

Postgraduate Diploma

Business Strategies and Communication
Plan in Fashion, Beauty and Luxury



Postgraduate Diploma Business Strategies and Communication Plan in Fashion, Beauty and Luxury

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals in the field of
business communication, marketing and fashion.

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-business-strategies-communication-plan-fashion-beauty-luxury

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 26

07

Our Students' Profiles

p. 34

08

Course Management

p. 38

09

Impact on Your Career

p. 42

10

Benefits for Your Company

p. 46

11

Certificate

p. 50

01

Welcome

The fashion, beauty and luxury sector is constantly fluctuating and, consequently, its correct treatment in the communicative field needs continuous updating by professionals in the sector. Therefore, this program will provide an approach to the business strategies that can be implemented with the aim of boosting the growth of companies in the fashion industry. Thus, the student will acquire the necessary skills to position themselves as a successful communication director in this field. In the same way, they will also delve into the management of communication from a global perspective that will help the company to obtain better positioning in the sector. The main objective of this program is to generate messages more in line with each type of audience and maximize the benefits of communication in a transversal way.



Postgraduate Diploma in Business Strategies and Communication Plan in Fashion, Beauty and Luxury. TECH Technological University



“

This Postgraduate Diploma will provide you with the necessary knowledge to design communication plans tailored to the needs of companies in the fashion, beauty and luxury sector”

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

This Postgraduate Diploma program is designed to strengthen management and leadership skills, as well as to help you develop new competencies and skills in the field of communication that will be essential in your professional development. After completing the program, you will be able to make global decisions with an innovative perspective and an international vision. In this way, they will be able to position themselves as communication professionals in the field of fashion, beauty and luxury with success, achieving great managerial skills and being able to manage companies both their own and external.



“

TECH aims to propel you to the highest level of competence, through real and constant support and the flexibility of self-managed learning”

Your goals are our goals.

We work together to help you achieve them

The Postgraduate Diploma in Business Strategies and Communication Plan in Fashion, Beauty and Luxury will enable the student to:

01

Know the organization chart of a communication company in the fashion and beauty environment

02

Reduce employee uncertainty, both in the face of internal changes and those external to the organization

03

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

04

Develop a strategic plan and a recyclable contingency plan

05

Identify the dynamics in which fashion and beauty companies are formed and maintained



06

Understand and apply strategies and tactics specific to the fashion and beauty industry

08

Communicate innovation and realign the target audience when a change occurs and calculate its impact on product pricing



09

Understand and fit our communication strategy in the fashion industry

07

Communicate through product sales in phygital environments

10

Deliver a long-term communication strategy, evaluate and readapt it

05

Structure and Content

The TECH Postgraduate Diploma in Business Strategies and Communication Plan 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 is intended to be a unique and stimulating experience that lays the foundations for success in business reputation management.



“

TECH focuses on enhancing and developing management and leadership skills in the field of communication. Thus, you will be able to select, train and motivate effective and high-performance work teams"

Syllabus

The contents of this Postgraduate Diploma are led by professionals in the areas of communication, who work in companies in the fashion and beauty sector. This teaching team pours into this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, all the aspects of communication management in companies in the fashion, beauty and luxury sector will be analyzed, with the aim of providing the student with an in-depth knowledge of how these departments work and how to manage them optimally.

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

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

Another key to the success of this program is the possibility of being the student themselves who decides how they organize their learning: from the time, to the place and intensity of study. In this way, the university ensures that this program is fully compatible with personal and professional life. So that students never lose motivation.

In this sense, the program is 100% online, although the student will be able to download the syllabus to continue offline if desired. In addition, students will have access to illustrative videos, review audios, an online library with complementary material and the help and support of their tutor throughout the learning process.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1	Internal Communication, Corporatism and Crisis Management
Module 2	Business Strategies in MBL Companies
Module 3	The Communication Plan



Where, when and how is it taught?

TECH offers the possibility of developing this Business Strategies and Communication Plan in Fashion, Beauty and Luxury completely online. Over the course of 6 months, 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. Internal Communication, Corporatism and Crisis Management

1.1. The Stakeholder Ecosystem: Who Are My Stakeholders?

- 1.1.1 What Is a Stakeholder?
- 1.1.2 The Main Stakeholders in Fashion: Consumer, Employee
- 1.1.3 The Concept of Social Responsibility: Components and Principles

1.2. Internal Communication I: Employer Branding

- 1.2.1 The Management of Internal Communication: Concept and Tools
- 1.2.2 Evolution and Principles of Employer Branding
- 1.2.3 Human Resources as a Communication Tool in the Fashion Industry

1.3. Internal Communication II: Employee Advocacy

- 1.3.1 Employer Advocacy: Concept and Evolution
- 1.3.2 Employees as Brand Ambassadors in the Luxury Industry
- 1.3.3 Tools: Buffer and Hootsuite

1.4. Building Reputation I: Brand Identity at MBL

- 1.4.1 Concept of Brand Identity: Corporate Identity
- 1.4.2 Brand Identity as an Element of Corporate Reputation
- 1.4.3 Visual Identity in the MBL

1.5. Building Reputation II: Brand Image at MBL

- 1.5.1 Concept of Brand Image
- 1.5.2 Brand Image as an Element of Corporate Reputation
- 1.5.3 Branded Content in MBL

1.6. Building Reputation III: Corporate Reputation at MBL

- 1.6.1 Reputation: Concept, Characteristics and Effects
- 1.6.2 Metrics for the Analysis of a Global Reputation
- 1.6.3 The Rise of Corporate Activism

1.7. Crisis Management I: Strategic Plan

- 1.7.1 Types of Crisis
- 1.7.2 Contingency Plan
- 1.7.3 The Strategic Plan

1.8. Crisis Management II: Crisis Communication

- 1.8.1 Spokespersons and the Discourse of Communication Leaders
- 1.8.2 The Impact of the Crisis on the Income Statement
- 1.8.3 Post-Crisis Actions: Getting back to Normality

1.9. Sustainability and Corporate Reputation at MBL

- 1.9.1 The Three Dimensions of Sustainability: Social, Environmental and Corporate at MBL
- 1.9.2 The Value Chain of the Fashion Industry
- 1.9.3 Sustainability Communication: Reporting

1.10. Sustainability in Crisis Management at MBL

- 1.10.1 Types of Crisis in Each Area of Sustainability
- 1.10.2 Authenticity and Transparency in the Eye of the Public
- 1.10.3 Sustainability as Part of the Crisis Solution

Module 2. Business Strategies in MBL Companies
2.1. Strategic and Competitive Framework of the Fashion System

- 2.1.1 The Fashion Industry Sector at a Global Level Structure and Evolution of the Sector Worldwide
- 2.1.2 The Concept of the Fashion Value Chain.
- 2.1.3 The Collaboration of the Links in the Value Chain

2.2. Business Models in the Fashion Industry

- 2.2.1 The Evolution of Business Models: From Designers to Fast Fashion Chains
- 2.2.2 The Competitiveness of Fashion Business Models: The French Model, the American Model, the Italian Model, and the Asian Model
- 2.2.3 Fashion Business Models: Designers, Luxury Brands, Premium Brands, Large-scale Distribution

2.3. The Distribution of the Luxury Sector and the Profitability of Spaces

- 2.3.1 Distribution in the Luxury Industry and Its Profitability
- 2.3.2 The New Luxury Customers, Millennials, Asians, etc.
- 2.3.3 The Integration of the Supply Chain in the Luxury Industry

2.4. Main Business Strategies in the Major Fashion Brands

- 2.4.1 Main Operators in the Fashion Business
- 2.4.2 Business Strategies of the Leading Fashion Retailers
- 2.4.3 Business Strategies of the Cosmetics and Perfumes Retailers

2.5. Entrepreneurship and Creation of the Start Up in the Fashion Sector

- 2.5.1 What Is Entrepreneurship? The Entrepreneurial Ecosystem
- 2.5.2 The Start Up Model in Fashion Businesses
- 2.5.3 Entrepreneurs in the Fashion, Luxury and Beauty Sector; Success and Failure cases

2.6. The Value Proposition of Beauty Brands

- 2.6.1 The Cosmetics Franchise Sector
- 2.6.2 What Is a Brand License?
- 2.6.3 Licensing in the Cosmetics Sector

2.7. Profitability in Traditional Models

- 2.7.1 The Evolution of the Multibrand Channel and Department Stores
- 2.7.2 The Keys to the Future of the Multibrand Channel
- 2.7.3 Differential Value and the Shopping Experience in Department Stores

2.8. E-commerce in Fashion, Beauty and Luxury: Trends, Users and the Future

- 2.8.1 Global Growth of E-commerce
- 2.8.2 E-commerce Buyer Profile
- 2.8.3 Trends in the E-commerce Sector

2.9. Planning the Internationalization of the Fashion Company

- 2.9.1 Internationalization Planning
- 2.9.2 Internationalization Planning
- 2.9.3 Research and Selection of Foreign Markets

2.10. Strategies for Accessing International Markets

- 2.10.1 What Is Innovation?
- 2.10.2 How to Materialize Innovation in My Company?
- 2.10.3 Innovative Business Models

Module 3. The Communication Plan

3.1. The Fashion Calendar and the Dynamics of the Times in the Industry

- 3.1.1 The Origin and Evolution of Fashion Weeks and Haute Couture
- 3.1.2 General Calendar of the Industry
- 3.1.3 How COVID Is Affecting the Established Dynamics

3.2. The Impact of Internal Communications on an MBL Brand

- 3.2.1 Internal Communication
- 3.2.2 Objectives and Tools
- 3.2.3 Strategic Internal Communication Plan

3.3. Communicating Sustainable and Eco-Luxury Brands

- 3.3.1 Slow Fashion and Eco-Luxury
- 3.3.2 Evolution of Consumer Trends in the World of Fashion
- 3.3.3 How to Communicate Sustainable Brands and Terminology to Be Used

3.4. The Functionality of the Communication Plan and Available Resources

- 3.4.1 What Is the Communication Plan and What Is It For?
- 3.4.2 Above the Line – Below the Line
- 3.4.3 Communication Channels in Fashion Brands and Analysis of Available Resources 10.5

3.5. SWOT Analysis and the RICE Matrix

- 3.5.1 The Fashion Market and Its Competitors
- 3.5.2 Development and Application of the SWOT Analysis
- 3.5.3 The RICE Matrix as the Epicenter of the Blue Ocean

3.6. Situation Analysis and Objective Setting

- 3.6.1 Company Background and Diagnosis of the Brand's Situation with Respect to the Market
- 3.6.2 Determination of Objectives in Relation to Goals
- 3.6.3 Analysis and Reorganization of Objectives in a Fashion Firm

3.7. The Audience and the Message

- 3.7.1 Is This Customer Profile for My Campaign?
- 3.7.2 Are These Messages for My Campaign? Key Messages by Customer Type
- 3.7.3 The Communication Strategy of Fashion Brands

3.8. Channels: Offline and Online

- 3.8.1 The Choice of the Offline Channel
- 3.8.2 The Online Campaign
- 3.8.3 Advantages of the Online Channel

3.9. The Action Plan and the Calendar

- 3.9.1 Types of Communicative Actions in Fashion
- 3.9.2 Structure and Approach of the Action Plan
- 3.9.3 Integration of the Action Plan into the Strategy as a Whole

3.10. Evaluation of the Communication and Strategy Plan

- 3.10.1 Main Metrics for the Evaluation of the Communication Plan
- 3.10.2 Advanced Analysis of the Communication Plan
- 3.10.3 Reformulation of the Communication Strategy



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.

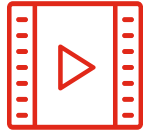
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



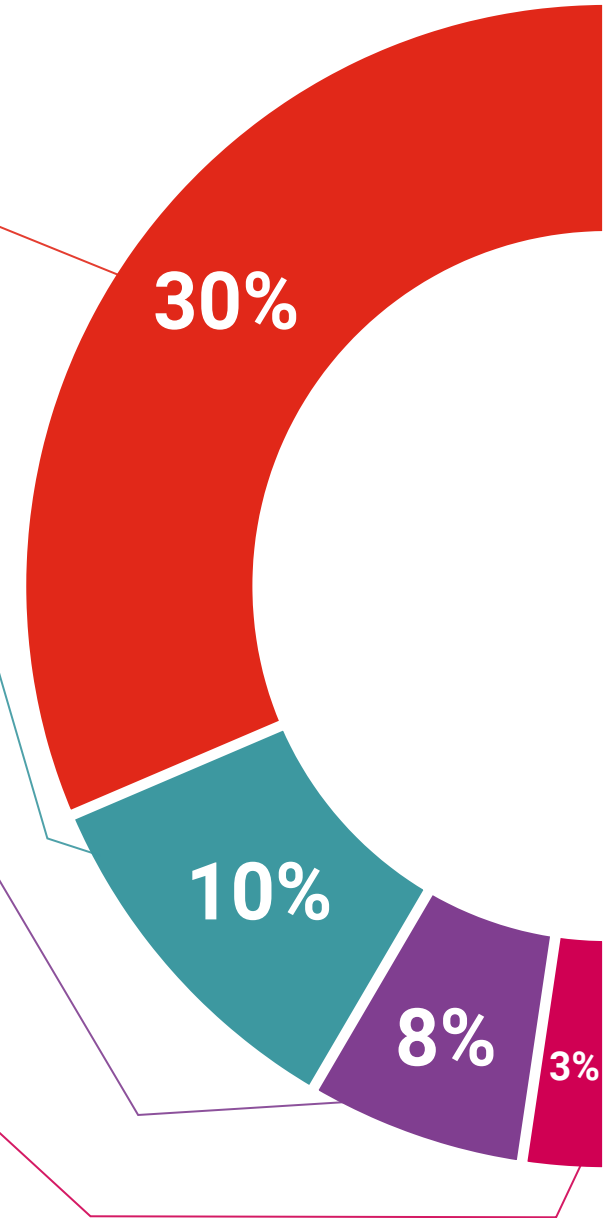
Management Skills Exercises

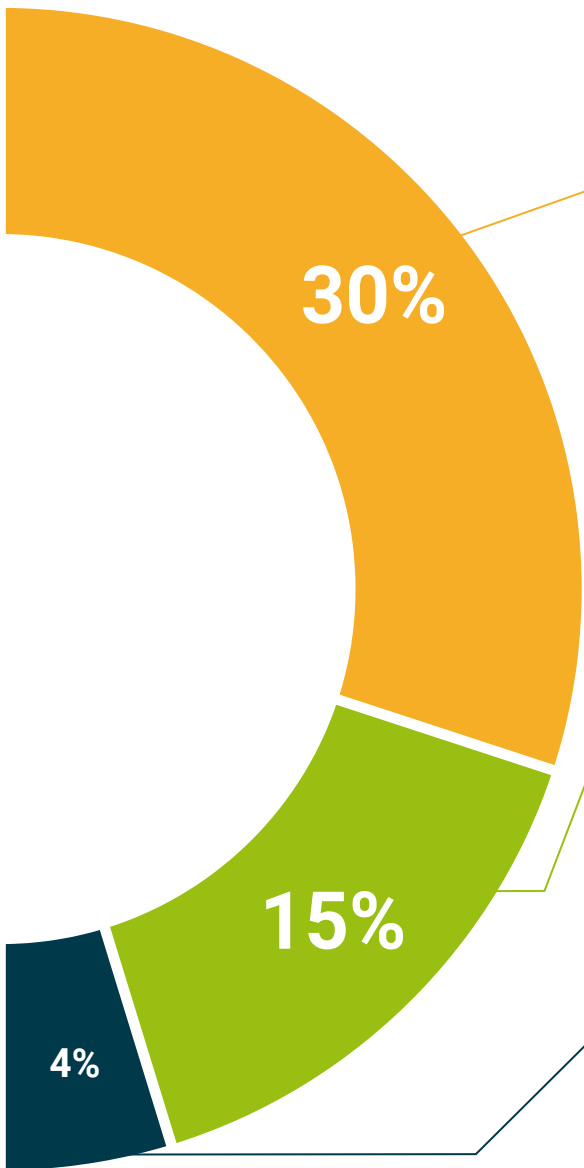
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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

The Postgraduate Diploma in Business Strategies and Communication Plan in Fashion, Beauty and Luxury is a program aimed at those professionals who are looking for an increase in their qualifications in this area and an improvement in their possibilities in the labor field.





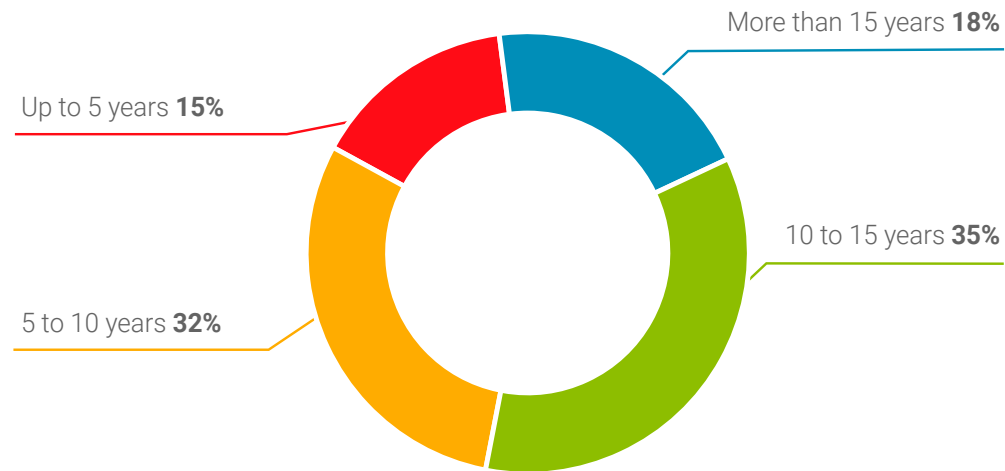
“

Get the skills and abilities necessary for proper decision making in communication management in contexts where action plans are of vital importance"

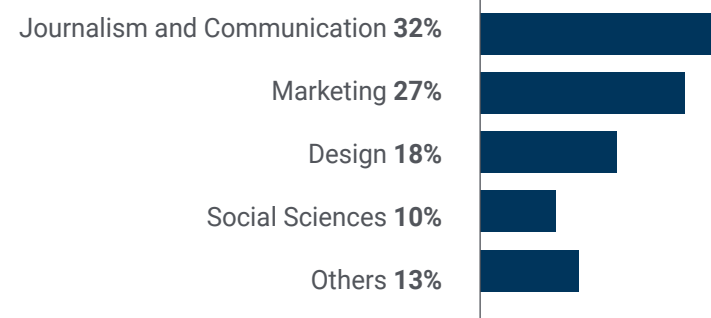
Average Age

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

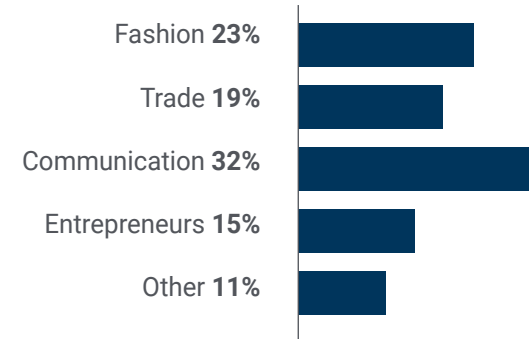
Years of Experience



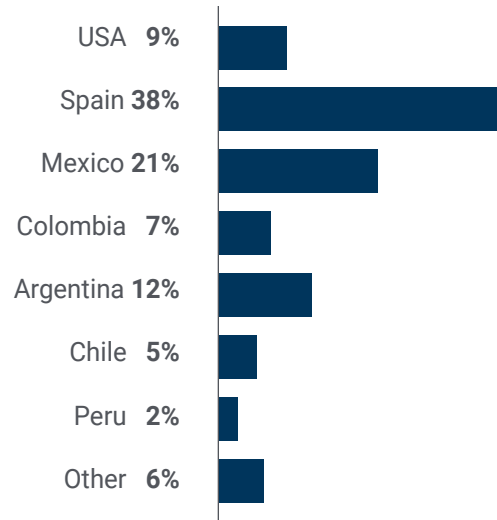
Training



Academic Profile



Geographical Distribution



Ana Linares

Business owner in the retail sector

"This is not the first program I have studied with TECH, and they certainly never let me down. I want to thank this incredible faculty that has taught me so much and allowed me to grow in my profession. Today I own my own business and apply everything I have learned on a daily basis! Once again THANK YOU!"

08

Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.





“

We have the best teaching team to help you to specialize in a highly demanded field”

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

- ♦ Professor at Spanish and international universities
- ♦ PhD in Applied Creativity from the University of Navarra with the thesis "Reputational model for the fashion industry"
- ♦ Degree in Journalism from the Complutense University of Madrid
- ♦ Executive Fashion MBA at ISEM Fashion Business School
- ♦ She has specialized in fashion at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan, where she also worked as a fashion journalist
- ♦ She has worked as a fashion journalist for the Europa Press agency and the digital magazine Asmoda
- ♦ She has worked in the communication department of the Communication and Fashion Management degree at Villanueva University Center and ISEM Fashion Business School
- ♦ She currently works in a sustainability consulting firm

Ms. Vela Covisa, Susana

- ♦ Senior Fashion Technician, with additional training in Sustainable Fashion, specializing in Eco Design, Fashion and Communication
- ♦ More than 30 years of experience as responsible for different fashion departments, especially communication of various brands, press offices, agencies, fashion projects, fairs and international catwalks, as well as in the organization of events in the sector
- ♦ Director of the agency Polka Press Communication, since 2013
- ♦ Founder and director of the Atelier Couture Catwalk and promoter and coordinator of the Sustainable Experience space at MOMAD
- ♦ Professor and Tutor at different Universities, Business Schools and Training Centers, such as IED, Francisco de Vitoria University, Madrid School of Marketing and ELLE Fashion School

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 that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. That is why TECH provides you with the tools to achieve this growth: the best content in the sector, the most qualified professional team and, above all, the most innovative and efficient methodology on the market. This ensures that your investment will have a very high return.





“

A fundamental program for your professional growth in the fashion communication sector”

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

The Postgraduate Diploma in Business Strategies and Communication Plan in Fashion, Beauty and Luxury at TECH Technological University is an intensive program that prepares you to face challenges in this area of work. Its main objective is to foster your personal and professional growth, as well as to help you achieve success.

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

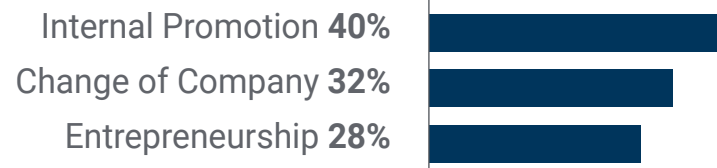
If you want to make a positive change in your profession, and grow within the fashion and beauty industry, this program will help you achieve it.

The specialization program will increase your skills and, therefore, help you stand out in the industry.

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 Diploma in Business Strategies and Communication Plan in Fashion, Beauty and Luxury contributes to raise the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

Bring a new working vision to your daily practice and achieve greater benefits for you and your company"

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the communication professional and opens new avenues for 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

You will be able to actively collaborate in the development of real projects or develop new ones in the R&D or Business Development area of your company.

06

Increased competitiveness

This Executive Master's Degree will provide students with the necessary skills to take on new challenges in the area of communication and thus boost organizations in this sector.

11

Certificate

The Postgraduate Certificate in Business Strategies and Communication Plan in Fashion, Beauty and Luxury guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

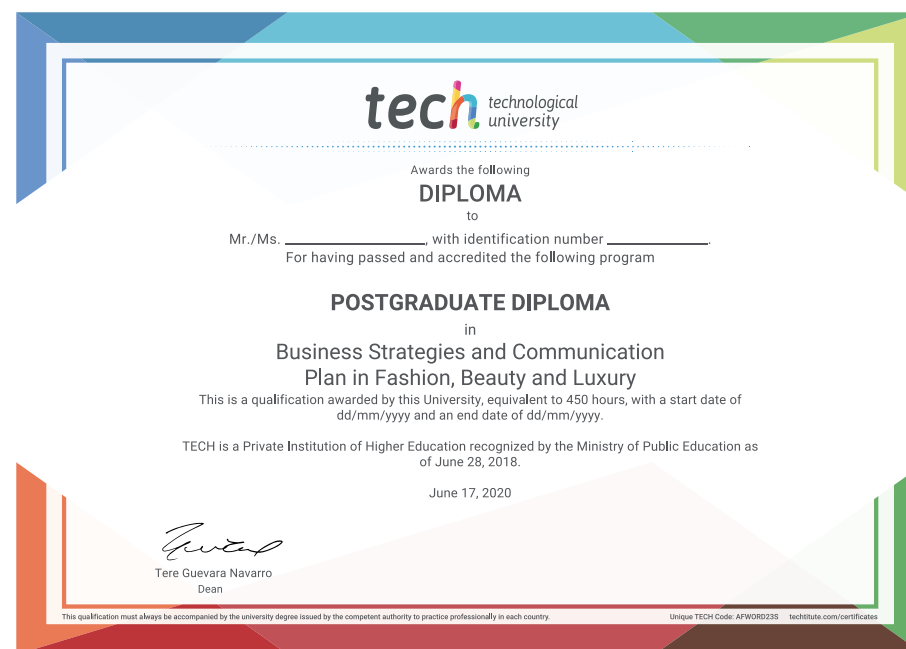
This **Postgraduate Certificate in Business Strategies and Communication Plan in Fashion, Beauty and Luxury** contains the most complete and up-to-date program on the market.

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 Business Strategies and Communication Plan in Fashion, Beauty and Luxury**

Official N° of Hours: **450 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 Diploma Business Strategies and Communication Plan in Fashion, Beauty and Luxury

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

Postgraduate Diploma

Business Strategies and Communication
Plan in Fashion, Beauty and Luxury