

COURSE OVERVIEW

Fashion Marketing Management - MUR-Accredited Three-Year Program

The Fashion Marketing Management program is the first Polimoda course to receive accreditation from the Italian Ministry of University and Research (MUR). The three-year program confers a legally recognized first-level academic diploma, combining academic rigor with the industry-driven approach that defines Polimoda's educational offering.

This is not a new program: it is an established part of the school's curriculum that, through MUR accreditation, has gained full institutional recognition and has been strengthened academically, through enhanced faculty, curriculum structure, and the attribution of academic credits (CFA – Crediti Formativi Accademici).

Program Structure

- Duration: 3 years
- Language: English
- Location: Villa Campus, Florence
- Enrollment: Limited
- Credits: 180 CFA, equivalent to 180 ECTS credits
- Mandatory internship, integrated into the curriculum

The curriculum combines marketing, global economics, and strategy with subjects grounded in the fashion product and current industry practice. The program is designed to develop professionals who can operate at the intersection of creative vision and business acumen, such as Marketing Manager, Strategic Planner, or Product Marketing Manager. Students graduate with a portfolio showcasing the work completed across their three years of study.

Courses include: Sociology, Contemporary Fashion, Fashion Management, Global Economy, Marketing & Digital Marketing, Product & Textile Development, Fashion Operations & Supply Chain, Fashion Tech & Innovation, Merchandising & Buying, Trend Forecasting, Retail Business, Digital Advertising & Social Media Management, Fashion Law, Corporate Finance, and Entrepreneurship, alongside soft skills development through public speaking and career orientation courses.

The program places particular emphasis on skills central to today's global market, such as Fashion Tech & Innovation, integrated with workshops, guest lectures, field trips, and direct engagement with industry professionals.

Degree Awarded: First-level academic diploma, recognized by the Italian Ministry of University and Research

Next intake: October 2026

Tuition: €18,000 per year

Polimoda at a Glance

- Founded in Florence in 1986
- Approximately 2,000 students from 107 countries
- Over 70 programs and master's courses
- Network of over 2,000 partner companies
- Faculty of over 200 industry professionals
- Placement rate: 90% within six months of graduation

Polimoda Press Office

Polimoda Media Relations Coordinator
Tessa Pisani, press@polimoda.com