Executive Master's Degree

Fashion and Luxury Communications Management

MFLCM

tech. *technological university*

Executive Master's Degree
Fashion and Luxury Communications Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-fashion-luxury-communications-management**

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01
Welcome

Communication is a powerful weapon in many scenarios, especially in the field of beauty and fashion. In this field, communication is a resource of great power to direct a particular message through channels such as social networks, mass media or circles of influence, with the main objective of attracting a new audience and loyalty to the one that already knows and consumes our brand.

For all this, during this program we will analyze communication as a field of study and application, which has become one of the most demanded tools to lead companies to success. This will be done by the hand of professionals who are at the forefront, at the head of the communication and marketing departments of the main companies in the sector and who have a great professional career, as well as academic professionals with greater specialization in the field of fashion and beauty, who have numerous publications of impact and know in depth the latest developments related to this sector.

Executive Master's Degree in Fashion and Luxury Communications Management
TECH Technological University

" *Communication is an unrivalled medium for delivering powerful messages that resonate with the public. In the fashion and luxury sector, it is even more important, because it becomes the channeling vehicle not only of messages, but also of trends and styles"*

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:

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"

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 ground-breaking 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.

tech

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

One of the key objectives is to help you develop the essential skills to strategically manage fashion communication"

Your goals are our goals.
We work together to help you achieve them.

The **Executive Master's Degree in Fashion and Luxury Communications Management** will enable the student to:

01 Have a comprehensive and professional vision of the communication environment in the areas of fashion, luxury and beauty, identifying the particularities of the sector, as well as its impact and repercussion on the business fabric as a whole

02 Acquire basic and advanced knowledge so that the student is able to generate new communication ecosystems in relation to fashion

03 Develop management, analytical, creative and leadership skills as key competencies to grow within the industry

04 Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal

05 Understand how fashion is constructed and how it is related in an exercise of perception, interpretation and visual projection with the identity of the receiver of the message that we emit in the form of a dress, T-shirt or accessory

06 Know the main automated communication tools that are currently used in the fashion industry

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

09 Understand the measurement process in the communication sector, create and establish efficient and effective metrics based on brand identity

07 Know how to identify the style of messages, images and contents that are elaborated in the industry, being possible for the student to replicate and organize them in time

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

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

14 Know the evolution of public relations and the latest market trends

12 Establish public relations that serve the purpose of communication, knowing how public relations work in the fashion industry

13 Lead a team capable of creating an event as well as a unique user experience, whether in the physical or digital environment

15 Deliver direct, personal and appropriate communication capable of meeting the specific objectives of each social network

16 Understand how influence is exercised from the communication channel and the new power strategies that are exercised from the digital environment

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

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

17 Identify the rise of the audiovisual channel as a leading media among the public opinion

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

05
Skills

After passing the assessments of the Executive Master's Degree in Fashion and Luxury Communications Management, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.

Business communication is essential to access the public and gain their interest in your products. To do this, you need to acquire the right skills to help you prepare the most effective communication plan"

01 Develop a competitive communication strategy within the industry with an in-depth knowledge of the dynamics of communication, the fashion business and the determining components

03 Generate a social impact and direct public opinion with ethical and professional responsibility

02 Identify opportunities and evolve by looking at your own work

04 Improve skills in decision-making thanks to observation, analysis, interpretation and action with relation to the professional criteria and thanks to the elaboration of critical reports

05 Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective

07 Identify potential adversities your brand will face in the future

06 Establish specific communication actions for the fashion and beauty sector

08 Develop negotiation skills to establish agreements that constitute a social link

09

Write a press release, blog or tell a story that identifies your brand ecosystem

10

Adapt the communication strategy to the most suitable business model for each brand

11

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

12 Understand the structure of the communication plan and its reason for being as well as the main techniques used in each of its stages

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

14 Detect signs of change and turn them into an opportunity by developing a predictive trend report that minimizes risk and optimizes resources ahead of competitors

06
Structure and Content

The Executive Master's Degree in Fashion and Luxury Communications Management 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 12 months and is intended to be a unique and stimulating experience that lays the foundations for your success as a communication manager in this sector.

The skills you develop through the completion of this program will be critical to your professional success"

Syllabus

The Executive Master's Degree in Fashion and Luxury Communications Management at TECH Technological University is an intensive program that prepares you to face challenges and business decisions, both nationally and internationally, in the field of communication.

The content is designed to promote the development of managerial skills that allow you to make decisions with greater rigor in uncertain environments. Thus, you will be able to generate innovative communication strategies oriented to the fashion and beauty sector with success, boosting your skills to the next level.

Throughout 1,500 hours of study, you will analyze a multitude of case studies through individual work. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree in Fashion and Luxury Communications Management deals in depth with all the aspects that influence the communication of a company from a strategic and international perspective. In this way, you will be able to assume your managerial position with a global vision of the sector and, therefore, be better prepared to take actions that lead to business success.

A plan designed for you, focused on professional improvement and that prepares you to achieve excellence in the field of communication in fashion and luxury companies. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide competencies to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is taught completely online.

Module 1	Introduction to Communication in the MBL Industry
Module 2	Consumer Identity and Evolving Trends
Module 3	Content Creation: The Message
Module 4	Communication Techniques in the MBL Ecosystem
Module 5	Metrics for Communication Analysis
Module 6	Specialized Press and Public Relations
Module 7	New Communication Channels: Social Networks & YouTube
Module 8	Internal Communication, Corporatism and Crisis Management
Module 9	Business Strategies in MBL Companies
Module 10	The Communication Plan

Where, when and how is it taught?

TECH offers the possibility of developing this Executive Master's Degree in Fashion and Luxury Communications Management completely online. Over the course of 12 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. Introduction to Communication in the MBL Industry

1.1. **Development and Evolution of the Fashion Industry**
1.1.1. Fashion Throughout History
1.1.2. Evolution of the Textile Industry
1.1.3. The Fast Fashion Model and Today's Consumer Industry

1.2. **Main Milestones and Characteristics of the Beauty and Perfumery Industry**
1.2.1. History of Perfumery
1.2.2. Perfumery as the Main Point of Contact to the Luxury Market
1.2.3. Communication in the Main Beauty and Perfumery Retail Chains

1.3. **Introduction to the Sociology of Fashion**
1.3.1. Fashion as a Social Agent
1.3.2. Sociology of Trends
1.3.3. Fashion as an Artistic Concept

1.4. **Luxury in the 21st Century and the Digital Experience**
1.4.1. New Ways of Understanding Luxury
1.4.2. Fashion and Luxury in the Digital Environment
1.4.3. How Digital Tools Can Enrich the Luxury Experience

1.5. **Adaptation of the Brand Discourse to Each Communication Channel**
1.5.1. Main Communication Channels in the Fashion and Luxury Industry
1.5.2. Mapping the Communication Strategy. Choice of Channel and Message
1.5.3. The Profile of the Communicator in Social Media

1.6. **Evolution of Brand Legacy in the Luxury Industry**
1.6.1. History as a Backdrop. Building a Brand Discourse from the Past.
1.6.2. The Role of Creative Management in the Brand Discourse
1.6.3. Beginning the Brand Legacy in the 21st Century

1.7. **Fashion Communication in the Digital Environment. Globalization and the Single Market**
1.7.1. Communicating in the Digital Environment
1.7.2. Internationalization of Brands
1.7.3. Effects of Globalization on Fashion and Beauty Communication

1.8. **Principles of Branding**
1.8.1. The Brand Is What Prevails Management of Intangibles
1.8.2. Tons and Manners Construction of the Brand Discourse
1.8.3. Building a Brand in a Global Market

1.9. **Approach to Sustainability in the MBL Markets**
1.9.1. Sustainability and Environment in the Fashion System Actors and Processes
1.9.2. Diversity and Inclusion in the Fashion and Beauty Industry
1.9.3. Sustainability in the Luxury Market

1.10. **The Communication Professional in the Fashion Industry**
1.10.1. The Role of the Communication Department in a Fashion Company
1.10.2. Outsourcing of the Communication Department The Role of Agencies
1.10.3. Professional Profiles of Communication in the Fashion and Luxury Industry

Module 2. Consumer Identity and Evolving Trends

2.1. Fashion as a Social Communication Tool
2.1.1. Expansion of the Fashion Phenomenon and Social Changes
2.1.2. Appearance as a Form of Individual Identity
2.1.3. Elements Defining the Visual Language of Fashion

2.2. The Visual Expression of Color
2.2.1. The Importance of Color in Purchasing Decisions
2.2.2. Color Theory and Chromatic Emotions
2.2.3. The Use of Color in the Fashion Ecosystem

2.3. Profiles of the New Consumers
2.3.1. The Correct Segmentation of Consumers in the 21st Century
2.3.2. Brands Facing New Customers: From Consumers to Prosumers
2.3.3. Trends and Factors Conditioning the Purchasing Process

2.4. Preferences of the Luxury Consumer
2.4.1. The Lifestyle of the Luxury Client: Values and Priorities
2.4.2. The Dynamics of Consumption in the Luxury World
2.4.3. Discovering Luxury Retail and E-tail

2.5. Observation and Research of Trends in "Coolhunting" Theory
2.5.1. The Figure of the Trend Hunter in the Fashion Industry
2.5.2. From Trendsetters to Mass Consumption
2.5.3. Trend Research Agencies

2.6. Novelty, Trends and Hype From Innovation to Consolidation
2.6.1. Differentiation of Concepts
2.6.2. Macrotrends and Microtrends
2.6.3. Cycles and Theories of Trend Diffusion

2.7. Methodology and Analysis for Trend Detection
2.7.1. The Art and Science of Trend Spotting. CSI ("Coolhunting Science Insights")
2.7.2. Observation and Documentation as Disciplines of Analysis
2.7.3. Methods to Obtain Data From the Interview to the Delphi Method

2.8. The Cosmetics Sector, Beauty as a Lifestyle
2.8.1. The Beauty Industry, the Sale of Intangibles
2.8.2. Market Trends in the 21st Century
2.8.3. The Informed Consumer: The Rise of Niche and Eco Cosmetics

2.9. Concept Stores Physical and Digital Trend Spaces
2.9.1. An Unusual Selling Space in the Right Hotspots
2.9.2. The Shopping Experience Beyond Fashion. Art, Culture and Design
2.9.3. Concept Stores also Online

2.10. Post COVID-19 Fashion and Luxury Consumer Trends
2.10.1. What Has Changed Forever in Consumption Habits
2.10.2. What the Shopping of the Future Will Be Like
2.10.3. Sustainability, Technology and Innovation as Key Elements

Module 3. Content Creation: The Message

3.1. Elements of Communication: The Sender, the Receiver and the Message - Slogan
3.1.1. The Communication Process and the Components Involved.
3.1.2. Cognitive, Emotional and Social Messages in the Fashion Ecosystem
3.1.3. Evolution of the Advertising Slogan in the Beauty Market

3.2. Traditional Methods of Information Transmission in the Fashion Industry: Advertising
3.2.1. Advertisements as Sources of Value Transmission
3.2.2. The Specialization of the Stereotype from the Prototype
3.2.3. The Structure and Composition of an Advertising Cartoon

3.3. New Tools for Digital Content Creation: Ads
3.3.1. Google Ads Algorithm
3.3.2. Matching Levels and Key Metrics
3.3.3. Creating an Ad for the Digital Environment

3.4. Channels for the Diffusion of Content in Fashion, Luxury & Beauty
3.4.1. Fashion Consumer Preferences
3.4.2. The Off and Online Media and Their Complementarity
3.4.3. Trends in the Dissemination of Information in the Luxury Market

3.5. Personalization of Contents in the Luxury Sector
3.5.1. The Style of Fashion Language and Its Technicalities
3.5.2. Happiness, Quality and Functionality versus Cheap, Free and Urgent
3.5.3. Omnidirectional Communication between Brand and User

3.6. Implementing Content Automation in CRM
3.6.1. What Is CRM and What Is It For?
3.6.2. Types of Messages According to Customer Segmentation
3.6.3. Salesforce Structure and Usability

3.7. Design and Layout of the Fashion and Luxury Newsletter
3.7.1. The Organization and Structure of the information
3.7.2. Differences between the Press Release, the Newsletter and the Advertisement
3.7.3. Frequency of Notifications and Measurement of Impact

3.8. The Style of Language and the Impact of Image in the Fashion Industry
3.8.1. The "Fashion" Colors: Integrating Pantone in Your Communication Strategy
3.8.2. What Do Fashion Specialists Talk About?
3.8.3. Information Design

3.9. CMS Structure and Application
3.9.1. The Purpose of the Content Management System
3.9.2. Content Types for the Fashion Web
3.9.3. Prestashop

3.10. The Contingency Plan
3.10.1. Key Points in the Planning of Content in the Fashion and Beauty Areas
3.10.2. Seasonal Campaigns in the Fashion Industry
3.10.3. Launching Flash Campaigns

Module 4. Communication Techniques in the MBL Ecosystem

4.1. The Fashion Ecosystem and Its Composition

4.1.1. Construction and Maintenance of a Phygital Ecosystem
4.1.2. Search Resources and the Development of SERPs
4.1.3. Ecosystem Monitoring and Retrofitting

4.2. Creation of a Brand Ecosystem: SEO, SEM and SMO

4.2.1. Positioning of Digital Content: SEO
4.2.2. The Creativity of SEM Campaigns
4.2.3. The Relevance of SMO in the Fashion Industry

4.3. Differences and Similarities in MBL Brand Communication.

4.3.1. Differences between a CMS Website and an E-Commerce Site
4.3.2. Evolution of Communication Objectives
4.3.3. Interaction in Content Creation

4.4. Traditional Offline Communication Techniques: Press Release, News, and News Report

4.4.1. Objective Communication: The Press Release and Relevant Information.
4.4.2. Social Communication: The News as a Driver of New Information
4.4.3. Commercial Communication: The Advertorial as a Sales Element

4.5. The Creation of Blogs and Digital Dissemination Magazines

4.5.1. Bidirectional Communication in Static Tools
4.5.2. Structure and Composition of Blogs
4.5.3. Content Creation for Digital Fashion Magazines

4.6. Transmedia Narrative and Storytelling

4.6.1. The Composition of Space and Time in Fashion Communication
4.6.2. Virtual Realism in Transmedia Storytelling
4.6.3. Stages in Storytelling Creation

4.7. The Audiovisual Language in the Fashion Environment

4.7.1. The Strength of the Image for the Beauty Sector
4.7.2. The Storyline in a Brand Story
4.7.3. The Creation of Fashion Icons and Myths

4.8. The Creation of Content Based on the Google Trends Universe

4.8.1. Functioning and Search Dynamics in Google Trends
4.8.2. The Description of the Story in Relation to Keywords and Fashion Tagging
4.8.3. The Integration of Competitors and Virality

4.9. Functioning of an Ecosystem in the Whole Universe.

4.9.1. Alignment of Content and Trends
4.9.2. The Musical Atmosphere in Audiovisual Communication
4.9.3. Fashion Films

4.10. Redefinition and Adaptation of the Brand Ecosystem

4.10.1. Creativity, Innovation and Invention as Dynamics of Growth.
4.10.2. Inspiration and Aspirations of the Fashion Industry
4.10.3. Reordering the Fashion Universe: Content for the Whole Community

Module 5. Metrics for Communication Analysis

5.1.   The Analysis of Communication and the Management of Intangibles

5.1.1.   The Evolution of Communication: From Mass to Globalization
5.1.2.   Concept and Context of Intangible Assets
5.1.3.   The Measurement of the Brand, Identity and Corporate Culture

5.2.   Specific Indicators: Beyond the Benchmark

5.2.1.   What Is Fashion Made of?
5.2.2.   Specific Indicators of the Fashion Environment
5.2.3.   The Objective of Measurement and the Choice of Method

5.3.   Detection of Measurement Errors

5.3.1.   Error Analysis: Inference and the Contrastive Method
5.3.2.   Type of Errors and Their Seriousness in Fashion Communication
5.3.3.   The Planning and the Budget in the Communicative Actions

5.4.   Traditional Metrics for Communication Analysis

5.4.1.   Statistical Principles and Data Structure
5.4.2.   Research Methodology qualitative
5.4.3.   Types of Traditional Metrics: Structure and Function

5.5.   Digital Metrics: Google Analytics

5.5.1.   Web Positioning in Fashion Brands
5.5.2.   What Are We Measuring in the Digital Environment?
5.5.3.   Types of Digital Metrics: Structure and Function

5.6.   Creation and Adaptation of the Communicative Product

5.6.1.   The Value of the Communicative Product in the Fashion Industry
5.6.2.   The Interpretation of Data and the Effectiveness of Solutions
5.6.3.   Individual Perceptions Hidden in the Psychology of the Fashion Consumer

5.7.   Impact of Measurement on Decision-Making

5.7.1.   Appropriate Questions and Hypothesis Formulation
5.7.2.   Benchmark and the Competitive Environment
5.7.3.   Change Management, Trust and Measuring Success in a Fashion Brand

5.8.   Forecasting and Metrics as a Long-Term Strategy

5.8.1.   The Brand Behavior Pattern
5.8.2.   Frequency Map and Fashion Evolution Analysis
5.8.3.   Simulation of Innovation Scenarios

5.9.   The Analytical Report and Its Presentation

5.9.1.   Purpose of the Report: The Brand's Behavior Pattern
5.9.2.   Components of the Analytical Report on Fashion Communication
5.9.3.   Data Visualization

5.10.   Express Evaluation for Crisis Situations

5.10.1.   Decisive Variables
5.10.2.   Short-Term Impact and Strategy Reframing
5.10.3.   The Untouchables: The Scale of Priorities of a Fashion Brand

Module 6. Specialized Press and Public Relations

6.1. Communication in the Specialized Press
6.1.1. The Media Specialized in Fashion and Beauty, the Women's Press
6.1.2. The Role of the Communication Agency in Communication
6.1.3. The Current Value of the Offline Press

6.2. Evolution of PR Communication Models
6.2.1. Concept of Public Relations
6.2.2. Theoretical Approach to Classical PR Models (Grunig and Hunt)
6.2.3. Towards a New Approach to Public Relations, the 5th Model

6.3. Persuasive Communication in Public Relations
6.3.1. Persuasive and Informative Component of Public Relations
6.3.2. Differentiation between Public Relations and Journalistic Activity
6.3.3. The Role of PR vs. the Role of Marketing and Advertising

6.4. Tools for Communicating with the Press
6.4.1. The Press Office and How It Works
6.4.2. Useful Press Materials
6.4.3. How to Construct an Effective Press Release

6.5. Fashion and Beauty Communication Planning and Strategy
6.5.1. Preliminary Study: Briefing Analysis
6.5.2. The RACE Method
6.5.3. The Communication Plan

6.6. Communication Actions and Events for Fashion & Beauty
6.6.1. Types of Communication in the Service of Brands
6.6.2. Criteria for Selecting Communication Actions
6.6.3. Design of Activities and Agenda *Setting* in Beauty and Fashion

6.7. Measuring Results
6.7.1. The Need for Public Relations Monitoring
6.7.2. Classic Quantitative Measurement Tools: Clipping and V.P.E.
6.7.3. The Importance of Qualitative Valuation

6.8. Mistakes to Avoid in Communication and the PR Field
6.8.1. Downplaying the Importance of the Media
6.8.2. Excessive Content and Lack of Relevance
6.8.3. Improvisation vs. Planning

6.9. Ethics and Psychosocial Perspective
6.9.1. Public Relations in the 21st Century: Between Progress and Social Welfare.
6.9.2. Social Responsibility and Public Relations
6.9.3. The Ethics of Public Relations: Self-Awareness, Independence, and Commitment

6.10. Latest Trends and Studies in Public Relations
6.10.1. The New PR, More "Social" than Ever Before
6.10.2. Emotional Communication and Neuromarketing
6.10.3. Key Insights of Current Consumers

Module 7. New Communication Channels: Social Networks & YouTube

7.1. Influence and Other Power Strategies in the New Digital Channels

7.1.1. Power Strategies Linked to Fashion Communication
7.1.2. Influence in the Field of Social Networking
7.1.3. Managing the New Digital Leaders: Fashion Influencers

7.2. The Choice of Communication Channel: Forrester Research Theory

7.2.1. The New Public Opinion: Addressing the Masses One at a Time
7.2.2. What Is the ForresterTheory?
7.2.3. Application of Forrester Research Theory to the Fashion Industry

7.3. The Power of Audiovisual Language and Nonverbal Communication

7.3.1. The Growing Market Share of Non-Verbal Communication
7.3.2. The Impact of the Audiovisual Message in Fashion
7.3.3. Composition of the Photographic Discourse in Social Networks

7.4. Evolution and Functioning of Social Networks in the Fashion Industry

7.4.1. Stages of the Emergence and Evolution of the Internet
7.4.2. The Multichannel Strategy in Fashion Social Networks
7.4.3. What Is a Social Network? Differences with Traditional Channels

7.5. Facebook, the Big Database

7.5.1. Transversal Communication
7.5.2. Community Interest
7.5.3. Facebook Presence Models

7.6. Instagram, Much More Than Just Fashion Photos

7.6.1. Emotional Messaging and Empathy Management
7.6.2. The Intimacy of Everyday Life in Images
7.6.3. Standing Out in the Most Important Social Network of Fashion

7.7. Professional Content on LinkedIn

7.7.1. The Creation of the Personal Brand
7.7.2. Cognitive Messages in a Fashion Brand.
7.7.3. Managing Relationships with Competitors

7.8. The Politicization of Twitter

7.8.1. Impulsive and Omnidirectional Communication
7.8.2. The Direct Message and the Creation of Content in 20 Characters
7.8.3. The Impact of Headlines: From Depth to Lightness

7.9. TikTok, Beyond Generation Z

7.9.1. The Audiovisual Revolution and the Acceleration of the Makeover in a Slow Fashion Context
7.9.2. Democratization in the Creation of Audiovisual Contents
7.9.3. Fashion as a Newsworthy and Noticeable Fact

7.10. YouTube, as an Exponent of Audiovisual Content

7.10.1. Expectation Management in Audiovisual Content Creation
7.10.2. Map of Contents on YouTube about Fashion and Luxury
7.10.3. New Trends in Public Opinion: The Microinfluencers

Module 8. Internal Communication, Corporatism and Crisis Management

8.1. The Stakeholder Ecosystem: Who Are My Stakeholders?

8.1.1. What Is a Stakeholder?
8.1.2. The Main Stakeholders in Fashion: Consumer, Employee,
8.1.3. The Concept of Social Responsibility: Components and Principles

8.2. Internal Communication I: Employer Branding

8.2.1. The Management of Internal Communication: Concept and Tools
8.2.2. Evolution and Principles of Employer Branding
8.2.3. Human Resources as a Communication Tool in the Fashion Industry

8.3. Internal Communication II: Employee Advocacy

8.3.1. Employer Advocacy: Concept and Evolution
8.3.2. Employees as Brand Ambassadors in the Luxury Industry
8.3.3. Tools: Buffer and Hootsuite

8.4. Building Reputation I: Brand Identity at MBL

8.4.1. Concept of Brand Identity: Corporate Identity
8.4.2. Brand Identity as an Element of Corporate Reputation
8.4.3. Visual Identity in the MBL

8.5. Building Reputation II: Brand Image at MBL

8.5.1. Concept of Brand Image
8.5.2. Brand Image as an Element of Corporate Reputation
8.5.3. Branded Content in MBL

8.6. Building Reputation III: Corporate Reputation at MBL

8.6.1. Reputation: Concept, Characteristics and Effects
8.6.2. Metrics for the Analysis of a Global Reputation
8.6.3. The Rise of Corporate Activism

8.7. Crisis Management I: Strategic Plan

8.7.1. Types of Crisis
8.7.2. Contingency Plan
8.7.3. The Strategic Plan

8.8. Crisis Management II: Crisis Communication

8.8.1. Spokespersons and the Discourse of Communication Leaders
8.8.2. The Impact of the Crisis on the Income Statement
8.8.3. Post-Crisis Actions: Getting back to Normality

8.9. Sustainability and Corporate Reputation at MBL

8.9.1. The Three Dimensions of Sustainability: Social, Environmental and Corporate at MBL
8.9.2. The Value Chain of the Fashion Industry
8.9.3. Sustainability Communication: Reporting

8.10. Sustainability in Crisis Management at MBL

8.10.1. Types of Crisis in Each Area of Sustainability
8.10.2. Authenticity and Transparency in the Eye of the Public
8.10.3. Sustainability as Part of the Crisis Solution

Module 9. Business Strategies in MBL Companies

9.1. Strategic and Competitive Framework of the Fashion System
9.1.1. The Fashion Industry Sector at a Global Level Structure and Evolution of the Sector Worldwide
9.1.2. The Concept of the Fashion Value Chain.
9.1.3. The Collaboration of the Links in the Value Chain

9.2. Business Models in the Fashion Industry
9.2.1. The Evolution of Business Models: From Designers to *Fast Fashion* Chains
9.2.2. The Competitiveness of Fashion Business Models: The French Model, the American Model, the Italian Model, and the Asian Model
9.2.3. Fashion Business Models: Designers, Luxury Brands, Premium Brands, Large-scale Distribution

9.3. The Distribution of the Luxury Sector and the Profitability of Spaces
9.3.1. Distribution in the Luxury Industry and Its Profitability
9.3.2. The New Luxury Customers, Millennials, Asians, etc.
9.3.3. The Integration of the Supply Chain in the Luxury Industry

9.4. Main Business Strategies in the Major Fashion Brands
9.4.1. Main Operators in the Fashion Business
9.4.2. Business Strategies of the Leading Fashion Retailers
9.4.3. Business Strategies of the Cosmetics and Perfumes Retailers

9.5. Entrepreneurship and Creation of the Start Up in the Fashion Sector
9.5.1. What Is Entrepreneurship? The Entrepreneurial Ecosystem
9.5.2. The Start Up Model in Fashion Businesses
9.5.3. Entrepreneurs in the Fashion, Luxury and Beauty Sector; Success and Failure cases

9.6. The Value Proposition of Beauty Brands
9.6.1. The Cosmetics Franchise Sector
9.6.2. What Is a Brand License?
9.6.3. Licensing in the Cosmetics Sector

9.7. Profitability in Traditional Models
9.7.1. The Evolution of the Multibrand Channel and Department Stores
9.7.2. The Keys to the Future of the Multibrand Channel
9.7.3. Differential Value and the Shopping Experience in Department Stores

9.8. E-Commerce in Fashion, Beauty and Luxury: Trends, Users and the Future
9.8.1. Global Growth of E-Commerce
9.8.2. E-Commerce Buyer Profile
9.8.3. Trends in the E-commerce Sector

9.9. Planning the Internationalization of the Fashion Company
9.9.1. Internationalization Planning
9.9.2. Internationalization Planning
9.9.3. Research and Selection of Foreign Markets

9.10. Strategies for Accessing International Markets
9.10.1. What Is Innovation?
9.10.2. How to Materialize Innovation in My Company?
9.10.3. Innovative Business Models

Module 10. The Communication Plan

10.1. The Fashion Calendar and the Dynamics of the Times in the Industry
10.1.1. The Origin and Evolution of Fashion Weeks and Haute Couture
10.1.2. General Calendar of the Industry
10.1.3. How COVID Is Affecting the Established Dynamics

10.2. The Impact of Internal Communications on an MBL Brand
10.2.1. Internal Communication
10.2.2. Objectives and Tools
10.2.3. Strategic Internal Communication Plan

10.3. Communicating Sustainable and Eco-Luxury Brands
10.3.1. *Slow Fashion* and Eco-Luxury
10.3.2. Evolution of Consumer Trends in the World of Fashion
10.3.3. How to Communicate Sustainable Brands and Terminology to Be Used

10.4. The Functionality of the Communication Plan and Available Resources
10.4.1. What Is the Communication Plan and What Is It For?
10.4.2. Above the Line – Below the Line
10.4.3. Communication Channels in Fashion Brands and Analysis of Available Resources

10.5. SWOT Analysis and the RICE Matrix
10.5.1. The Fashion Market and Its Competitors
10.5.2. Development and Application of the SWOT Analysis
10.5.3. The RICE Matrix as the Epicenter of the Blue Ocean

10.6. Situation Analysis and Objective Setting
10.6.1. Company Background and Diagnosis of the Brand's Situation with Respect to the Market
10.6.2. Determination of Objectives in Relation to Goals
10.6.3. Analysis and Reorganization of Objectives in a Fashion Firm

10.7. The Audience and the Message
10.7.1. Is This Customer Profile for My Campaign?
10.7.2. Are These Messages for My Campaign? Key Messages by Customer Type
10.7.3. The Communication Strategy of Fashion Brands

10.8. Channels: Offline and Online
10.8.1. The Choice of the Offline Channel
10.8.2. The Online Campaign
10.8.3. Advantages of the Online Channel

10.9. The Action Plan and the Calendar
10.9.1. Types of Communicative Actions in Fashion
10.9.2. Structure and Approach of the Action Plan
10.9.3. Integration of the Action Plan into the Strategy as a Whole

10.10. Evaluation of the Communication and Strategy Plan
10.10.1 Main Metrics for the Evaluation of the Communication Plan
10.10.2 Advanced Analysis of the Communication Plan
10.10.3 Reformulation of the Communication Strategy

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%
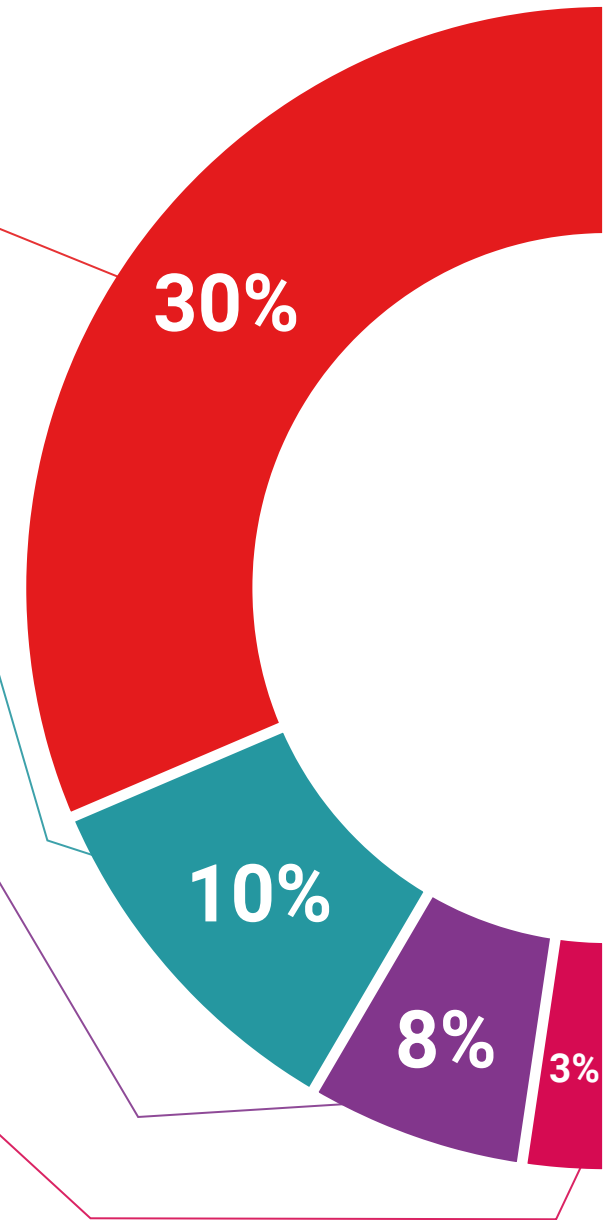
Case Studies

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.

Our Students' Profiles

The Executive Master's Degree in Fashion and Luxury Communications Management is a program aimed at people with university studies who want to transform their career and orient it towards communication management in the field of fashion and luxury.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary and enriched approach of this program.

"

If you have experience in business communication, and are looking to specialize in the fashion, beauty and luxury sector, this is definitely the program for you"

Average Age

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

Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

Training

Journalism and Communication **32%**

Marketing **27%**

Design **18%**

Social Sciences **10%**

Others **13%**

Academic Profile

Fashion **23%**

Trade **19%**

Communication **32%**

Entrepreneurs **15%**

Other **11%**
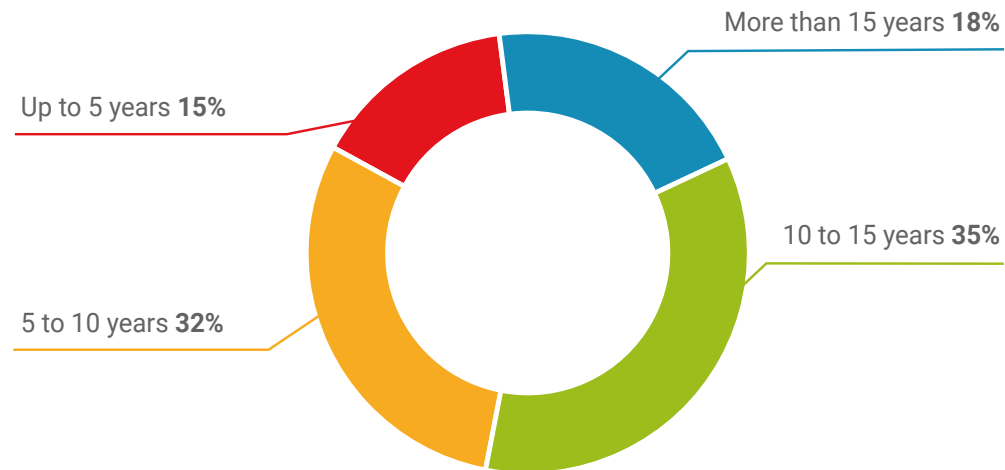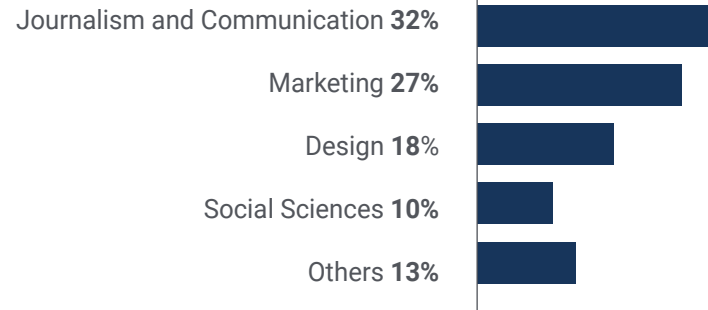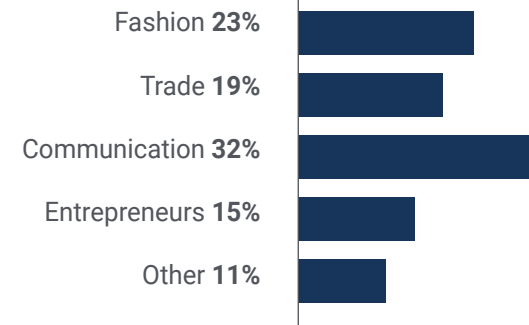
Geographical Distribution

USA **9%**

Spain **38%**

Mexico **21%**

Colombia **7%**

Argentina **12%**

Chile **5%**

Peru **2%**

Other **6%**
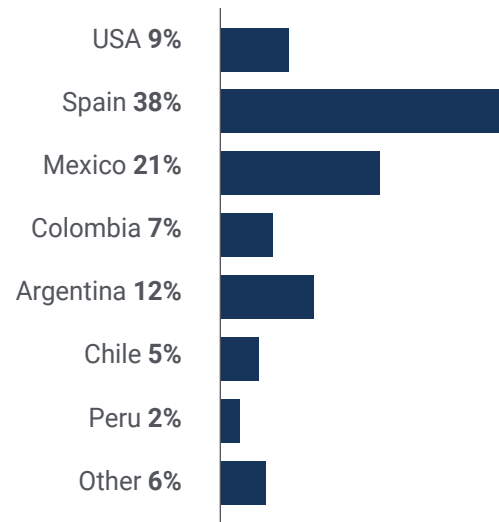
Sara Sánchez

Head of Communication

"This specialization program has allowed me to grow personally and professionally. After having searched for years for a program that would allow me to develop in the field of communication of fashion companies, I finally found this Executive Master's Degree at TECH, which has undoubtedly been a before and after in my career."

Course Management

The program includes in its teaching staff reference experts in everything related to the communication of fashion, beauty and luxury companies, who pour into this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing educational experience for the student.

A quality teaching team to train professionals who are looking for academic and professional excellence"

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. Cayuela, María José

- Multidisciplinary journalist with more than 20 years of experience in media and communication agencies
- Degree in Journalism
- Master's Degree in Corporate and Institutional Communication Management from the Autonomous University of Barcelona
- Master's Degree in Strategic Brand and Communication Management from ESADE
- PDD and Master's Degree in Digital Marketing Management also from ESADE and Learning to Grow from IESE
- Specialized in social media since 2005
- Founder of The Blogs Family, a blogging and social media platform with content for families, with more than 1,000,000 readers and followers on Instagram, Facebook, Twitter, YouTube and TikTok
- Trainer in companies, universities and business schools in subjects such as Corporate Communication, Spokespersons, Internal Communication, Blogging, Branded Content, Online Reputation and Social Media Strategy

Ms. Rodríguez, Florencia

- Fashion and Luxury Communication Specialist

Ms. Zancajo, Isabel

- Fashion and Luxury Communication Specialist

Ms. Muñiz, Eva

- Communications expert with more than 15 years of experience
- Degree in Journalism from San Pablo CEU University in Madrid with the Extraordinary End of Degree Award
- Doctorate studies in Humanities and Information Sciences
- Postgraduate Degree in Economics on communication strategy and corporate image
- Specialized in the fashion and beauty sectors with expertise in the luxury niche and the children's universe
- CEO - Director of Press&Co. Communication Agency, specialized in fashion and children's world, with clients such as: Chloé, Marc Jacobs or Bóboli. Since 2014
- She has been responsible for accounts and showroom at Ana Nebot Press Agency, specialized in fashion
- Previously, senior account executive in the beauty and consumer area of ACH&Asociados Consultancy, where she was part of the ADECEC-2007 Award team
- Previously, she worked as a lifestyle journalist at www.hola.com for ¡HOLA! magazine, as well as a freelance collaborator for several publications and magazines

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
- She is currently continuing her training in Digital Marketing
- She has worked in small media and communication agencies and, more recently, in point of sale management in multi-brand channel of Loewe Perfumes

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

- Professor at the European University of Valencia

- Degree in Business Administration and Management from the University of Valencia

- Master's Degree in Management and Administration of Commercial Companies (Institute of Business Administration, Paris I University. Pantheon - La Sorbonne)

- Master's Degree in Fashion, Design Management and Operations (Aitex, Association for Textile Industry Research)

- Master's Degree in Teacher Training for High School, and Vocational Training from the Catholic University of Valencia

- Master's Degree in Teacher Training for High School and Vocational Training from the Catholic University of Valencia. Present

- She has also collaborated as a lecturer at the Autonomous University of Barcelona.

- She has taught in the Master's Degree in Fashion, Design Management and Operations at the CEU-Cardenal Herrera University

- She has been Coordinator of the Textile Market Observatory at Aitex, Textile Industry Research Association

Ms. Villamil Navarro, Camila

- Fashion and trends editor at EL TIEMPO newspaper

- Social communicator and journalist graduated from La Sabana University

- More than seven years of experience in the fashion industry as a journalist and content creator

- She has been a reporter for the most important fashion weeks (New York, Milan and Paris)

- Researcher on the growth of Latin American fashion

- Teacher of Fashion Journalism and Personal Branding at the Faculty of Communication at Universidad de La Sabana

- Coordinator of the Diploma in Communication and Fashion Journalism and teacher of Fashion Journalism and Social Networks and Fashion

- 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

10
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. For this reason, all efforts and tools are put at your disposal so that you can acquire the necessary skills and abilities to achieve this change.

TECH is fully committed to helping you achieve a change in your career path"

We give you the opportunity to achieve a positive change in your profession in a short period of time thanks to this program.

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

The Executive Master's Degree in Fashion and Luxury Communications Management at TECH Technological University is an intense program that prepares you to face communication challenges and decisions both nationally and internationally and especially focused on the luxury, beauty and fashion sector.

Its main objective is to promote personal and professional growth and, thus, 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.

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

When the change occurs

| During the program **21%** | During the first year **63%** | After 2 years **16%** |

Type of change

Internal Promotion **40%**

Change of Company **32%**

Entrepreneurship **28%**

Salary increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

Benefits for Your Company

The Executive Master's Degree in Fashion and Luxury Communications Management contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders.

Therefore, participating in this educational program will mean an improvement not only at a personal level, but, above all, at a professional level, increasing specialization and improving management and communication 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.

After studying with TECH, you will be able to bring new approaches and strategies to your company that will be a bonus for its development"

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.

Certificate

The Executive Master's Degree in Fashion and Luxury Communications Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"
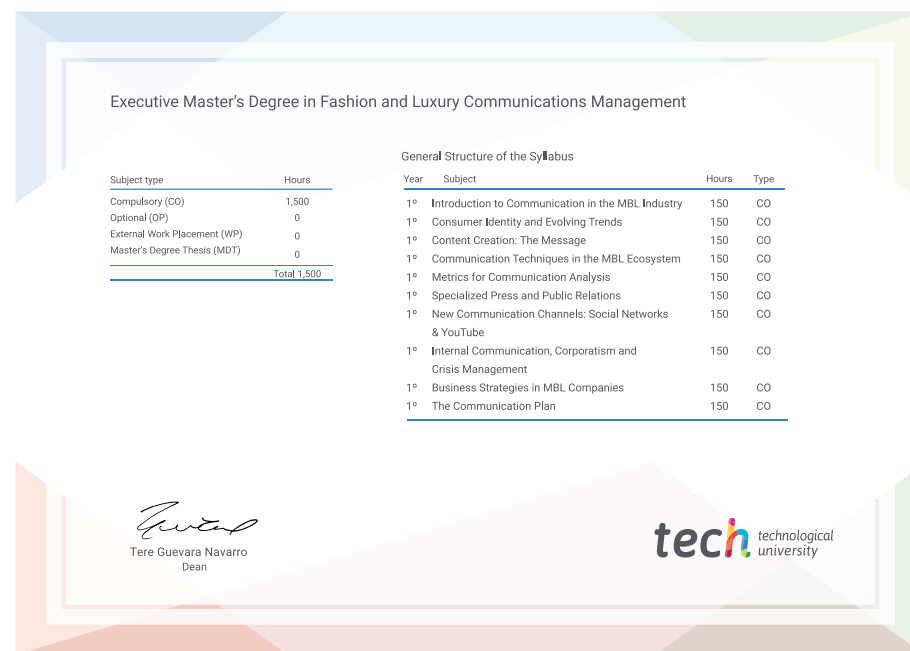
This **Executive Master's Degree in Fashion and Luxury Communications Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University*.**

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

Degree: **Executive Master's Degree in Fashion and Luxury Communications Management**
Official Nº of Hours: **1,500 h.**

tech technological university

Awards the following
DIPLOMA
to

Mr./Ms. _____ with identification number _____.
For having successfully passed and accredited the following program

EXECUTIVE MASTER'S DEGREE
in

Fashion and Luxury Communications Management

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree in Fashion and Luxury Communications Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Introduction to Communication in the MBL Industry	150	CO
1º	Consumer Identity and Evolving Trends	150	CO
1º	Content Creation: The Message	150	CO
1º	Communication Techniques in the MBL Ecosystem	150	CO
1º	Metrics for Communication Analysis	150	CO
1º	Specialized Press and Public Relations	150	CO
1º	New Communication Channels: Social Networks & YouTube	150	CO
1º	Internal Communication, Corporatism and Crisis Management	150	CO
1º	Business Strategies in MBL Companies	150	CO
1º	The Communication Plan	150	CO

Tere Guevara Navarro
Dean

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*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.

Executive Master's Degree
Fashion and Luxury Communications Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

Executive Master's Degree
Fashion and Luxury Communications Management

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