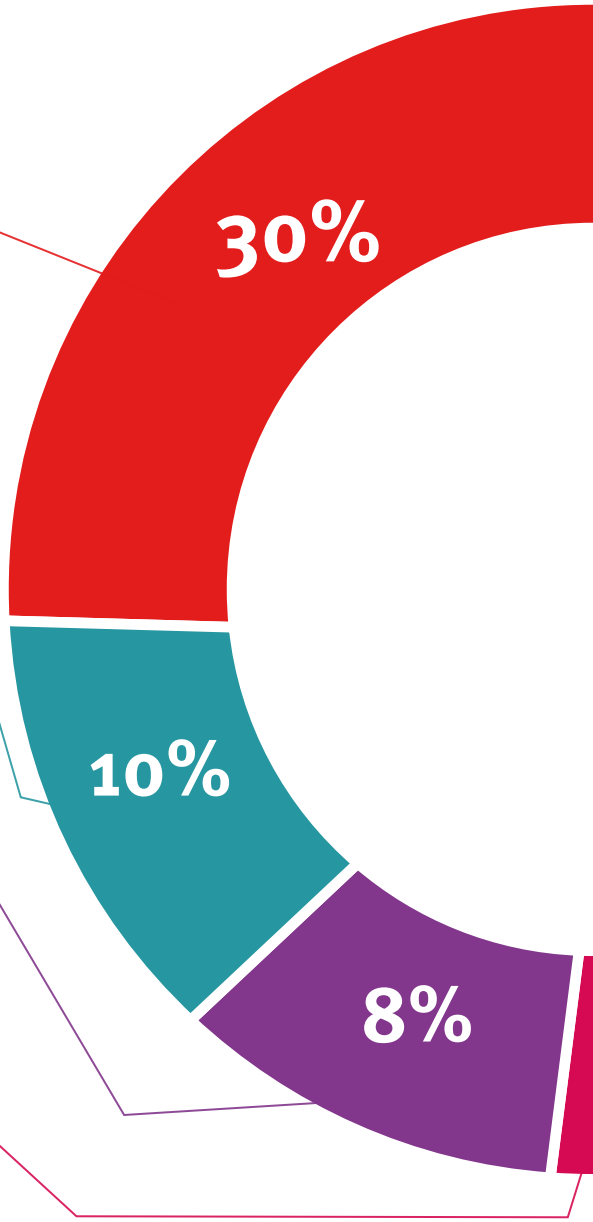
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

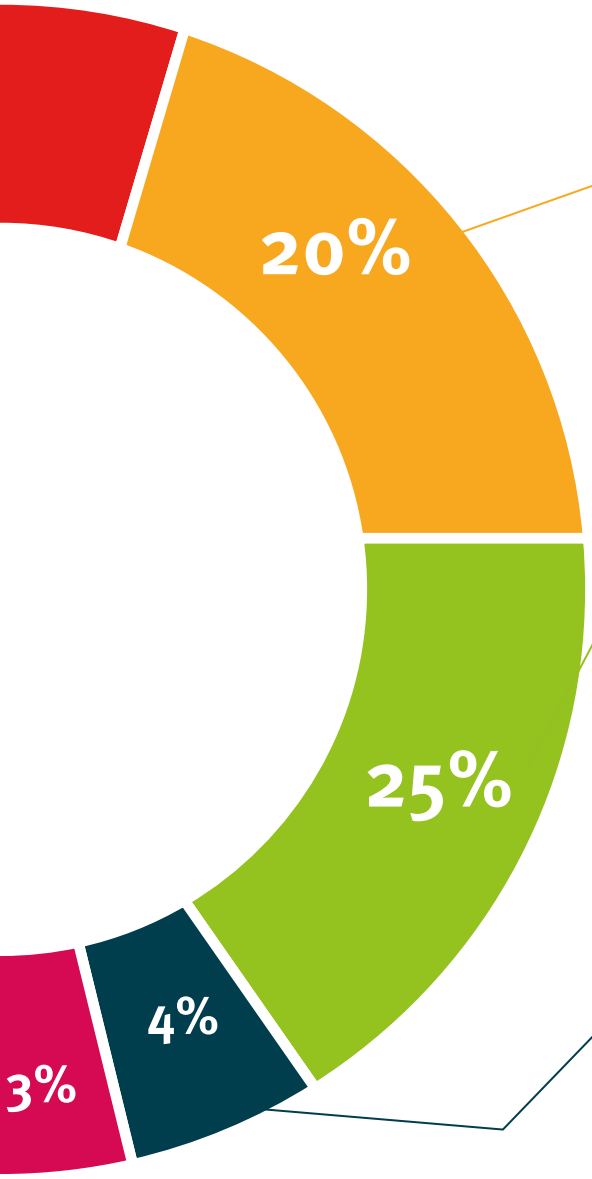
Practising Skills and Abilities

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.

05

Certificate

The Postgraduate Diploma in New Forms of 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 Technological University.

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

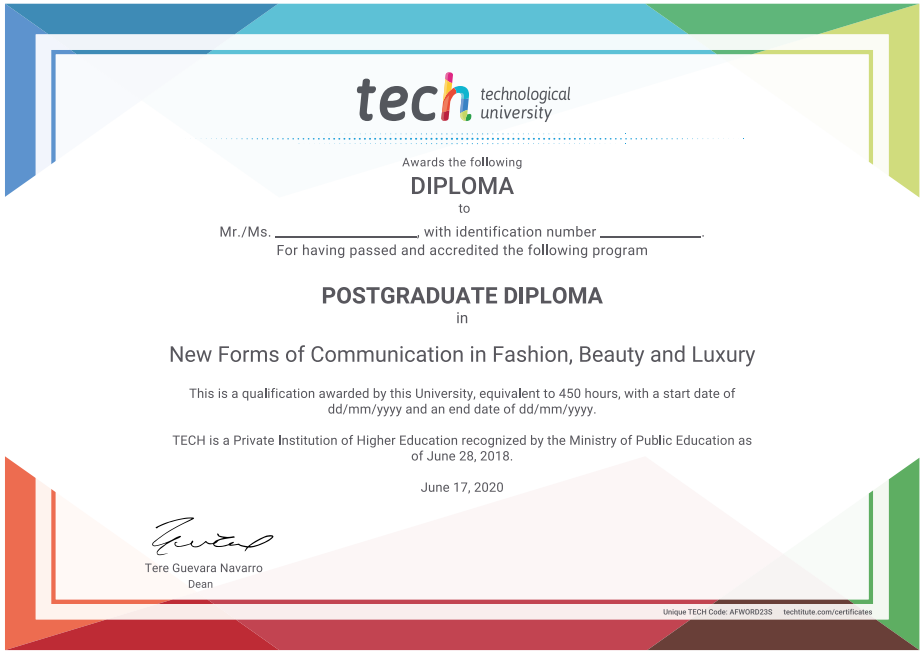
This **Postgraduate Diploma in New Forms of Communication in Fashion, Beauty and Luxury** contains the most complete and up-to-date educational program on the market.

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 New Forms of Communication in Fashion, Beauty and Luxury**

Official Nº 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 DIPLOMA

in

New Forms of Communication in Fashion, Beauty and Luxury

This is a qualification awarded by this University, equivalent to 450 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

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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