

Postgraduate Certificate Internationalization and New Global Environments in the Fashion Market





Postgraduate Certificate Internationalization and New Global Environments in the Fashion Market

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals from various academic disciplines who wish to deepen their knowledge of the new scenario in the luxury universe, its growth and commercialization opportunities

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/internationalization-new-global-environments-fashion-market

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01 Welcome

The program in Internationalization and New Global Environments in the Fashion Market addresses the change in the marketing model of the luxury product today, with a society that has moved from internationalization strategies to globalization strategies. This leap involves, on the one hand, the unification of brand strategies and, on the other hand, the dissociation of marketing actions. This requires the updating of the techniques that have been applied in the sector and the expansion of knowledge adjusted to the parameters of the 21st century. Under this premise, TECH launches this program with the objective of understanding the current fashion market, as well as its projection into the future through the study of the value chain and the weight of its components in the planning of an effective international strategy.



Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market. TECH Technological University



“

Thanks to this TECH Postgraduate Certificate, you will be able to analyze the value chain of a company in the luxury sector and identify the different distribution channels of the product"

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 centre for intensive managerial skills training.



“

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 Technological University



Innovation

The university offers an online learning model that combines 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.

100,000+
executives trained 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

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic 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 studies in the academic community"

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 training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

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 participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

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

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

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 areas 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

Be part of an exclusive community

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

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

The objective of this Postgraduate Certificate is to understand and analyze the current situation of the fashion market, focused on the global and digital. The internationalization of brand identity goes through several phases until it adapts to the standards that dominate today's society, so a comprehensive vision is necessary. Therefore, this program sets a series of objectives so that the student acquires the necessary tools to understand the role of marketing in a company or how to design a brand strategy focused on new potential consumers, knowing in depth their identity, the latest trends and the global situation.



“

You are one step away from mastering distribution and growth strategies for a fashion brand projecting its legacy into the 21st century”

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

The Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market will enable students to:

01

Knowledge of Western and Eastern cultures for the correct development of consumer profiles and marketing campaigns at an international level

03

Understand the progress of new digital marketing tools

02

Discover the triple approach brand-strategy-consumer

04

Acquire critical thinking in relation to sustainability and innovation in luxury marketing



05

Expand the ability to analyze the commercial scenario of brands

07

Develop strategic from skills to adapt to the new labor market



06

Improve decision making in the business and business development context

08

Elaborate a correct Marketing Plan adapted to the client, brand and market needs

09

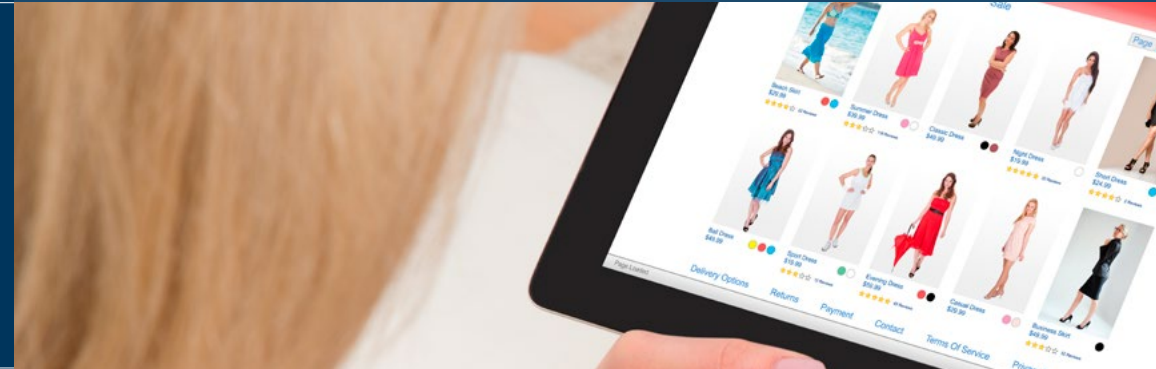
Plan marketing actions in line with the luxury industry, providing profitable solutions in the short and long term

12

Discover the evolution of public relations and the latest market trends understanding the persuasive component of PR for luxury marketing and the role of social media in communication strategies

10

Learn to project the brand's identity to society as a whole



11

Build predictable, flexible and sustainable marketing models that guarantee the survival and impact of the luxury product

13

Reduce uncertainty in the face of changes internal and/or external to the organization

14

Understand the crisis resolution process and the role of the communication director in difficult times

16

Fit sustainability and digital transformation into the communication strategy without losing identity



17

Plan digitalization by knowing and assessing the different proposals and advances offered by the technological market

15

Organize your own discourse for social networks and mass media aligned with the company's values

18

Identify the different product distribution channels

05

Structure and Content

The program of this Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market is prepared by the best experts in the sector, who have poured their knowledge and experience into a complete and up-to-date syllabus, focused on its application in the post-Covid-19 era. It therefore contemplates the latest developments in the sector, such as the fact that brands take into account their plural, global and digital audience. Its 100% online format will allow students to study it at the time and place that best suits their availability, schedules and interests and in just 6 weeks, they will have a high-level qualification that will guide them to professional success.



“

Get closer to the logistics of luxury and the mechanics that follow the production and distribution processes of exclusive products with this TECH program"

Syllabus

The Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market at TECH Technological University is an intensive program that prepares you to master the panorama of the fashion industry from a global and digital perspective. The content of the program is designed to favor the development of the competencies demanded by this service, such as the internationalization of products.

The Postgraduate Certificate deals in depth with the global condition towards which new forms of consumption are oriented and the impact it has on the fashion market, such as the change in the marketing model of the luxury product today, with a society that has moved from internationalization strategies to globalization strategies. Therefore, the content of this program is basically focused on two lines: the unification of brand strategies and the dissociation of marketing actions.

A quality content designed by the best experts in the sector in this curriculum with which professionals will develop from a strategic, international and innovative perspective, with the aim that the student achieves excellence in a field as competitive as fashion and luxury.

Today's highly globalized and competitive environment has forced companies to establish highly efficient work environments that allow them to achieve their objectives. To achieve this, companies must use the best tools to reach a competitive and efficient management level in order to be able to adapt at all times to the needs of the market.

This Postgraduate Certificate is developed over 6 weeks and is divided into just 1 module:

Module 1

Internationalization and New Global Environments in the Fashion Market



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market.completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Internationalization and New Global Environments in the Fashion Market

1.1. The Fashion Collection in the Context of Globalization

- 1.1.1. Moodboards and International Inspiration
- 1.1.2. Factories and Suppliers Worldwide
- 1.1.3. Labeling and Packaging in the Age of Globalization

1.2. The Key to the Value Chain in the Luxury Industry

- 1.2.1. From Internationalization to Globalization without Losing Identity
- 1.2.2. Adaptation of the Value Chain to Each New Trend
- 1.2.3. The Weight of the Links in the Value Chain of a Luxury Brand and a Fashion Brand

1.3. Strategic Alliances and Partnerships

- 1.3.1. Choose Partners
- 1.3.2. Collaborations between Designers and Artists
- 1.3.3. Capsule Collections

1.4. Blockchain and the New Logistics Management

- 1.4.1. Luxury Logistics and Mechanics of the Production Process
- 1.4.2. Retail Distribution and Wholesalers
- 1.4.3. Commercialization of Know How

1.5. The Asian, European and American Consumer

- 1.5.1. The French and Italian Model
- 1.5.2. The American Model
- 1.5.3. The Asian Model

1.6. Brand Relocation

- 1.6.1. Profitability of the Physical Store
- 1.6.2. Supply Chain Integration in the Luxury Industry
- 1.6.3. Mobile as a Tool for Doing Business

1.7. Marketplaces in the Luxury Industry

- 1.7.1. The Demise of Department Stores and the Rise of Marketplaces
- 1.7.2. The Keys to the Future of the Multibrand Channel
- 1.7.3. Differential Value and Shopping Experience in Digital Stores

1.8. The Consolidation of E-commerce as a Global Channel

- 1.8.1. Exponential Growth of Digital Sales
- 1.8.2. Sales and Marketing Strategies
- 1.8.3. The Projection of the Digital Channel

1.9. Internationalizing Fashion Brands and Planning for Luxury Growth

- 1.9.1. Planning Internationalization
- 1.9.2. Criteria for the Selection of Foreign Markets
- 1.9.3. Strategies for Accessing International Markets

1.10. Global Growth Strategies

- 1.10.1. Brand Licenses
- 1.10.2. Concessions or Agents
- 1.10.3. Franchises



The consolidation of e-commerce as a global channel Master the key aspects and grow digital sales"



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.



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

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.

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.



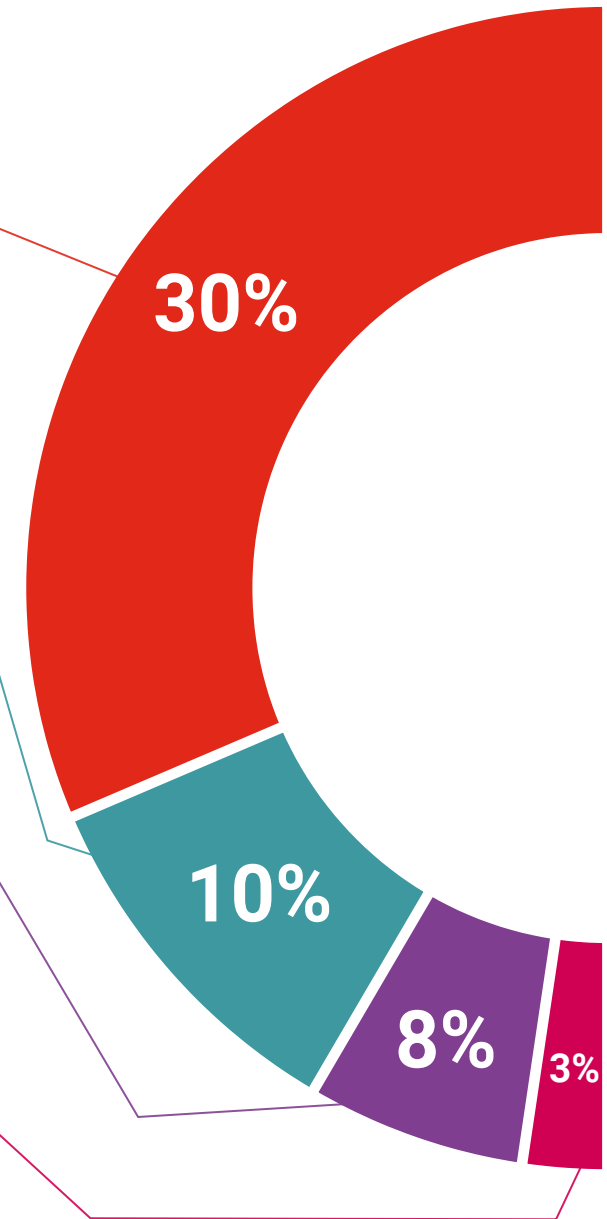
Management Skills Exercises

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

This Postgraduate Certificate is designed for professionals and students from various academic disciplines who wish to deepen marketing strategies focused on Internationalization and New Global Environments in the Fashion Market. Therefore, there is no single profile, although it is more focused on professionals in the field of Commerce and Sales, Digital Management and Marketing. This program will allow them to develop a deep knowledge of how the fashion market works today and will enable them to find the balance between creative and analytical talent to face the economic and social changes of the post-Covid-19 era with agility.





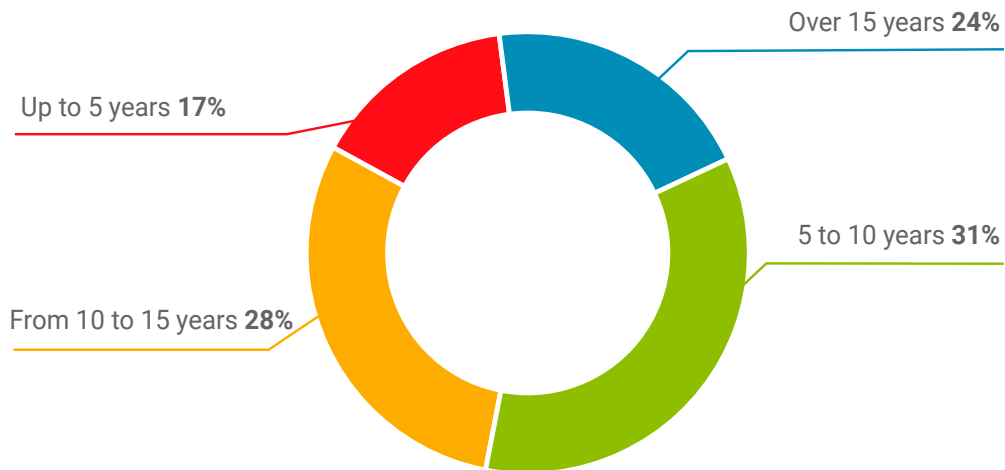
“

Digital warehouses, marketplaces, multi-brand concept stores, etc. Control the new global environments of the fashion market that already dominate the world panorama by studying this program"

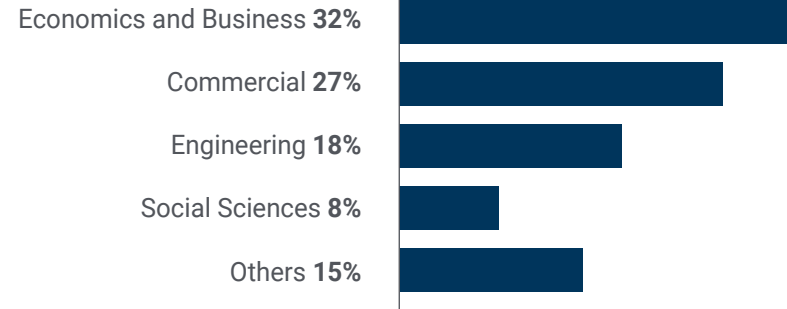
Average Age

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

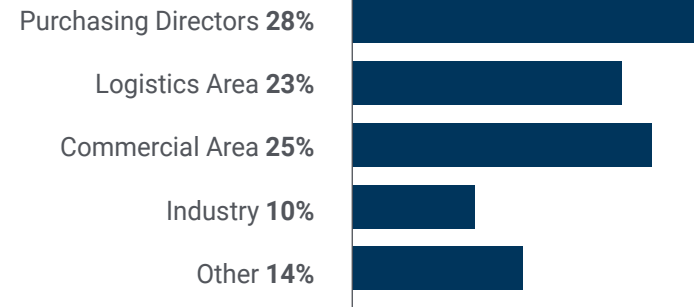
Years of Experience



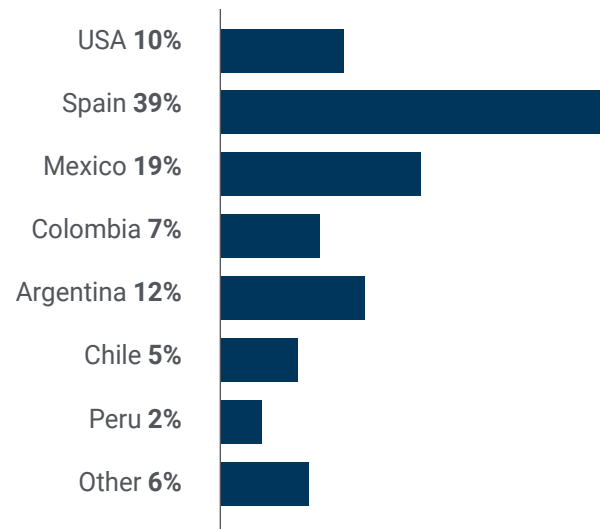
Training



Academic Profile



Geographical Distribution



Anna Camporesi

Co-founder of Pop-up Marketplace Here&Everywhere.

"At the beginning of 2020 my partner and I were planning to create a physical multi-brand concept-store, but for better or worse, the pandemic opened our eyes. This program gave us the keys to investigate the digital fashion market, how to start our journey with different partners. Of course, studying this program has been a great success".

08

Course Management

The program of this Postgraduate Certificate includes in its teaching staff reference experts in the field of fashion and luxury marketing, who pour into this curriculum the experience of their career and their professional relationship linked to the luxury environment, with deep knowledge in the market globally. Likewise, other experts of recognized prestige in related areas participate in its design and development, completing the program's agenda in an interdisciplinary way, making it a unique experience that will enable students to achieve the desired objectives with this program, on their way to professional excellence.





“

Learn from top professionals about the latest developments in labeling and packaging in the post-Covid-19 era of globalization"

International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion sector. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptation to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of marketing strategies for apparel and accessories. His tactics have also focused on retail and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as team leader in the Design, Communication and Sales departments.

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, development and marketing of different collections. In turn, he has been in charge of creating effective calendars for buying and selling campaigns. He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPI).



D. La Sala, Andrea

- ♦ Global Brand and Merchandising Director at Giorgio Armani
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce & Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A
- ♦ Market Analyst at Fastweb
- ♦ Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

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

Management



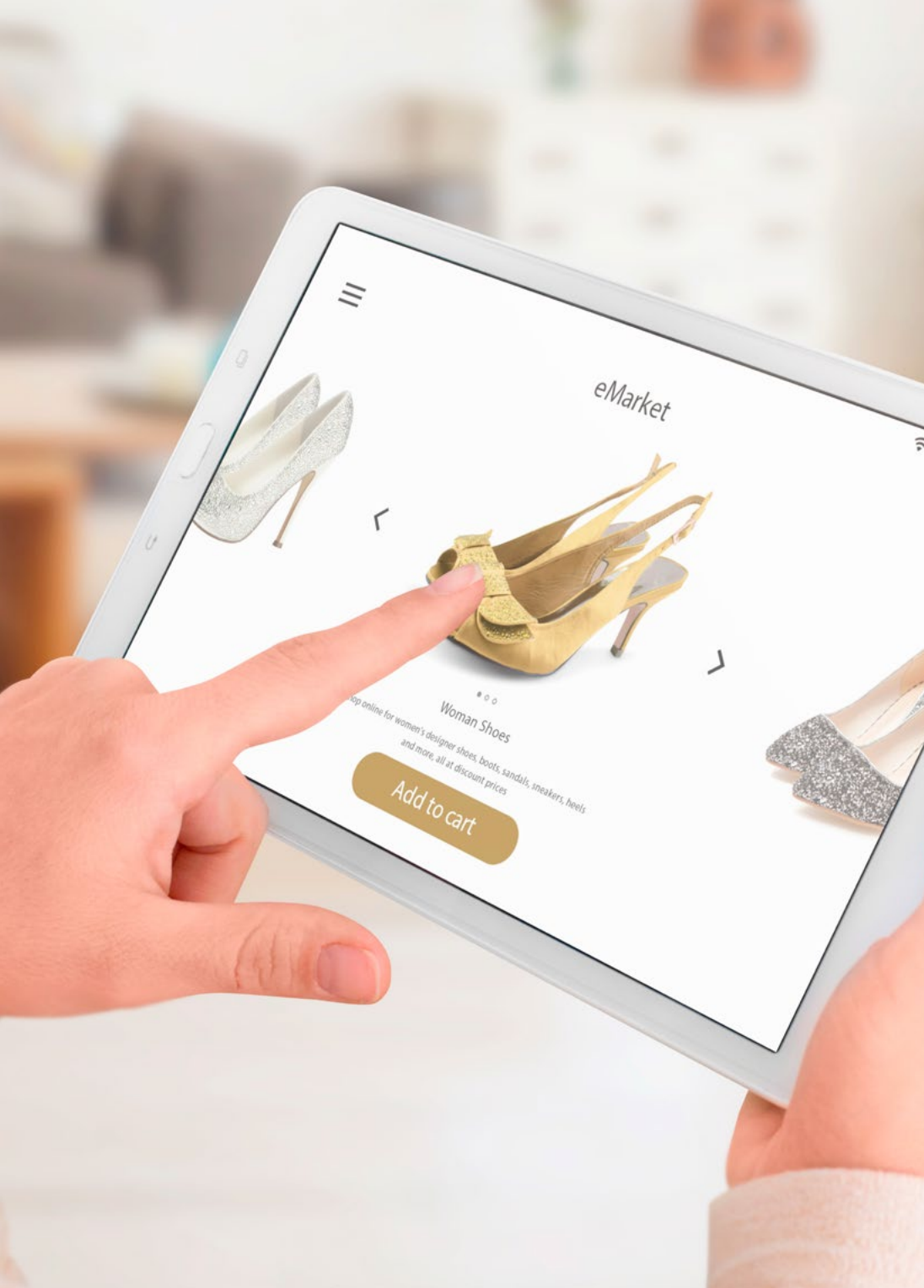
Ms. García Barriga, María

- ◆ Professor of Digital Marketing
- ◆ 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 such as RTVE and Telemadrid
- ◆ Degree in Information Sciences from the UCM
- ◆ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- ◆ MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- ◆ PhD Candidate in Fashion Trend Creation
- ◆ Author of The pattern of eternity: creating a spiral identity for the automation of fashion trends

Professors

Dr. Gárgoles Saes, Paula

- ◆ PhD, journalist and researcher specialized in Fashion and Communication
- ◆ Research professor at the School of Communication and head of the Corporate Communication Academy at the Panamerican University, Mexico City
- ◆ Lecturer in recognized institutions of Higher Education in the Faculty of Communication
- ◆ Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- ◆ Sustainability Consultant at COINTEGRA, Madrid
- ◆ Research stay at the Textile Technology Faculty-University of Zagreb
- ◆ Department of Communication at ISEM Fashion Business School, Madrid
- ◆ Fashion Journalist at Europa Press Agency and Asmoda Digital Magazine
- ◆ PhD in Applied Creativity Navarra University
- ◆ Doctorando (cum laude), ISEM Fashion Business School, Madrid
- ◆ Degree in Journalism Complutense University of Madrid
- ◆ Executive Fashion MBA at ISEM Fashion Business School
- ◆ Specialization in Fashion at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan



Ms. Macías, Lola

- ◆ Sector Marketing Consultant and Researcher
- ◆ External Consultant approved by IVACE since 2014 Institute for Foreign Promotion of the Valencian Community, in the Internationalization Advisory Programs for Exporting Companies
- ◆ Coordinator of the Textile Market Observatory Aitex
- ◆ More than 20 years of experience in the area of internationalization, occupying the position of export manager in companies of different sectors
- ◆ Teacher at the European University of Valencia
- ◆ Lecturer at the Autonomous University of Barcelona
- ◆ Lecturer in the Master's Degree in Fashion, Design Management and Operations at CEU-Cardenal University
- ◆ PhD Student in Marketing University of Valencia
- ◆ Degree in Business Administration and Management at Valencia University Completed final year at Nottingham University Business School, UK
- ◆ Master's Degree in Management and Administration of Commercial Companies Institute of Business Administration, University of Paris I. Pantheon - Sorbonne
- ◆ Master in Fashion, Design Management and Operations Aitex, Association for Textile Industry Research
- ◆ Master's Degree in Teacher Training for Secondary, Baccalaureate and Vocational Training from the Catholic University of Valencia

09

Impact on Your Career

TECH is aware from that pursuing a program of these characteristics is an economic, professional and of course, personal investment. The ultimate goal of this program is to help you grow professionally and TECH wants to accompany you on your path to success through excellence. That is why studying this program is the best option you can take to achieve it.



“

Expand your knowledge in Marketing with this Postgraduate Certificate and learn how a brand is delocalized in a globalized world"

If you want to make a positive change in your profession, the Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market will help you achieve it.

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

The Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market at TECH, is an intensive program that will prepare you to face challenges and make important creative and strategic decisions to achieve your objectives. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

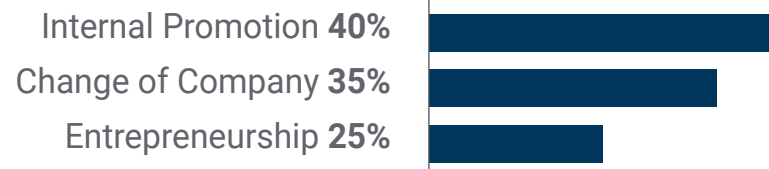
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the program for you.

Do not miss the opportunity that TECH offers you and take this program with future projection.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market contributes to raise the possibilities of employees focused on perfecting brand strategies based on globalization, digitization and sustainability. It is a key knowledge to master today's sales and positioning of brands in line with the demands of a diverse and plural society. It is proven that a qualified team drives the achievement of objectives, so the preparation of experts in the same company contributes to the professional growth of its staff, thus betting on excellence. For this reason, this program is a unique opportunity for companies to have the best people in their team, which translates into the achievement of their objectives.





“

Make sure your company has an up-to-date team that knows how to choose the best partners and fashion designers for capsule collaborations, an exclusive concept in high demand"

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

01

Intellectual Capital and Talent Growth

The professional will bring new concepts, strategies and perspectives to the company that can bring about creative 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

Managers will be able to work on a real project or develop new projects in the R&D or Business Development area of their 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 Internationalization and New Global Environments in the Fashion Market guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Internationalization and New Global Environments in the Fashion Market**

Official N° of Hours: **150 h.**



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



Postgraduate Certificate Internationalization and New Global Environments in the Fashion Market

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

Postgraduate Certificate Internationalization and New Global Environments in the Fashion Market

