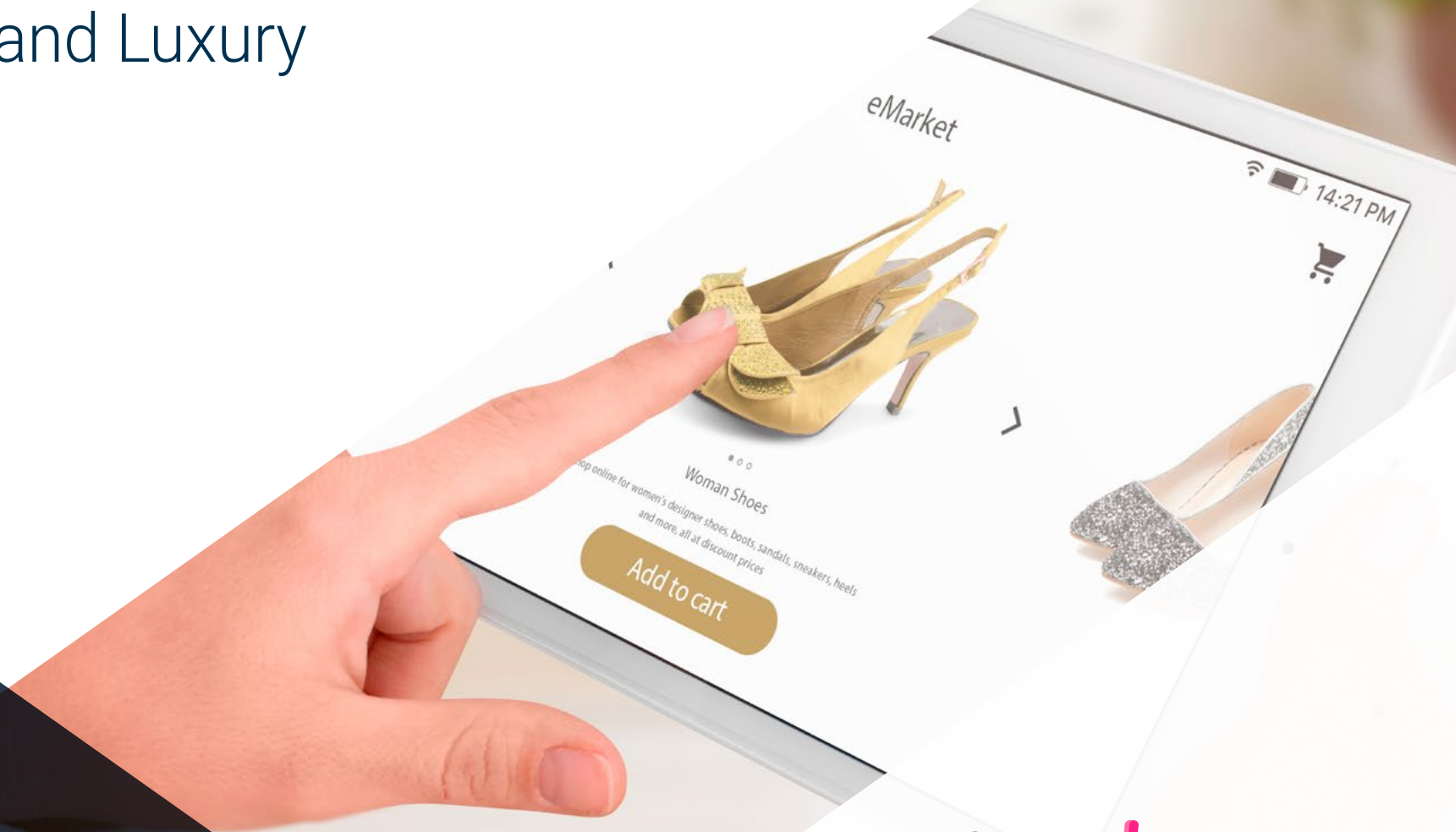


# Postgraduate Diploma Marketing Automation for Fashion and Luxury





## Postgraduate Diploma Marketing Automation for Fashion and Luxury

- » Modality: online
- » Duration: 6 months
- » 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 luxury world, its growth and commercialization opportunities

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

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# 01 Welcome

Marketing in the world of luxury and fashion has become more complex over the years. With the constant evolution of communication methods, it is necessary that the very way of transmitting and selling these products is transformed to adapt to the new markets and customers that are emerging. Thus, with the incorporation of new technologies in the marketing processes and the research of potential sales niches, this TECH program arises, in which the student will be able to learn the basics of Marketing Automation to distinguish themselves and aspire to great technical or managerial positions in the field of fashion and luxury.



Postgraduate Diploma in Marketing Automation for Fashion and Luxury.  
TECH Technological University



“

*Give an innovative and avant garde twist to your marketing techniques thanks to the learning that TECH offers you in this Postgraduate Diploma”*

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.





## 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"*

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.

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 the Postgraduate Diploma in Marketing Automation for Fashion and Luxury is to instruct students in the most avant garde techniques of current marketing, which include artificial intelligence and data analysis as fundamental pillars of the most modern communication strategy.

The student will also learn knowledge about the new types of Digital Marketing, as well as the different tools to control and monitor their own campaigns and projects.



“

*Thanks to this Postgraduate Diploma you will successfully plan the digitalization knowing and valuing the different proposals and advances offered by the technological market for the fashion industry”*

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

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

01

Understand bannerads as brand messages

04

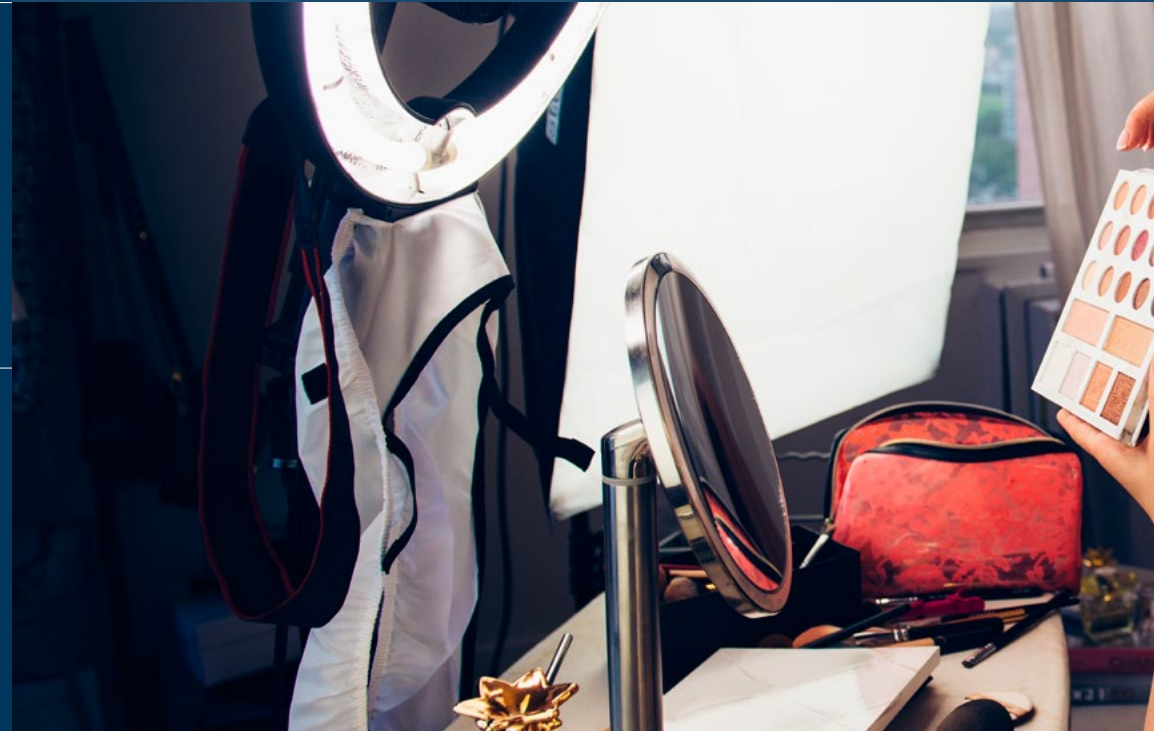
Understand the players involved in the measurement process, create and establish efficient and effective metrics according to the brand identity

02

Study the legacy of Mass Media and what remains of it in marketing to a globalized society

03

Use CRM and CMS tools oriented to automate communications with customers





05

Apply the fundamental indicators and establish the boundary between qualitative and quantitative variables

06

Evaluate the chosen analysis methods and apply the results to brand actions

07

Predict the results of the following metrics in order to minimize risks

08

Develop and present a fashion industry specific dashboard and a progress report identifying lines of communication



09

Refocus leadership towards more effective management

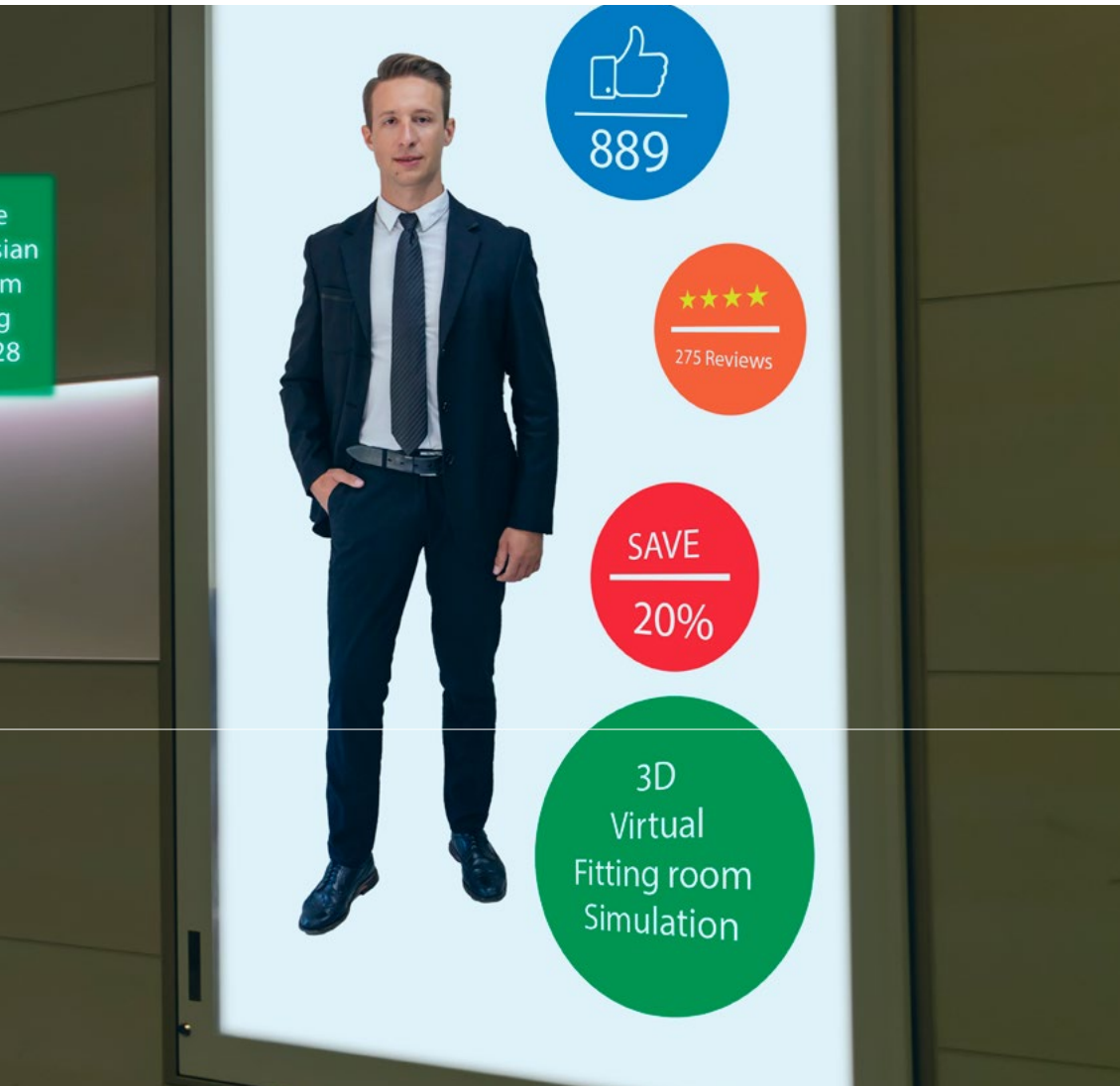
10

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

11

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





12

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

13

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

14

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

05

# Structure and Content

The content of this Postgraduate Diploma in Marketing Automation for Fashion and Luxury is designed by several professionals of the fashion, marketing and related sectors, who have contributed their knowledge and experience in a complete and up to date syllabus. It covers the latest developments in the industry and luxury 2.0, that is, with a clear focus on new technologies. Its 100% online format will allow students to study it at the time and place that best suits their availability, schedules and interests, within a period of 6 months. you will expand your knowledge of marketing applied to luxury, the graduate will boost their professional career towards excellence and towards their future career.



“

*You will interpret the most sophisticated data from the fashion and luxury industry to develop the marketing strategies that will take you to the top of the most prestigious communication departments"*

## Syllabus

This program contains various teaching modules with which the student will specialize in the latest technological trends related to marketing, always from the perspective of fashion and luxury.

Thus, this is a great professional opportunity for those who want to boost their career through quality and excellence, offering great online advertising campaigns carefully directed to the most select target audience.

With everything learned, the student can then aspire to lead fashion and luxury marketing departments, knowing how to elegantly apply the latest digital advances in campaigns spun to the millimeter.

This is reinforced during the 450 hours of the program with numerous practical and real life examples, in which the student sees in situ how all the knowledge acquired must be used in authentic contexts.

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

**Module 1** / New Digital Marketing: Marketing Automation

**Module 2** / Data Driven Marketing for Luxury Brands

**Module 3** / Artificial Intelligence in the Age of Corporatism



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Diploma in Marketing Automation for Fashion 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. New Digital Marketing: Marketing Automation**

**1.1. Marketing Strategy in the Current Industry**

- 1.1.1 The Communication Process in Relation to Marketing
- 1.1.2 Cognitive, Emotional and Social Messages
- 1.1.3 The Slogan as a Legacy of Luxury Brands

**1.2. Mass Media to Global Media**

- 1.2.1 Sources of Transmission of Values: Advertising
- 1.2.2 The Formation of the Stereotype from the Prototype
- 1.2.3 Storyboard & Global Storyboard

**1.3. Digital Media Ads**

- 1.3.1 Google Ads Algorithm
- 1.3.2 Check Matching Levels
- 1.3.3 The Banner and Display for a Fashion and Luxury Company

**1.4. Branded Content**

- 1.4.1 Fashion Consumer Preferences
- 1.4.2 The Omnichannel Strategy Applied to the Luxury Sector
- 1.4.3 Marketing Information in the Luxury Market

**1.5. Personalization of the Fashion and Luxury Sector**

- 1.5.1 Keywords in the Language of Fashion
- 1.5.2 The Messages of Fast and Slow Fashion
- 1.5.3 Omnidirectional Communication between Brand and User

**1.6. E: mail Marketing CRM & Salesforce**

- 1.6.1 Content Automation
- 1.6.2 Segmentation and Message
- 1.6.3 Salesforce as an Automation Tool

**1.7. Newsletter Design**

- 1.7.1 An Efficient and Attractive Structure
- 1.7.2 Personalization of Luxury Content
- 1.7.3 Frequency of Notifications and Measurement of Impact

**1.8. Virality in the Luxury Industry**

- 1.8.1 Information Dissemination Strategies
- 1.8.2 Real Repositioning
- 1.8.3 From Opinion Leaders to Influencers

**1.9. The Usability of CMS**

- 1.9.1 Content Managers
- 1.9.2 Stay Up to Date on the Fashion Web
- 1.9.3 Prestashop: Luxury Marketing

**1.10. Content Design**

- 1.10.1 Strategic Scope of the Creative Effort: Create to Convert
- 1.10.2 Seasonal Marketing: Predictable Marketing Campaigns
- 1.10.3 Flash! Surprise



**Module 2. Data Driven Marketing for Luxury Brands**
**2.1. The Product Life Cycle through PLM**

- 2.1.1 Product Life Cycle
- 2.1.2 The PLM Tool (Product Lifecycle Management)
- 2.1.3 Measuring the Product in Relation to the Brand

**2.2. Strategic KPIs for Identity Analysis in Luxury Brands**

- 2.2.1 What Can Be Measured in Haute Couture
- 2.2.2 Customized Strategic Indicators
- 2.2.3 Metrics: Objectives and Errors

**2.3. Inference as the Basis of Big Data**

- 2.3.1 The Rationale for Enterprise Solutions
- 2.3.2 Errors to Avoid When Drawing Inferences
- 2.3.3 Inference as the Basis of the Algorithm

**2.4. Statistics Applied to the Luxury Market**

- 2.4.1 The Structure of Data in Scientific Analysis
- 2.4.2 Research Methodology qualitative
- 2.4.3 Key Metrics for Perception of Impressions: The Exception

**2.5. Lead Generation and Acquisition**

- 2.5.1 Google Analytics
- 2.5.2 Metrics in the Digital Environment
- 2.5.3 Decision-Making Linked to Results

**2.6. The Key to Measurement: Data Interpretation in the Fashion Market**

- 2.6.1 Guidelines and keys to Large Volumes of Data
- 2.6.2 The Effectiveness of "Inferred" Solutions
- 2.6.3 The Fashion Consumer's Triangle of Truth

**2.7. Marketing Consulting in the Luxury Industry**

- 2.7.1 The Hypothesis: Questions and Problems, Answers and Solutions
- 2.7.2 The Competitive Environment in Relation to Innovation
- 2.7.3 The Success or Eternity of a Luxury Firm

**2.8. How to Move from Predictive Modeling to Prescriptive Modeling in Fashion Branding**

- 2.8.1 The Brand Behavior Pattern
- 2.8.2 The Frequency (F) Map
- 2.8.3 Simulation of Innovation Scenarios

**2.9. Dashboard: Marketing Data Visualization with Power Bi**

- 2.9.1 Presentation of Results
- 2.9.2 The Analytical Report
- 2.9.3 Microsoft Power Bi

**2.10. Internal Audit & Growth Hacking**

- 2.10.1 Customized Variables in a Fashion Brand
- 2.10.2 Brand Growth through Internal Analysis
- 2.10.3 The Untouchables: The Scale of Priorities of a Fashion Brand

**Module 3. Artificial Intelligence in the Age of Corporatism**

**3.1. Corporate Social Responsibility in the Current Context**

- 3.1.1 The Stakeholder Ecosystem
- 3.1.2 The Consumer and the Employee in the Luxury Market
- 3.1.3 Social Responsibility as a Precedent for Fashion Brands

**3.2. The Value of Reputation in Luxury Brands**

- 3.2.1 The Global Effects on the Luxury Market
- 3.2.2 Analytics for Globalization
- 3.2.3 Corporate Activism and Brand Ambassadors

**3.3. Crisis Management in Fashion Companies**

- 3.3.1 Types of Crisis
- 3.3.2 Contingency Plan
- 3.3.3 The Strategic Plan

**3.4. Communication in Times of Crisis**

- 3.4.1 Spokespersons and the Discourse of Communication Leaders
- 3.4.2 The Impact of the Crisis on the Income Statement
- 3.4.3 Post-Crisis Actions: Getting back to Normality

**3.5. Sustainability: Brand Growth Strategies**

- 3.5.1 The Three Dimensions of Sustainability: Social, Environmental and Corporate at MBL
- 3.5.2 The Value Chain of the Fashion Industry
- 3.5.3 Sustainability Communication: Reporting

**3.6. Sustainability: A Way Out of the Crisis?**

- 3.6.1 Types of Crisis in Each Area of Sustainability
- 3.6.2 Authenticity and Transparency in the Eye of the Public
- 3.6.3 Sustainability as Part of the Crisis Solution

**3.7. Digital Transformation in the Fashion Industry**

- 3.7.1 Data
- 3.7.2 E-Commerce
- 3.7.3 Innovation

**3.8. The Artificial Intelligence Applied to Luxury**

- 3.8.1 Machine Learning
- 3.8.2 Omni-Channeling and the Phygital Space through the Lens of Artificial Intelligence
- 3.8.3 Customized Recommendation Tools

**3.9. The Implementation of Robotics in the Luxury World**

- 3.9.1 Digital Interaction: A World Without Human Contact
- 3.9.2 Chatbot and the Virtual Personal Shopper
- 3.9.3 The Digital Experience

**3.10. Virtual Reality of Fashion: New Catwalks**

- 3.10.1 Definition and Functionality of Virtual Reality
- 3.10.2 The Fashion Show with 3D Models
- 3.10.3 Virtual Reality Tools in the Luxury Market



CONNECTION  
ANALYSIS  
DATA  
SEARCHING  
VERIFICATION  
CODING  
SENDING

19%

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.



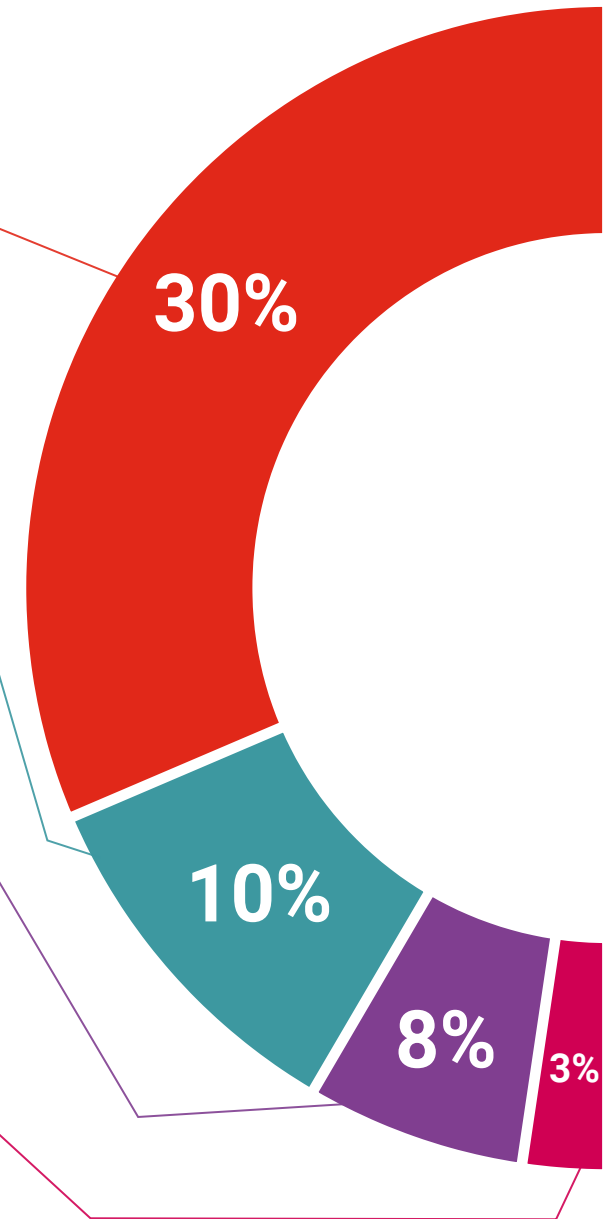
### Management Skills Exercises

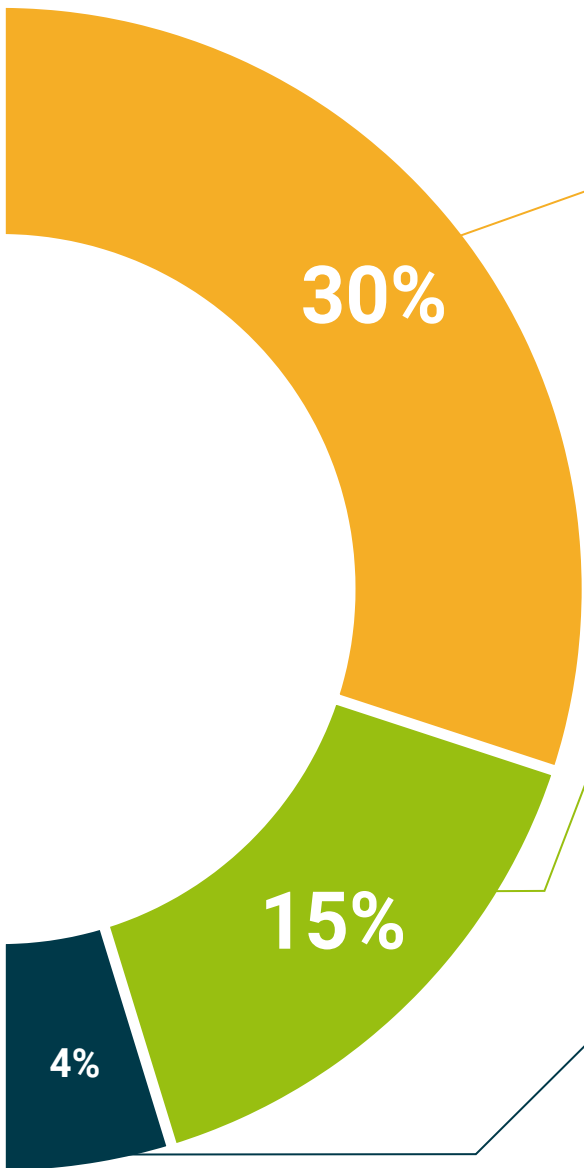
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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

This Postgraduate Diploma in Marketing Automation for Fashion and Luxury is designed for professionals and students belonging to various academic disciplines who wish to delve into the new scenario that arises in the luxury universe, applying cutting edge technologies to their daily work methodology. Most of the students share the same aspiration: to achieve a better job thanks to a first class innovative education. These aspirations are rewarded thanks to the great educational and professional team that supports TECH's work.





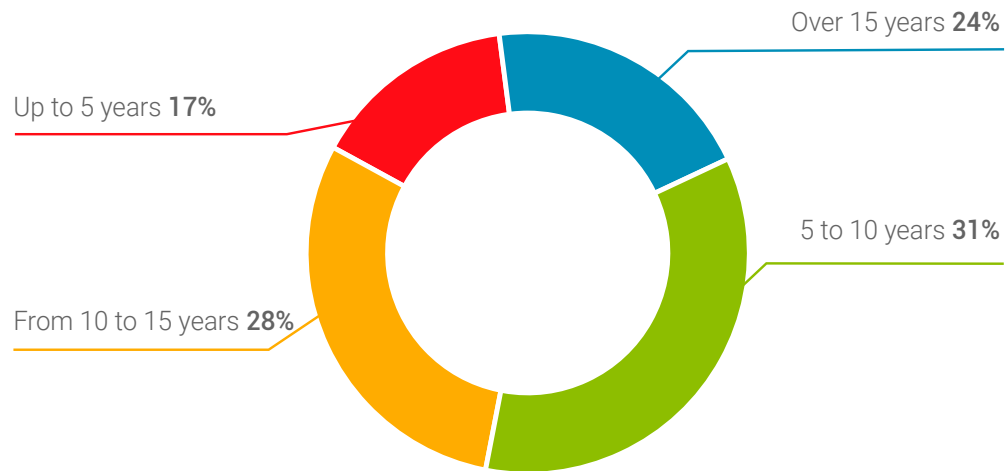
“

*Boost the online market of the main luxury brands and make a place for yourself among the best professionals in the sector”*

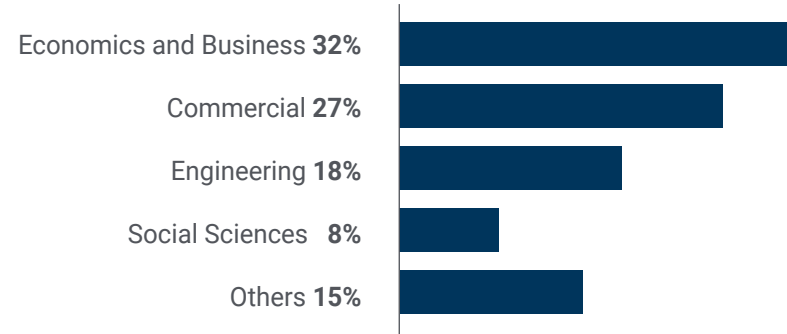
### Average Age

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

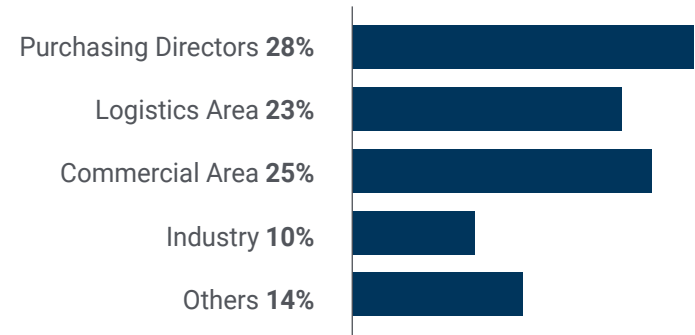
### Years of Experience



### Training

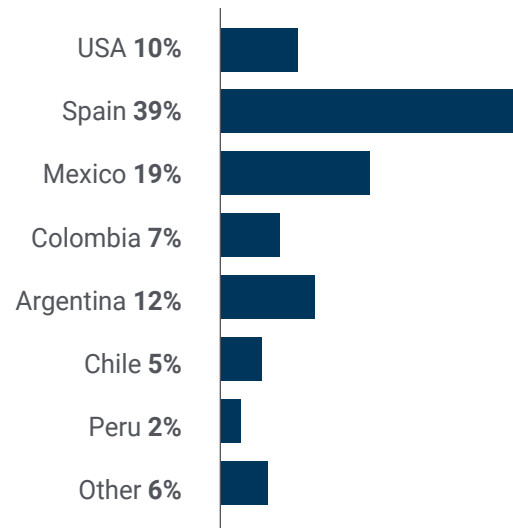


### Academic Profile



## Geographical Distribution

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## Rodrigo Ruiz Palomo

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SEO Consultant

*"Thanks to this TECH Postgraduate Diploma, I have been able to apply web statistics to the luxury market, a sector that was alien to my professional experience until recently, which requires specific knowledge when it comes to raising exceptional metrics in the strategy of an exclusive brand. As CEO, the program seems to me to be a great success"*

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.







“

*You will develop with experts the analytical skills that make the difference in a creative environment thanks to marketing automation"*

## 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

### Ms. Villamil Navarro, Camila

- ◆ Journalist and creator of fashion and trends content for El Tiempo newspaper
- ◆ Consultant in trainings, conferences and lectures on fashion communication, social media content, image and personal branding. She has worked on different types of projects with important brands in the industry such as Coach, TOUS, Swarovski, Tommy Hilfiger, Desigual, Estée Lauder, Lancome, Natura, Rosa Clará, ALDO, Falabella and Emporio Armani, among others
- ◆ Professor of *Fashion Journalism* and Personal Branding at the Faculty of Communication at La Sabana University and is the coordinator of the Diploma in Communication and Fashion Journalism. In the Diploma she taught Fashion Journalism and Social Networks and Fashion
- ◆ Teacher in areas such as Public Relations and Event Organization. In 2019 she taught the first course "Latin American Fashion: Growth, Evolution and Opportunities" to students at Emporia State University in Kansas
- ◆ Social communicator and journalist graduated from La Sabana University
- ◆ Focused on the coverage and reporting of the most important fashion weeks (New York, Milan and Paris) She has also been dedicated to covering and investigating the growth of Latin American fashion She has attended fashion weeks in Mexico, Panama, Brazil, Argentina, Uruguay and of course, Colombia

### 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

09

# Impact on Your Career

TECH is aware of all the difficulties that a student may face when pursuing a qualification of these characteristics, whether economic or personal. For this reason, we make a maximum effort to adapt the teaching to the student, facilitating their studies with a 100% online format that gives them the flexibility to adapt the teaching material to their own schedules and interests.





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*Do not miss the opportunity to obtain a considerable improvement in your professional conditions and enroll now in this Postgraduate Diploma"*

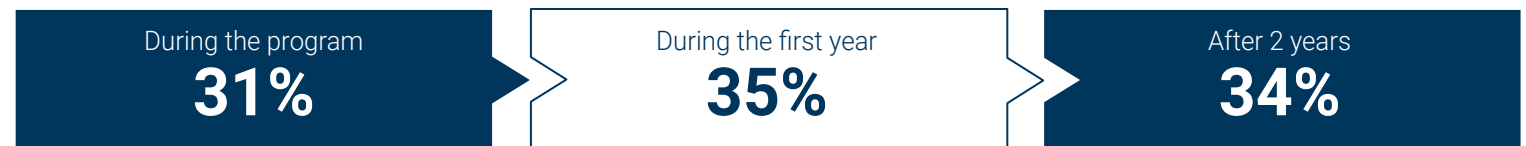
## Are you ready to take the leap? Excellent professional development awaits

The Postgraduate Diploma in Marketing Automation for Fashion and Luxury at TECH prepares its students for the development, planning and execution of advertising campaigns related to the world of fashion and luxury in which, in addition, the latest technological trends are applied to ensure success. This takes the student to the next professional level, with skills that will formidably distinguish them from other professional peers.

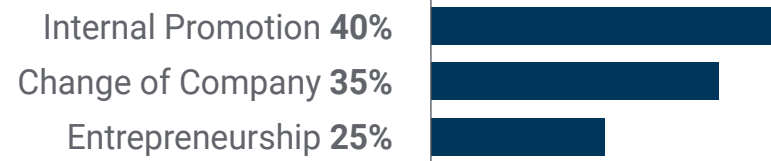
*Do not miss the opportunity that TECH offers and invest in your future.*

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

### 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

The Postgraduate Diploma in Marketing Automation for Fashion and Luxury contributes to increase the possibilities of potential employees, an assessment that companies must take into account in order to have a team of the highest level. The more qualified your professionals are, the more likely they are to succeed and the more motivated the group will be. It is proven that a great 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, as TECH, for excellence. Therefore, this program is a unique opportunity for companies to have the best people in their team and to see the results after the objectives set.





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*After studying this Postgraduate Diploma in Marketing Automation for Fashion and Luxury, you will be able to provide your company with a new business vision in the world of luxury and fashion marketing”*

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 Marketing Automation for Fashion and Luxury 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 Marketing Automation for Fashion and Luxury** 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 Marketing Automation for Fashion 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 Marketing Automation for Fashion and Luxury

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

# Postgraduate Diploma Marketing Automation for Fashion and Luxury

