

# Postgraduate Certificate Fashion Digital Strategy





## Postgraduate Certificate Fashion Digital Strategy

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Students and professionals in the fashion industry who are interested in the business, management and digital transformation of the sector. As well as to all those who want to boost their professional career by acquiring new knowledge about the fashion business necessary to understand the inner workings of the sector, strategies and digital trends that move it today.

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/fashion-digital-strategy](http://www.techtute.com/in/school-of-business/postgraduate-certificate/fashion-digital-strategy)

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# 01 Welcome

Existing competitively in the fashion industry depends directly on the digital strategy developed by the company or brand. Its development will directly determine the success or failure in the competitive market in which the response to the demands of an increasingly digitized customer will make the difference. With this TECH program, corporate leaders in the fashion sector will be able to update their skills in an intensive way, mastering the main strategies and trends that the online world has imposed on this industry. To provide its students with these contents, the university program is supported by rigorous materials and an experienced teaching staff. Among them will highlight its International Guest Director, an expert of high prestige, in charge of giving an exhaustive Masterclass.



Postgraduate Certificate in Fashion Digital Strategy  
TECH Global University



“

*Put your project or brand in the spotlight with the advanced skills you will acquire thanks to the Masterclass of this Postgraduate Certificate"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This Postgraduate Certificate in Fashion Digital Strategy will give you the theoretical knowledge and practical skills you need to develop and drive your Fashion company or brand forward with the impetus of a highly effective strategy and innovative and competitive management. A very complete program that will make you grow as a professional with the ability to promote a company or fashion project positioning it and working with the control of the necessary tools to do so.



“

*To make your project permanent, it requires a sustainable, well-studied and implemented development. A goal you will achieve with the help of high-level specialization"*

**TECH makes the goals of their students their own goals too  
Working together to achieve them**

The **Postgraduate Certificate in Fashion Digital Strategy** will enable students to:

01

Learn the impact of digitalization in the fashion and luxury sector since the beginning of this century.  
Learn the impact of digitalization in the fashion and luxury sector since the beginning of this century

04

Understand the differences between KPIs and objectives

02

Know the target audience of a brand and classify it according to stages in order to establish a purchase funnel based on these stages of the buying process

03

Awareness of the vital importance of a prior analysis of the market, the future consumer and other brands in order to create a digital strategy and achieve the set objectives

05

Delve into the different types of ecommerce, most used platforms and main features according to brand or product





06

Analyze the importance of visual and textual branding of a brand in order to implement its digital business strategy

08

Understand the importance of process automation within Marketing to achieve objectives



09

Assimilate the vital importance of databases and *big data* as sources of user and/or consumer knowledge

07

Study the different social advertising platforms most commonly used, as well as the differences between them according to objectives and audiences

10

Understand the difference between a marketing ROI and a business ROI. And how to measure them

05

# Structure and Content

The contents of this program have been developed by the different teachers of this program, with a clear purpose: to ensure that our students acquire each and every one of the necessary skills to become true experts in Fashion Digital Strategy.

The content of this Postgraduate Certificate will allow you to learn all aspects of the different disciplines involved in this field: a very complete and well-structured program that will lead you to the highest standards of quality and success.



“

*A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"*

## Syllabus

The Postgraduate Certificate in Fashion Digital Strategy from TECH Global University is an intensive program that will prepare you to design and implement the necessary tools and strategies in this form of sales and customer relationship.

The content of the program is designed to promote the development of skills that will enable more rigorous decision making in the changing environment of the fashion industry.

Throughout the program, the student will analyze a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with different areas of the company and is designed to specialize managers who understand project management from a strategic, international and innovative perspective.

A plan designed for the professional in this field, focused on their professional improvement and that will prepare them to achieve excellence and extreme capacity in this work context. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate takes place over 6 weeks and it consists of 1 module:

### Module 1

### Fashion Digital Strategy



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Fashion Digital Strategy completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1.** *Fashion Digital Strategy*

1.1. Technology and the Consumer: Target Audience Typologies and Strategic Consumer Segmentation	1.2. Analytics Prior to Digital Strategy: Moment 0 and Strategic KPI's	1.3. E-commerce: Typologies and Platforms	1.4. Branding: Visual and Textual to Communicate
1.5. Positioning: Ideal Catalog	1.6. Social Ads Platforms	1.7. Social Selling and Inbound Marketing	1.8. Marketing Automation: Email Marketing and Bot Marketing
1.9. Role of CRM and Big Data in Business Strategy	1.10. ROI & Metrics		



*A learning process so complete and exciting that it will become a unique experience of professional and personal growth"*



# 06

# 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"*

## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

**“** *You 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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

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

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



07

# Our Students' Profiles

The Postgraduate Certificate in Fashion Digital Strategy is a program aimed at professionals who want to update their knowledge, discover new ways to innovate and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.







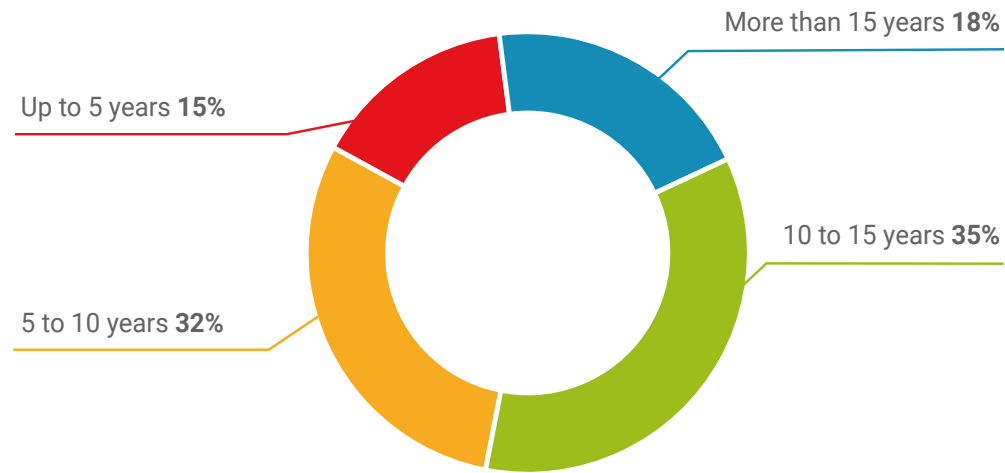
“

*The elite is achieved through hard work and surrounding yourself with the best. We have been waiting for you”*

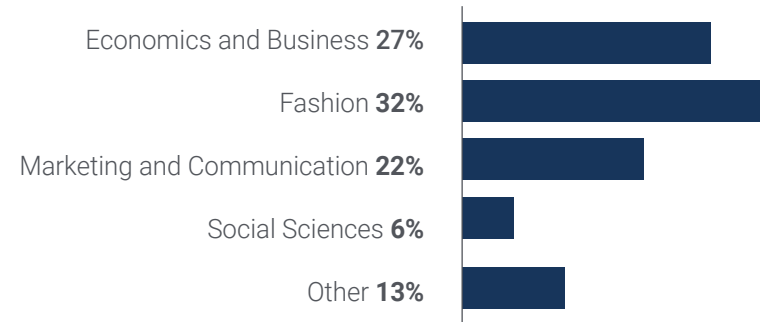
### Average Age

Between **35** and **45** years old

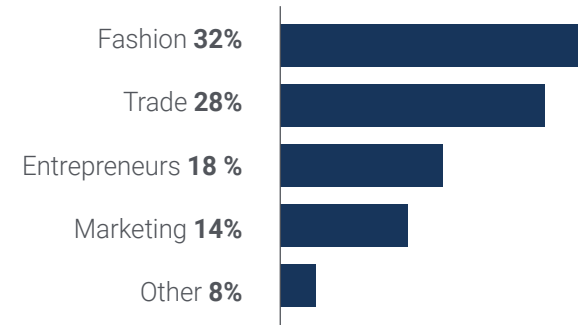
### Years of Experience



### Training

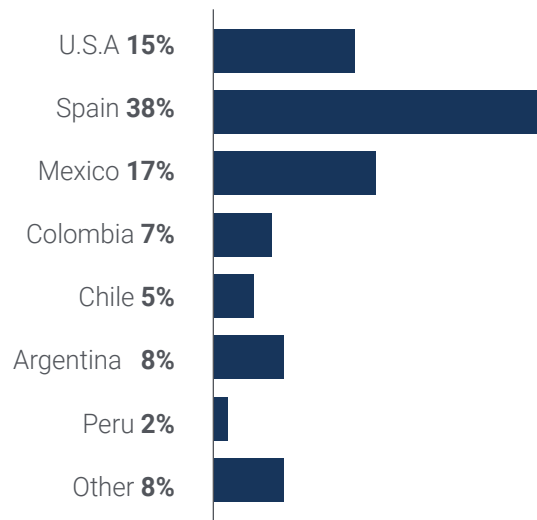


### Educational Profile



## Geographical Distribution

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## María Lobeño

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Entrepreneur

*"Omnichannel was a challenge for me that I didn't feel qualified to take on with my fashion brand. After the Postgraduate Certificate I have been able to implement the digital strategies I needed. And I did it just in time to be able to stay in the market in an increasingly demanding situation"*

08

# Course Management

The program's professors are leading figures in the fashion industry, sharing their vast experience with students through a meticulously crafted academic program. In addition, the program's approach is enriched by including experts in communication and digital marketing in its teaching team, thus providing a comprehensive and multidisciplinary vision of the sector. This diversity of knowledge and perspectives contributes to an enriching and comprehensive educational experience for students interested in this exciting field.



“

*TECH guarantees you a teaching staff composed of the most innovative professionals in the Fashion and Luxury sector”*

## International Guest Director

Alberto Festa is an international reference in the luxury goods industry ,recognized for his executive achievements. As **Commercial Director of Gemology and Watches** at the iconic fashion house **Dolce&Gabbana**, ,he has driven the growth and innovation of this brand through the most disruptive marketing and sales strategies.

This prestigious executive's professional career spans more than 25 years, during which time he has held **key roles** in some of the **world's most prestigious brands**,based in Europe and North America. His professional beginnings date back to the multinational **Colgate Palmolive**, where he honed his skills before moving to PepsiCo.

At PepsiCo, he served as **Sales Manager**, making a significant contribution to the company's expansion.

Another key period in his journey as a **corporate leader** occurred after he assumed the position of Director of Sales at Mattel. He also led **Bristol-Myers Squibb's Matrix Division** as CEO. However, the pinnacle of his career came during his tenure at **BVLGARI** for more than 15 years. There, he served as **Managing Director**and eventually rose to the position of **President of BVLGARI USA**. His strategic vision and leadership were instrumental in enhancing the brand's global presence and achieving unprecedented success.

In these decades of working within the **fashion industry**, Festa has also been involved in academia. His vast competencies through lectures at universities and business schools around the world, but primarily in the United States and Italy, have been instrumental in leading changes and initiatives to rebuild the world's leading and most exclusive companies. In turn, his contributions in sales, marketing, strategy and operations have been instrumental in leading changes and initiatives to rebuild the most cutting-edge and exclusive companies.



## Mr. Festa, Alberto

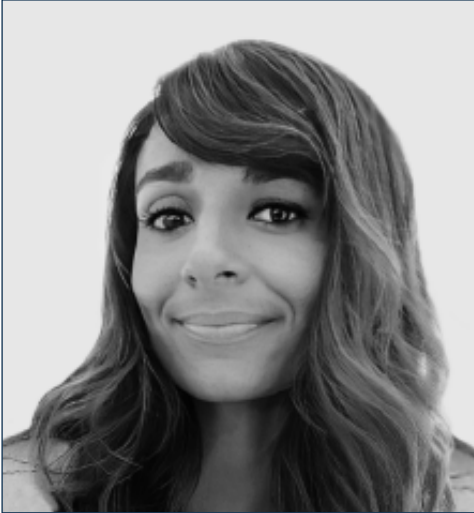
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- Commercial Director of Gemology and Watches at Dolce&Gabbana
- Academic Advisor at LUISS University Guido Carli
- Advisor at SAID DAL 1923 Brand Council
- Consultant to the Kering Group
- Managing Director of GM at VHERNIER
- Managing Director of Loro Piana LVMH
- President of BVLGARI USA
- Chief Executive Officer of the Matrix Division of Bristol-Myers Squibb
- Director of Sales at Mattel
- Director of Sales at PepsiCo
- Senior Brand Manager at Colgate Palmolive
- Degree in Statistics and Economics from La Sapienza University of Rome

“

*Thanks to TECH you will be able to learn with the best professionals in the world"*

## Management



### Dr. Bravo Durán, Sandra

- ◆ CEO of UX at Myme
- ◆ CEO and Founder of Ch2 Abroad & Events
- ◆ Sociologist at Observatorio Turístico de Salamanca
- ◆ Digital Consultant at Everis
- ◆ Researcher at Runroom
- ◆ Professor of the Master in Fashion and Luxury Marketing Management and the Master Luxury Business Brand Management at MSMK in the Madrid School of Marketing
- ◆ PhD in Applied Creativity from the University of Navarra
- ◆ Degree in Sociology from the University of Salamanca
- ◆ Degree in Economy from the University of Salamanca
- ◆ Executive Master's Degree in Fashion Business Management from the University of Navarra

## Professors

### Mr. Sanjosé, Carlos

- ◆ Specialist in Digital Marketing
- ◆ Digital Marketing Manager at Designable
- ◆ Digital Marketing Manager at MURPH
- ◆ Digital Marketing Manager at 25 Grams
- ◆ Content Manager at Unánime Creativos
- ◆ Degree in Advertising and Public Relations from CEU Cardenal Herrera University





09

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. That is why TECH has created this global system that favors the achievement of optimal results by giving you the facilities and stimuli that will keep you motivated throughout the program. To give your career the refreshing boost you are looking for.



“

*Our challenge is to generate a positive change in your professional career. We are fully committed to help you achieve it"*

### Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Fashion Digital Strategy is an intensive program that will prepare you to face challenges and position yourself successfully after each one of them. Its main objective is to promote your personal and professional growth: to help you achieve success.

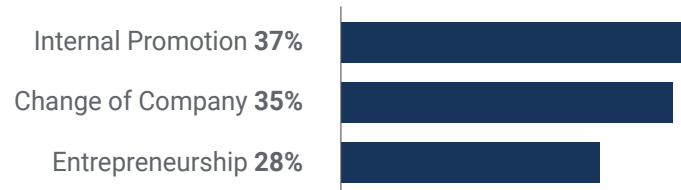
*The fashion professional needs constant, intensive and quality preparation to reach and maintain their space in the market. This program is the answer.*

*The market does not wait: seize the moment and get to the forefront of the Fashion Business with this program. Now or never.*

#### Time of Change



#### Type of change



### Salary increase

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This program represents a salary increase of more than **25.22%** for our students



10

# Benefits for Your Company

The Postgraduate Certificate in Fashion Digital Strategy is what your Fashion Business needs to become part of the reality of the profession. In addition, participating in this Postgraduate Certificate in Fashion Digital Strategy is a unique opportunity to access a wide network of industry contacts, where you will find future professional partners, customers or suppliers.





“

*You will learn how to be the driving force behind the transformation of your business or project with the greatest background in competencies and skills in Fashion Digital Strategy”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.





05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Fashion Digital Strategy guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Certificate in Fashion Digital Strategy** 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** title 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 Certificate in Fashion Digital Strategy**

ECTS: **6**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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