

# Postgraduate Diploma Fashion and Luxury Marketing





## Postgraduate Diploma Fashion and Luxury Marketing

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

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-fashion-luxury-marketing](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-fashion-luxury-marketing)

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# 01 Welcome

The communication world of fashion and luxury has evolved radically in recent years. The great catwalks of the world now share importance with global influencers who dress and promote major brands on social networks. With storytelling becoming more and more elaborated, it is necessary for professionals in this area of marketing to specialize in all the particularities of fashion and luxury. By studying this complete program developed by TECH, the student will be directing their career towards a business niche where there are high expectations to grow and get a place even in communication management positions.



MBA in Fashion and Luxury Marketing  
TECH Technological University





“

*You will be able to lead the fashion and luxury marketing sector thanks to the knowledge provided by TECH”*

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

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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

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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 TECH Postgraduate Diploma in Fashion and Luxury Marketing enhances the communication skills of its students to get the most out of them and redirect them correctly towards the field of fashion and luxury. With such a specific specialization focused on a sector with a view to continue growing, the student will quickly see their expectations of improving their salary and business position fulfilled.





“

*It will be your own brand in the world of fashion and luxury thanks to the personal branding that you will develop in this Postgraduate Diploma”*

TECH makes the objectives of its students its own.  
Working together to achieve them.

The **Postgraduate Diploma in Fashion and Luxury Marketing** will enable the student to:

01

Provide the student with the necessary tools to understand the role of marketing in a company, how to design a brand strategy and develop it into a marketing plan

04

Generate a content tree and consistent content throughout the Bio

02

Acquire a marketing vision in particular and of the company in general that will serve as a basis for the following modules

05

Develop content and stories that identify with your brand's ecosystem

03

Build a digital environment capable of attracting traffic/audience to your luxury brand, either off or online, with a desired positioning

06

Adapt the results and generate a new ecosystem

07

Project the personality of the brand through creativity and innovation as symbolic values in constant growth

10

Understand the role of social media in luxury marketing and communication strategies

08

Discover the evolution of public relations and the latest market trends

11

In-depth knowledge of the generation of influence and how this can be beneficial in a Marketing strategy

09

Understand the persuasive component of PR for luxury marketing

12

Learn more about the main social networks currently used in brand marketing campaigns, their strengths and limitations

05

# Structure and Content

The structure and contents of the Postgraduate Diploma in Fashion and Luxury Marketing are designed to boost the student's professional career through quality teaching, adapted to the new realities of the market. Therefore, we offer a complete syllabus with multiple tools for social media Marketing, fashion thinking, mobile Marketing and even gamification of fashion content.



“

*You will be an expert in the different trends by region and type of consumers, knowing how to adapt your communication to international brands and profiles"*



## Syllabus

This TECH program is developed by experts in Fashion and Luxury Communication, which guarantees that the contents are in line with the reality of the current market on the one hand, and on the other hand, the quality of the teaching material provided. Thus, the student obtains a complete education on issues such as luxury & fashion markets, phygital management, Inbound Marketing or branding strategy.

Taking advantage of the context of growth that has benefited the fashion and luxury sector in recent years, the student will acquire the necessary skills to stand out as a renowned professional and be able to opt for bigger and better jobs.

In addition, the student will have access to practical examples and real cases that the teaching staff has included in the program. Throughout the 450 hours that make up the program, the student will learn in a contextual and authentic way all the knowledge that is being acquired.

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

- Module 1** / Marketing Management in Today's Fashion and Luxury Markets
- Module 2** / Fashion thinking in Fashion and Luxury Markets
- Module 3** / New Interactions in the Luxury and Fashion Markets



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

TECH offers the possibility of developing this Postgraduate Diploma in Fashion and Luxury Marketing completely online. During the 6 months of the program, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time.

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

**Module 1. Marketing Management in Today's Fashion and Luxury Markets**

**1.1. The Luxury Economic System**

- 1.1.1. Marketing Keys in the Luxury Industry
- 1.1.2. Marketing Referents
- 1.1.3. Marketing Management

**1.2. Business intelligence**

- 1.2.1. Strategy and Tactics for the Fashion Market
- 1.2.2. The Balance between Short and Long Term
- 1.2.3. Talking to Everyone in the Digital Age

**1.3. Sales Drivers and Levers Applied to Today's Industry**

- 1.3.1. The Marketing Mix and the 4 Ps of Marketing
- 1.3.2. Porter's 5 Forces Model
- 1.3.3. Some Types of Marketing

**1.4. The Approach to Competitive Advantage in New Markets**

- 1.4.1. Luxury & Fashion Markets
- 1.4.2. New Competition Trends
- 1.4.3. The Significance of Branding in the Fashion Market

**1.5. The Structure of a Specific and Contextualized Marketing Plan**

- 1.5.1. The Rhythms of Luxury
- 1.5.2. Market Metrics
- 1.5.3. SMART: The Objectives of Success

**1.6. Getting Started: Overcoming the Practical Hurdle**

- 1.6.1. Steps for Action
- 1.6.2. Gantt Chart
- 1.6.3. Monitoring, Control and Deviation

**1.7. New Ways of Visualizing and Marketing the Plan**

- 1.7.1. Presentations for Luxury Brands
- 1.7.2. Selection of Audiovisual Resources
- 1.7.3. Marketing Intentions

**1.8. A Real Budget for a Fashion and Luxury Brand**

- 1.8.1. Sales Forecasting as a Lever for the Plan
- 1.8.2. Cost Control in a Luxury Product
- 1.8.3. The Budget that Fits the Fashion Industry

**1.9. The Right Price for a Product or Service in Today's Industry**

- 1.9.1. Parameters Influencing the Price of Fashion
- 1.9.2. The Decision to Promote the Product
- 1.9.3. The Keys to the Outlet Space

**1.10. Mobile Marketing & Gamificación**

- 1.10.1. WhatsApp Marketing in the Luxury Industry
- 1.10.2. Videogames as Fashion Sales Scenarios
- 1.10.3. From H&M in The Sims 2 Fashion Runway to Gucci in The Sims 4

**Module 2. Fashion thinking in Fashion and Luxury Markets****2.1. Phygital Management**

- 2.1.1. Luxury Experience
- 2.1.2. Search Resources and SERP Development
- 2.1.3. The Brand of Fashion in the Luxury World

**2.2. DNA of the Luxury Brand**

- 2.2.1. The Business Purpose: The Mission of the Luxury Brand
- 2.2.2. The Long Term of Marketing Actions: The Vision
- 2.2.3. Brand Attributes and Identity: The Values

**2.3. Digital Media Track**

- 2.3.1. Organic Reach in the Digital Environment: KDA
- 2.3.2. The Creativity of SEM Campaigns
- 2.3.3. The Relevance of SMO in the Luxury Industry

**2.4. Luxury E-Commerce**

- 2.4.1. The Web of Content and an E-Commerce of Sales
- 2.4.2. Evolution of Marketing Communication Objectives
- 2.4.3. Interaction in Content Creation

**2.5. The Point of Wordpress and Other Static Tools**

- 2.5.1. Two-Way and Static Communication
- 2.5.2. Structure and Composition of Blogs
- 2.5.3. The Editorial of Digital Fashion Magazines

**2.6. Inbound Marketing**

- 2.6.1. Ambient Marketing in the Luxury Environment
- 2.6.2. Virtual Realism in Transmedia Storytelling
- 2.6.3. Stages in Storytelling Creation

**2.7. Attraction Marketing through Image**

- 2.7.1. Beauty as a Visual Impulse
- 2.7.2. The Storyline in a Brand Story
- 2.7.3. How to Become a Reference?

**2.8. Google Trends**

- 2.8.1. Immediate Content
- 2.8.2. The Dynamics of the Most Searched Keywords
- 2.8.3. We All Consult Trends: When the Trend Is Not Following the Trend

**2.9. Branding Strategy**

- 2.9.1. Alignment of Content and Trends
- 2.9.2. The Musical Atmosphere in Audiovisual Communication
- 2.9.3. Fashion Films

**2.10. Remarketing: The Constant Growth of a Brand**

- 2.10.1. Creativity, Innovation and Invention
- 2.10.2. The Balance Between Inspiration and Aspiration in the Fashion Industry
- 2.10.3. Post-Covid Rearrangement: Content for the Entire Community

**Module 3. New Interactions in the Luxury and Fashion Markets**

**3.1. The Role of PR in a Fashion Brand**

- 3.1.1. Public Relations in the Luxury Industry
- 3.1.2. The Gruning and Hunt Models
- 3.1.3. PR Model 5

**3.2. The Strategic Message**

- 3.2.1. The Persuasive Components of Information
- 3.2.2. The Role of PR vs. the Role of Marketing and Advertising
- 3.2.3. Criteria for Selecting Communication Actions

**3.3. Metrics for PR Analysis**

- 3.3.1. The Need for Public Relations Monitoring
- 3.3.2. Clipping Tools and VPE
- 3.3.3. Qualitative Valuation in a Luxury Firm

**3.4. Mistakes to Avoid in the PR Field**

- 3.4.1. Mass Media Are No Longer the Only Ones
- 3.4.2. Excessive Content and Lack of Relevance
- 3.4.3. Improvisation vs. Planning

**3.5. New Post Covid Trends in Luxury PR**

- 3.5.1. More "Social" than Ever, Digital and Personal Interaction
- 3.5.2. Emotional Communication and Neuromarketing
- 3.5.3. Key Insights of Current Consumers

**3.6. Social Media Marketing**

- 3.6.1. Internet: The Gateway to Digital Interaction
- 3.6.2. Social Network as the Preferred Channel for the Millennial Audience
- 3.6.3. Brand Ambassador

**3.7. Digital Power Strategies: Influencer Marketing in Fashion and Luxury**

- 3.7.1. Influence in the Field of Social Networking
- 3.7.2. Managing the New Digital Leaders: Fashion Influencers
- 3.7.3. Microinfluencers and Their Growth Plans

**3.8. Consolidation of Audiovisual Content: YouTube and TikTok**

- 3.8.1. The Growing Market Share of Non-Verbal Communication
- 3.8.2. Democratization in the Creation of Audiovisual Contents
- 3.8.3. Expectation Management in Audiovisual Content Creation

**3.9. Influencing Communities: Facebook and Instagram**

- 3.9.1. Transversal Communication
- 3.9.2. Community Interest
- 3.9.3. Emotional Messaging and Empathy Management

**3.10. Personal Brand Strategies: LinkedIn and Twitter**

- 3.10.1. Great Showcases for Corporate Profiles
- 3.10.2. When the Competition Are Your Friends
- 3.10.3. The Impact of Headlines: From Depth to Lightness



How to get more likes?



Improve your  
social media

## CREATE AMAZING STORIES

Style. Morocco  
Size. 16:9



*The only way to ensure that you obtain the best knowledge is with the best syllabus. You can be sure to find it here"*

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.



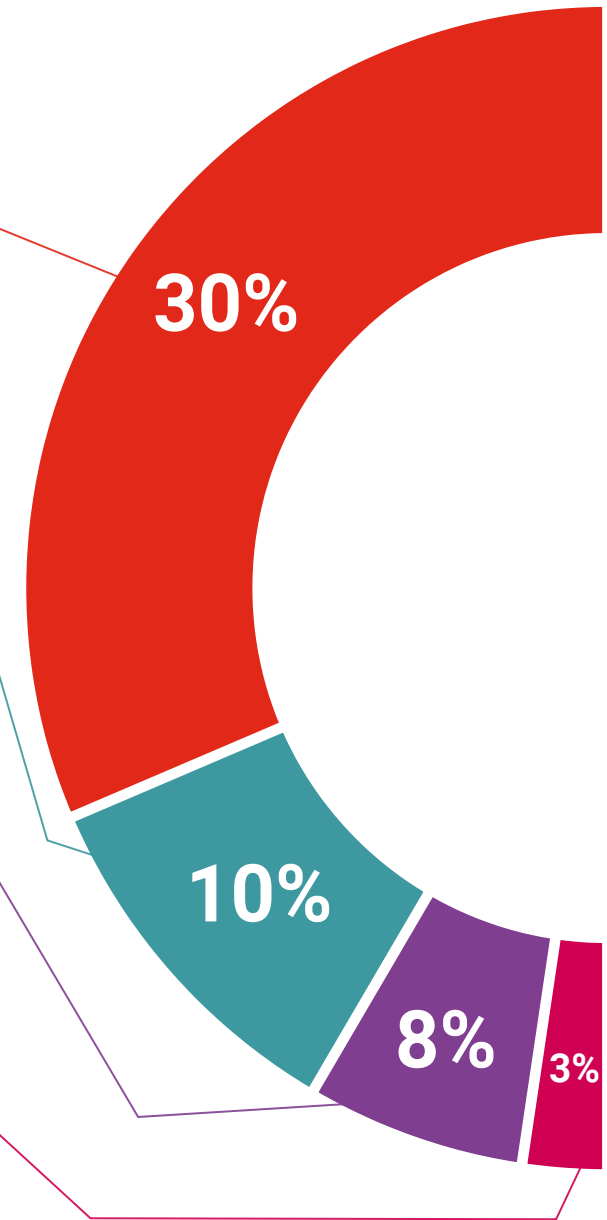
### Management Skills Exercises

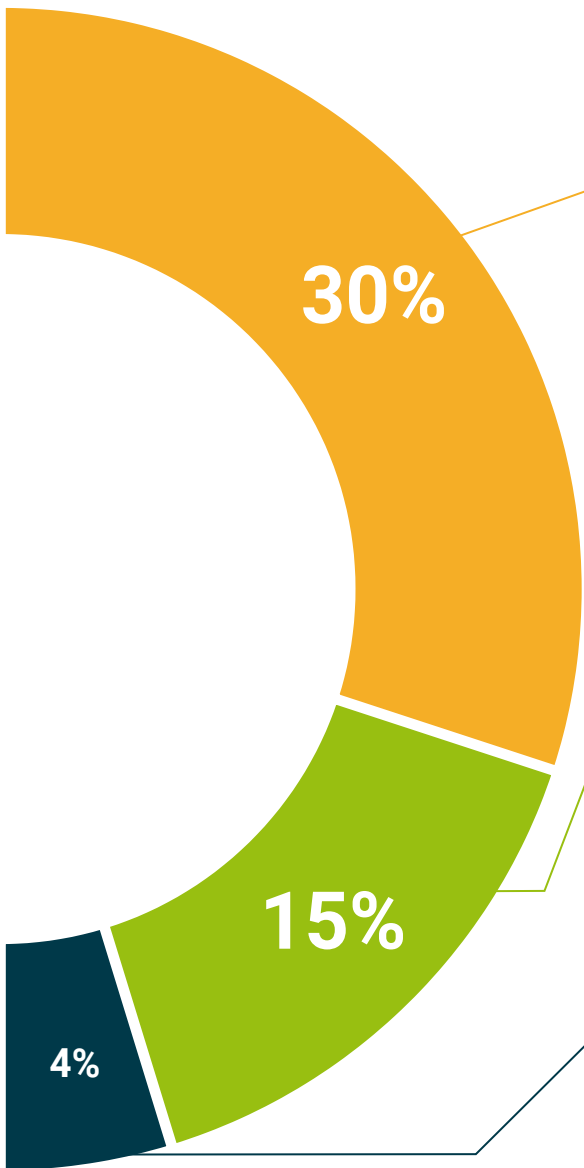
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 profile of the students who decide to pursue this program is varied, most of them coming from the field of communication, advertising and marketing. They share in common the interest in specializing in a niche market with high job expectations, as well as the ambition to reach managerial positions related to the world of fashion and luxury.





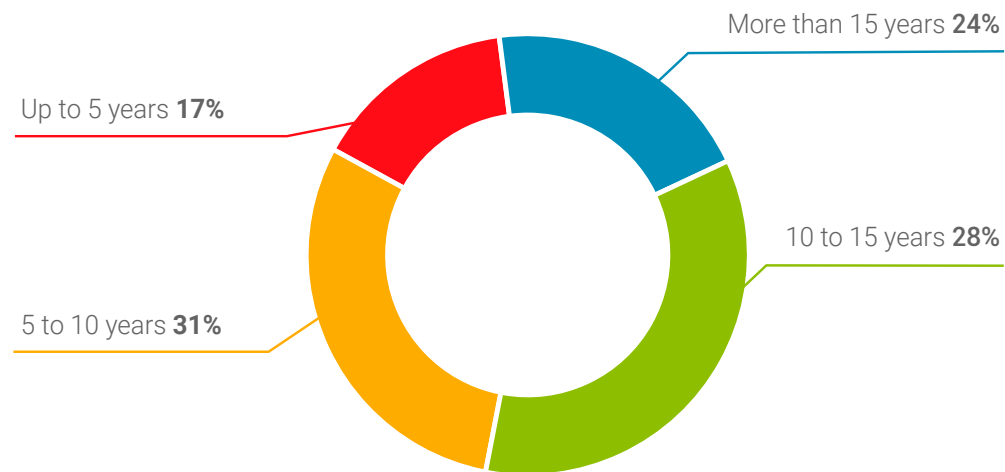
“

*This is the ideal time to give your career the extra professionalism you need. Enroll in TECH and reach the peak of fashion and luxury marketing”*

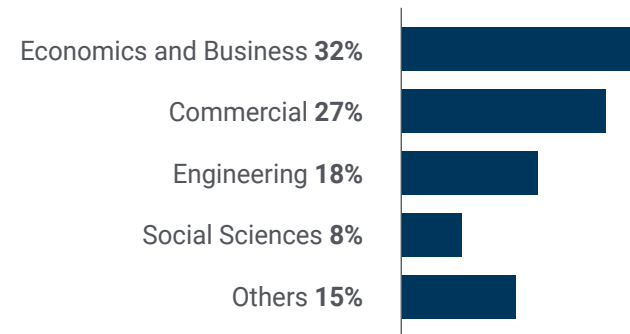
### Average Age

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

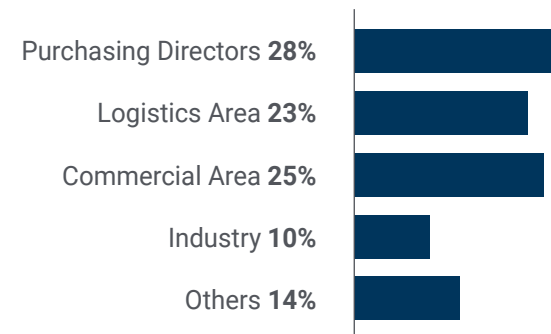
### Years of Experience



### Training



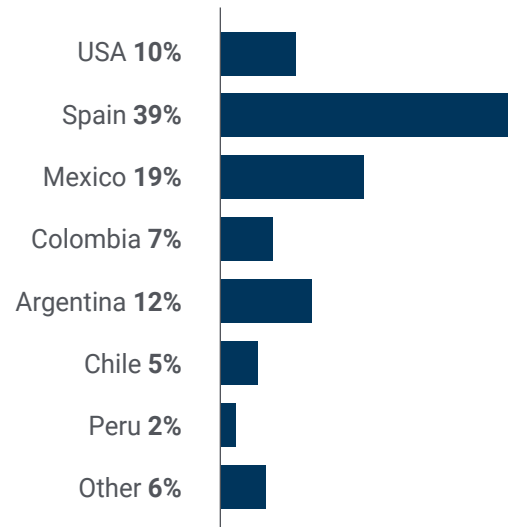
### Academic Profile





## Geographical Distribution

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## Juana Menacho Rial

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Social Media Manager in luxury Industry

*"I highly recommend this Postgraduate Diploma to anyone interested in seeking a new approach to their fashion and luxury strategies. Thanks to the knowledge learned I was able to significantly improve the results of a campaign we had in progress, which ended up generating me a well-deserved promotion"*

08

# Course Management

The program includes in its teaching staff experts of reference in the field of marketing and fashion who contribute their years of work experience to this syllabus as well as the link they have maintained throughout their professional careers with this exclusive environment. Other experts of recognized prestige in related areas also participate in its design and elaboration, completing the syllabus of the qualification in an interdisciplinary way, making it a unique experience at an academic level for the student.



“

*Leading professionals from the world of luxury fashion give you the basics of marketing oriented to the service demanded by your selective clientele”*

## 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

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- 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

“

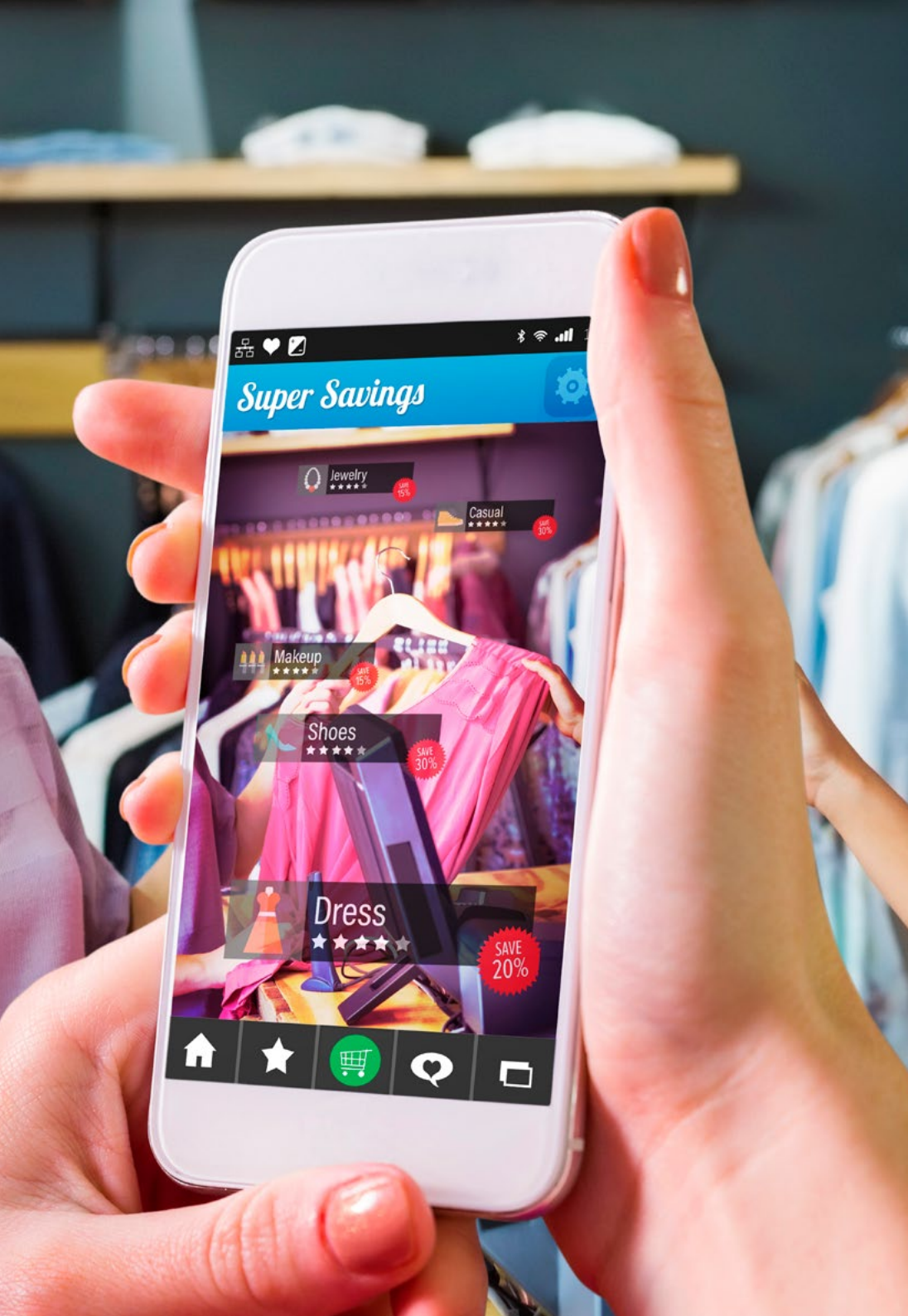
*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## 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

### Ms. Ragel Mármol, Marta

- ◆ Degree in Journalism
- ◆ Media expert, among which stands out the year she worked for EFE Switzerland from the UN headquarters, when she had the opportunity to cover different topics related to the luxury world such as Baselworld, one of the most important international fairs focused on the watch and jewelry industry
- ◆ Official Master's Degree in Corporate Communication from the San Pablo CEU University
- ◆ Experience in the prestigious group of schools Brains International Schools and in the exclusive beauty institute Maribel Yébenes, where she led the creation of its first e-commerce and the opening of its first center outside Madrid in more than 40 years of history

### Mr. Campos Bravo, Ignacio

- ◆ Bachelor's Degree in Communication with a double specialization in Media for Information and Corporate Communication at Loyola University in Andalucía
- ◆ Executive Master's Degree in Fashion Business Management at ISEM
- ◆ During his work experience he has worked in small media and communication agencies and, more recently, in point of sale management in the multi-brand channel of Loewe Perfumes

### Ms. Zancajo, Isabel

- ◆ Director of Communication and PR for Yves Saint Laurent and Biotherm in the L' Oreal Luxe division, a company where she has been working for 10 years and where she has specialized in the creation of digital and traditional strategic plans based on Influencer Marketing
- ◆ Degree in Advertising and PR from UCM
- ◆ MBA from the Instituto de Empresa in Madrid



09

# Impact on Your Career

TECH is aware of the difficulties that students may face when taking on a qualification of these characteristics. Therefore, the program is total to ensure a positive impact on the student's professional career. Most students manage to see this change reflected in a short period of time after completing the course, in addition to seeing their own salary increase.



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*Fulfill your professional ambitions in the world of luxury and fashion marketing with the help of TECH's expert team"*

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

The Postgraduate Diploma in Fashion and Luxury Marketing prepares students for the communication challenges they will face when carrying out and executing strategies related to the textile and luxury world, especially in positions of greater responsibility and senior management.

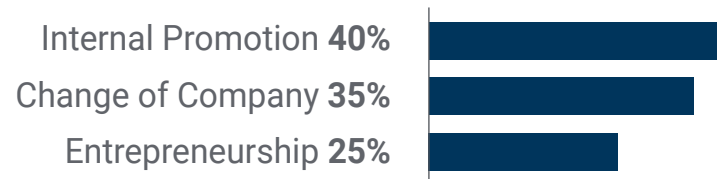
*If you want to make a positive change in your profession, the Postgraduate Diploma in Fashion and Luxury Marketing will help you achieve it.*

*Do not miss the opportunity that TECH offers and invest in your future.*

### When the change occurs



### 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

By specializing highly qualified professionals who, in addition, learn all their skills in a contextual way, TECH makes sure to incorporate into the ranks of interested company experts in Fashion and Luxury Marketing with the best level of problem-solving skills. This is a great competitive advantage in a market that requires original and professional ideas with versatility to overcome different communication crises.





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*You need to rely on highly skilled professionals to stand out in the fashion and luxury market. TECH gives your company that push towards success"*

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

01

### Intellectual Capital and Talent Growth

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

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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

Be able to make decisions in times of uncertainty and crisis, helping the organization to overcome obstacles

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04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of 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.

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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 Diploma in Fashion and Luxury Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Fashion and Luxury Marketing** contains the most complete and up-to-date educational program on the market.

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

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

Title: **Postgraduate Diploma in Fashion and Luxury Marketing**

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 Fashion and Luxury Marketing

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

# Postgraduate Diploma Fashion and Luxury Marketing

