

# MASTER IN FASHION DIRECTION: BRAND & LUXURY MANAGEMENT

1200h\*

## COMMON COURSES

WARM UP 40h**		TOOLS 20h***		FASHION PILLARS 140h	
MANAGEMENT, ECONOMICS, QUANTITATIVE METHODS	20h	QUANTITATIVE TOOLS	20h	PROJECT MANAGEMENT	20h
FASHION COMMUNICATION	20h	PROJECT TOOLS	20h	FASHION BUSINESS MODELS	20h
DESIGN PROJECTS	20h			RESEARCH METHODS & TRENDS	20h
FASHION SUSTAINABILITY	20h			ITALIAN FASHION SYSTEM	20h
				FASHION MARKETING & BRAND MANAGEMENT	20h
				FASHION HISTORY	20h
				DIGITAL FASHION	20h

## SPECIALIZED COURSES

FASHION PROCESSES 180h		EMPOWERMENT & CAREER MANAGEMENT 54h		FASHION PRACTICES 746h	
MANAGEMENT OF LUXURY	20h	CAREER MANAGEMENT & ETHICS	30h	FIELD PROJECTS	190h
JEWELLERY & WATCHES MANAGEMENT	20h	SOFT SKILLS & EMOTIONAL INTELLIGENCE	12h	SEMINAR: SUSTAINABLE LUXURY & DESIGN	6h
CRM & OMNICHANNEL STRATEGY	20h	CROSS CULTURAL MANAGEMENT & THE LUXURY CUSTOMER	12h	SEMINAR: THE SCIENCE OF HAPPINESS	6h
PERFUMES & COSMETICS MANAGEMENT	20h			ENTREPRENEURSHIP & START-UP PLANNING	24h
WELLNESS & EXPERIENCE MANAGEMENT	30h			INTERNSHIP	480h
BRAND EXTENSIONS & MERCHANDISING	30h			FINAL THESIS	40h
COMMUNICATION OF LUXURY & DIGITAL BRANDING	20h				
LIFESTYLE & LUXURY EVENTS	20h				
				CURIOSITY	20h
				STUDY TOUR VISITS	20h