

Internship Program
Fashion and Luxury
Communication Management



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01 Introduction

In the world of fashion and luxury, communication is indispensable, as it is a powerful resource that helps to direct a particular message through various channels. Therefore, the objective of this department within any marketing company is focused on attracting new audiences and building loyalty among those who already know the brand. Therefore, the person in charge of leading this team must identify opportunities, understand the communication process in all channels and, of course, identify possible adversities in order to prevent them in time. This practical program allows students to spend time in a prestigious international company, taking their skills to the next level and strengthening their careers in senior management.



These practical programs will allow you to put into practice all your potential with the most reputable professionals in Fashion and Luxury Communication Management during 3 weeks in a prestigious business center"





Leading a fashion and luxury communications team will take any brand to the next level. Therefore, in this Internship Program, the student will be able to take on new opportunities in a controlled environment, with a series of activities that will prepare them to leap in their career.

In addition, you will not be alone, as you will have the support of a specialist in communication attached to the company, who will teach you how to perform the activities of a director. In this way, during 3 weeks of intensive learning, you will perform a series of activities, such as establishing the creative discourse of a brand, implementing CRM for the automation of content, or enhancing the influence of new digital channels. Therefore, upon graduation, you will be able to venture into this sector or start your own media agency to work with the best brands at an international level.

It will be an exclusive learning opportunity that will allow you to interact with professionals with long trajectories and diverse visions of the business world in the fashion and luxury communication sector. In the same way, the possibility of choosing a professional center of your choice at a national or international level opens the doors to various possibilities that will be part of the improvement of your current professional background.

02

Why Study an Internship Program?

Enrolling in this 100% practical TECH program opens the doors to a unique opportunity to boost your career and achieve the professional goals you set for yourself. The alternative provided by this academic space of learning by doing in one of the most modern business environments makes the difference. You will get up to date with current systems, the most widely implemented tools, and the best strategies. During 3 weeks of intensive and face-to-face stay in a company in the Fashion and Luxury sector, you will learn how to develop yourself in Communication Management, generating interesting proposals for your field. Always under the guidance of an expert professional who will directly guide you.



You will learn about the latest trends and studies in the fashion and luxury sector public relations during your intensive stay in a prestigious company"

1. Updating from the latest technology available

Communication has changed forever in all business sectors since the advent of the Internet and the rise of social media. The new methods have been used not only to create more contact channels but also to improve business strategies and broaden commercial horizons. Therefore, this 100% practical program will bring the student closer to the most modern resources in terms of Information and Communication Technologies to create efficient communication management strategies.

2. Gaining In-Depth Knowledge from the Experience of Top Specialists

This program becomes an open door to success thanks to the various professionals involved in its configuration and design, as well as its implementation and follow-up. TECH chooses the best practice centers and the most knowledgeable specialists in fashion and luxury communication. Their knowledge is transmitted throughout the 3 weeks on site. Undoubtedly, the best way to learn.

3. Entering first-class Corporate environments

The centers available for Internship Programs have been carefully selected by TECH's expert team. Thanks to this, the student will have guaranteed access to a prestigious business environment in the fashion and luxury sector to develop this program in Communication Management in this area. In this way, students will be able to experience the day-to-day work of a demanding, rigorous, and exhaustive area, always applying the latest trends and innovative work methodologies.



4. Putting the acquired knowledge into daily practice from the very first moment

This program is a divergent proposal to what is known so far in the world pedagogical market. The professional in a stage of his life needs to corroborate how his environment and competence work so he can broaden his perspective within a different, modern, and avant-garde business center that shows him new approaches and communication models for the fashion and luxury sector. Therefore, you will be able to enjoy an on-site stay for 3 weeks and interact with great experts in the field, this is much more than Networking.

5. Expanding the Boundaries of Knowledge

TECH opens the doors to new scenarios with this Practical Training anywhere in the world. The professional will be able to develop their knowledge during 3 weeks in a fashion or luxury business center in the area of Communication Management without any inconvenience and with the most advanced examples in situ.



You will have full practical immersion at the center of your choice"

03 Objectives

This program aims to strengthen the student's management and leadership skills in such a competitive sector as fashion and luxury. In this way, you will be able to master in a practical and rigorous way the most used communication techniques in the sector and develop your skills for quality practices.



General Objectives

- Manage the latest techniques, modern systems, and application of cutting-edge technologies in the treatment of information and development of communication strategies in the fashion and luxury sector
- Verify the communication management of a company in the fashion and luxury sector
- Add new methods, approaches, and analysis of new communication channels to the daily work, supported by a team of prestigious experts in the area
- Develop management, analytical, creative and leadership skills as key competencies to grow within the industry





Specific Objective

- Develop 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 evolve by looking at 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
 - Establish specific communication actions for the fashion and beauty sector
 - Identify potential adversities your brand will face in the future
 - Develop negotiation skills to establish agreements that constitute a social link
 - Write a press release, blog or tell a story that identifies your brand ecosystem
 - Adapt the communication strategy to the most suitable business model for each brand
 - Communicate innovation and realign the target audience when a change occurs and calculate its impact on product pricing
- Understand the structure of the communication plan and its reason for being as well as the main techniques used in each of its stages
 - Organize your own discourse for social networks and mass media aligned with the company's values
 - 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



The skills and abilities you develop after completing this program will help you succeed as a communications manager in any marketing firm"

04 Educational Plan

The Internship Program in Fashion and Luxury Communication Management is a program designed to be carried out in a prestigious marketing company in the world of fashion and luxury. Therefore, during 3 weeks, with a schedule from Monday to Friday, the student will receive the knowledge required to strengthen their managerial skills. Likewise, they will have the support of an expert attached to the center, who will be their support and guide at all times.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of managerial work in the communications department, managing all media plans and social networks to publicize a brand, and which are oriented to specific training for the exercise of the activity.

Therefore, this program is an excellent opportunity for students to learn everything they need to know about the functions of a communications director in the fashion and luxury sector. In addition, thanks to the face-to-face and participative modality, you will acquire the skills and competencies to carry out this role effectively in the near future.

Throughout your internship, you will be able to perform a number of activities, such as identifying a brand's target consumer, creating content through CRM, establishing an SEO strategy for a brand's web positioning, evaluating metrics to determine the budget for communication actions, as well as other related activities, completing the learning process.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for daily practice (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:



Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"



Module	Practical Activity
New trends in the development of business strategies in Fashion and Luxury companies	Analyze the consumption behavior of the company's public or target to verify the ideal profile and segmentation
	Apply new trends and test the effectiveness of the company, such as the Hype concept, the Coolhunting theory, and the visual expression of color Coolhunting Science Insights
	Using the Delphi Method for data collection
	Design proposals for the internationalization of the fashion company
	Proposing innovative business models
Development of a communication plan for a fashion and luxury company	Use innovative tools for content creation and paid advertising
	Manage content automation in CRM
	Participate in the launching of flash campaigns and planning of seasonal campaigns
	Use traditional offline and online communication techniques: press releases, news, and advertorials, blogs, digital magazines, or newsletters
	Use transmedia storytelling and Storytelling for content virality
Application of new communication channels and evaluation methods	Propose the communication of the brand towards sustainability and ecology
	Practice the correct choice of communication channel by applying the Forrester Research Theory
	Employ multichannel strategies within fashion social networks, highlighting Instagram as the predominant network for fashion
	Making innovative proposals through channels such as TikTok and YouTube on fashion and luxury
	Measure results of communication actions and present analytical reports on them
Corporate communication and public relations in fashion and luxury companies	Perform frequency maps and analysis of the evolution of fashion
	Implement tools to promote internal communication
	Use Buffer and Hootsuite to perform Digital Marketing analytics
	Propose a strategic plan for crisis management and perform the analysis of the current briefing
	Establish relationships with institutions, media, or organizations that contribute to the fashion and luxury company
Use the RACE method for the communication strategy in fashion and beauty	

05 Where Can I Do the Internship Program?

To stay at the forefront of the education sector, TECH has selected the best companies to assist in the practical training of students interested in taking the next step in their careers. Therefore, this program is a unique opportunity for you to achieve this objective together with the best specialists in Marketing and Communications Management.



This program will become a unique and decisive experience to boost your professional development, thanks to the best team in the industry"





The student will be able to do this program at the following centers:



School of Business

Match Mode

Country	City
Spain	Barcelona

Address: Avenida Diagonal 696
(08034) Barcelona

The only platform specialized in fashion for the recruitment of freelancers specialized in this sector.

Related internship programs:

- Fashion and Luxury Communication Management
- Communication Company Management



Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology"

06 General Conditions

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

- 1. TUTOR:** During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.
- 2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.
- 3. ABSENCE:** If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.
- 4. CERTIFICATION:** Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.
- 5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.
- 6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.
- 7. DOES NOT INCLUDE:** The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07 Certificate

This **Internship Program in Fashion and Luxury Communication Management** contains the most complete and up-to-date program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program issued by TECH Technological University via tracked delivery.

The diploma issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Fashion and Luxury Communication Management**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**



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