

ECTS Catalogue

Academic Year 2025/26

INFORMATION ON THE INSTITUTION

Name

Ente per le Arti Applicate alla Moda ed al Costume, also known as Polimoda

Via Curtatone, 1

50123 Florence

Tel. +39 055 275061

Academic authorities

Niccolò Ricci, President

Giacomo Cioni, Vice-President

Laudomia Pucci, Vice-President

Massimiliano Giornetti, Director

Erminia Gatti, Head of Organisation

<https://www.polimoda.com/it/chi-siamo/governance/>

<https://www.polimoda.com/it/chi-siamo/leadership/>

Legal status

Polimoda is an association recognised as a legal entity. The Association does not pursue profit-making purposes.

General description

Polimoda is a private training institute specialising in the fashion sector, based in Florence. Founded in 1986 on the joint initiative of the Municipalities of Florence and Prato and of the Fashion Institute of Technology (FIT) of the State University of New York, it has operated in the field of academic education in the fashion sector since its establishment.

In 2026, Polimoda obtained accreditation from the Ministry of University and Research (MUR) as a legally recognised AFAM institution. The accredited programme is the three-year course

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in Fashion Marketing Management, whose qualification has the legal value of a first-level academic diploma.

Polimoda's distinctive features are:

- admission by selection
- compulsory attendance
- a teaching staff composed mainly of industry professionals
- teaching in English
- a specialised library with over 29,000 volumes
- internship programmes integrated into the curriculum
- guidance and student support services

Teaching staff are selected from among professionals active in the fashion and business sectors. Classes are held in English. Teaching activities are supplemented by seminars, workshops and company presentations.

The ECTS credit system at Polimoda

The ECTS (European Credit Transfer System) is the European instrument for the definition, recognition and transfer of academic credits, based on the principle of transparency of study paths and learning outcomes. Its aim is to support student mobility and to simplify the design, delivery and assessment of educational activities, making it easier to recognise periods of study completed at foreign institutions.

For each educational activity, ECTS credits measure the level of learning achieved by the student in relation to the intended objectives and the workload required to attain them. Learning outcomes define the knowledge, skills and competences that the student acquires upon completion of the educational path. The workload comprises the full set of activities required of the student — lectures, seminars, exercises, projects, independent study, and the preparation and sitting of examinations — whose overall commitment is functional to the achievement of the established objectives.

One ECTS credit corresponds to one academic training credit (CFA): the two systems are equivalent and used interchangeably. At Polimoda, each CFA, and therefore each ECTS credit, is equivalent to 25 hours of teaching and study activity. The standard workload for a full-time student is conventionally set at 60 credits per academic year.

The grades obtained in the individual assessments are expressed on the Italian scale from 18 to 30/30, with the possibility of awarding distinction (lode) for outstanding results, and converted into the ECTS scale (A–E for pass grades) according to the statistical distribution of

the results actually achieved by students over the two reference academic years. This conversion ensures the readability and comparability of Polimoda's academic results within the European Higher Education Area, facilitating the recognition of qualifications and study paths by other institutions.

Admission procedure

Enrolment in the first-level academic programme requires an upper secondary school diploma or another qualification obtained abroad and recognised as suitable by Polimoda in compliance with international agreements. All students who have completed their studies abroad are required to submit the Declaration of Value (Dichiarazione di Valore in loco) or the CIMEA Statements of Comparability and Verification. Such certifications must confirm that the student meets the requirements for admission to the chosen programme.

All applicants must submit their application by completing the online form on the Polimoda website, enclosing the following documents:

- a copy of the higher education qualification diploma or a certificate of enrolment at the school attended (if the course of study has not yet been completed);
- a copy of a valid identity document;
- motivation letter/questionnaire;
- CV;
- portfolio.

Applicants will sit an admission examination – which may also be held online – aimed at assessing the applicant's aptitude and at reviewing their background and portfolio.

Following a positive outcome of the admission examination, the student is required to pay the admission fee and to provide Polimoda with the documentation relating to the required qualifications.

Non-EU Students

Students coming from non-EU countries and resident abroad must submit the visa application through the University portal. This procedure is mandatory in order to obtain the study visa from the Italian consulates or Italian diplomatic missions in the country of origin.

English language

Students are required to hold certification of language proficiency at level B2 or above in the language of instruction of the programme. The certificate must not have been issued more than two years before the date of application to Polimoda. Both IELTS Academic ≥ 5.5 and

TOEFL iBT ≥ 68 are accepted. Accepted certifying bodies include the British Council, Cambridge Assessment English and Educational Testing Service.

Academic Calendar

The academic year runs from 1 November to 30 October of the following year.

First-level academic diploma programmes last three years; each academic year consists of two semesters of seventeen weeks each:

classes begin on 6 October 2025 and end on 13 June 2026.

First semester: 6 October 2025 – 14 February 2026

Second semester: 16 February 2026 – 13 June 2026

The teaching session within the semester consists of lectures, exercises and laboratory activities, followed by a period dedicated to the assessment of learning.

The ordinary examination sessions are:

- winter session: by 15 February 2026
- summer session: by 30 June 2026
- autumn session: by 30 September 2026

One examination sitting is scheduled for each session.

The sessions for the discussion of diploma theses are set by the Director of Studies, save in exceptional cases. For all final diploma examinations, at least three sittings are scheduled, one for each examination session, to be concluded by 30 April of the following academic year.

The teaching calendars, course timetables, teaching staff and locations of teaching activities are always available and can be consulted on the mypolimoda portal.

Holidays

Christmas holidays: 22 December 2025 – 6 January 2026

Easter holidays: 3 – 6 April 2026

Other public holidays

1 November

8 December

25 April

1 and 2 May

1 and 2 June

24 June

Grading system and grade distribution table

The Italian grading system uses a scale out of thirty, with 18/30 as the minimum pass grade for an examination. In the case of excellence, distinction (lode) may be added to the top grade (30 with distinction). Examinations with a failing outcome are not recorded in the student's academic record.

Grade	Occurrences	Percentage	ECTS Percentage	ECTS Grade
18	21	1.24%	100.00%	E
19	14	0.83%	98.76%	
20	26	1.54%	97.93%	
21	36	2.13%	96.38%	
22	58	3.44%	94.25%	D
23	93	5.51%	90.81%	
24	164	9.72%	85.30%	C
25	190	11.26%	75.58%	
26	246	14.58%	64.32%	
27	214	12.69%	49.73%	B
28	248	14.70%	37.05%	
29	171	10.14%	22.35%	
30	176	10.43%	12.21%	A
30L	30	1.78%	1.78%	
	1687	100.00%		

The final grade is out of a maximum of 110 points, with 66/110 as the minimum grade. In the case of excellence, distinction (lode) may be added to the top grade. The calculation of each student's final grade takes into account their academic record and the result of the final examination.

Grade	Occurrences	Percentage	ECTS Percentage	
89	6	18.75%	100.00%	E
90	1	3.13%	81.25%	D
92	1	3.13%	78.13%	
93	4	12.50%	75.00%	
94	2	6.25%	62.50%	
95	2	6.25%	56.25%	C

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97	3	9.38%	50.00%	B
98	4	12.50%	40.63%	
99	2	6.25%	28.13%	
100	3	9.38%	21.88%	
101	1	3.13%	12.50%	
102	1	3.13%	9.38%	A
103	1	3.13%	6.25%	
105	1	3.13%	3.13%	
	32	100.00%		

INFORMATION ON THE PROGRAMME OF STUDY

Business Department

First-Level Academic Diploma Programme in Fashion Marketing Management

Duration: 180 CFA/ECTS – 3 years

Qualification level: First cycle – EHEA – EQF Level 6

Programme profile: First-Level Academic Diploma Programme in *DESIGN* (DIPL02)

ISCED-F: 0212

Admission requirements: An Italian upper secondary school diploma or another equivalent foreign qualification. Admission is based on an interview.

Requirements and regulations for obtaining the qualification: To obtain the first-level academic diploma, the student must have acquired the 180 required credits and passed the final examination.

Study plan

Code	Disciplinary field	CFA/ECTS Credits
ISDC/01	Communication Sciences	8
ISDC/06	Graphic Production Techniques	4
ISSU/05	Sociology, Anthropology and Psychology of Fashion	12
ISSE/01	Business Economics and Management	12
ISSE/03	Fashion Economics and Marketing	12
ISST/04	Fashion Product Technologies	8
	Student's choice (elective)	2
ISSE/02	Professional Practice Management	2
		60
ISDC/06	Graphic Production Techniques	4
ISSC/03	History and Culture of Fashion	6
ISME/01	Design Methodologies	12
ISSE/01	Business Economics and Management	12
ISSE/02	Professional Practice Management	6
ISSE/03	Fashion Economics and Marketing	12

ISDC/05	Communication Design	4
	Student's choice (elective)	2
ISSE/02	Professional Practice Management	2
		60
ISDC/01	Communication Sciences	6
ISDC/06	Graphic Production Techniques	5
ISSE/01	Business Economics and Management	12
ISSE/02	Professional Practice Management	4
ISSE/03	Fashion Economics and Marketing	12
	Student's choice (elective)	5
ISSE/02	Professional Practice Management	2
Final examination		5
Internship		9
		60
		180

Information on expected learning outcomes

Mode of study:

- Full-time.
- On campus (in person).
- Research, seminars, workshops, group classes.

Educational objectives

The three-year course in Fashion Marketing Management is a programme of study aimed at training a new class of managers with expertise in digital transformation. The programme focuses on the specific features of the fashion sector, teaching students how to develop, promote and distribute products in relation to the end consumer and the relevant target markets. Fashion Marketers must be able to build a world around their product, in line with consumers' needs and desires, while respecting the brand's values and budget. During the first year, the main foundational disciplines are addressed; in the second year, topics relating to data analysis and marketing are explored in greater depth; while in the final year, the focus is on the soft skills typical of a managerial profile. Classes are taught by highly qualified professionals and are supplemented by guest lectures, workshops with established industry professionals and various teaching projects in collaboration with companies. Two curricular projects are also scheduled for the first and second years, together with the creation of a personal portfolio as the final thesis. The third year concludes with an internship at a company in the fashion sector. Each academic year entitles the student to 60 credits, for a total of 180 CFA.

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Knowledge and understanding

Students who successfully complete the programme will be able to:

- Analyse the fashion system in all its complexity
- Analyse social, economic and political changes
- Analyse strategies for circular businesses

Applying knowledge and understanding

Students who successfully complete the programme will be able to:

- Identify the opportunities for change and growth of an international fashion consumer and apply them to projects.
- Identify and use the strategy best suited to the context of a project.
- Use a wide variety of research channels to build project support tools, such as primary research methods, for example focus groups.

Making judgements

Students who successfully complete the programme will be able to:

- gather and interpret relevant data in order to form independent judgements and solve problems, including on related social or ethical issues
- demonstrate competence in interacting effectively in diverse and complex environments

Communication skills

Students who successfully complete the programme will be able to communicate ideas, problems and solutions to both specialist and non-specialist audiences, using techniques involving qualitative and quantitative information

Learning skills

Students who successfully complete the programme will be able to:

- constantly assess their own learning
- identify any educational needs required to undertake further studies with a high degree of autonomy.

Final examination

The final diploma thesis is the final assessment of the skills acquired by the student and consists of the production of a written work and its presentation before a committee. The final assessment will take into account the student's entire academic career, the timing and

manner of credit acquisition, the grades obtained, as well as any other element deemed relevant. In compliance with the regulations in force, the grade is awarded collegially by the Thesis Committee out of 110/110. This grade may not be lower than 66/110. In awarding the grade, the Committee must take into account the candidate's academic record and may award no more than 8 points. Where the sum of the points awarded and the arithmetic mean of the examination grades reaches a score higher than 110, the Committee may resolve to award the distinction (lode), which requires unanimity.

Programme structure with credits

First year 60

Second year 60

Third year 60

Examinations and grading

For all first-level academic diploma programmes, the Italian assessment system is based on a maximum of 30 points, with 18/30 as the minimum pass grade for an examination. In the case of excellence, the grade of 30 cum laude may be awarded.

Language of instruction: English

Occupational profiles

On the basis of their personal aptitudes and the knowledge acquired, upon completion of the course students gain the skills needed to perform the roles of Marketing Manager, Strategic Planner, Product Marketing Manager, Fashion Merchandiser and Operations Manager.

Programme Coordinator: Eva Zimmerman

GENERAL INFORMATION FOR STUDENTS

Offices

Office name	Contacts
Business Department	Tel. Email Coordinator: Eva Zimmerman By appointment only
Orientation Office	Tel. Email Head: Anna Giorgini Open Monday to Friday, 9.00 a.m. to 5.00 p.m. By appointment only
Academic Affairs Office	Tel. Email Head: Cristina Romoli Open Monday to Friday, 9.00 a.m. to 5.00 p.m. By appointment only
Career and Company Relations Office	Tel. Email Head: Francesca Pierucci Open Monday to Friday, 9.00 a.m. to 5.00 p.m. By appointment only
IT Office	Tel. Email: itsupport@polimoda.com Head: Franco Lini Open Monday to Friday, 9.00 a.m. to 5.00 p.m. By appointment only
Library	Tel: +39 055 2750622 Email: library@polimoda.com Head: Marialisa Cornacchia

	Open Monday to Thursday, 8.30 a.m. to 7.00 p.m.; Friday, 8.30 a.m. to 6.00 p.m.
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Information on tuition fees

The annual tuition fee for the 2025/26 academic year is EUR 18,000.00

Scholarships

Polimoda supports deserving students through scholarships covering all or part of the total tuition fee for the programme of study. The calls for applications can be consulted at the following link: <https://www.polimoda.com/admissions/financial-aid/scholarships/> . In addition, Polimoda has established an agreement with BNL Gruppo BNP Paribas for the provision of subsidised loans through the BNL FUTURIAMO plan. Further details are available at the following link: <https://www.polimoda.com/it/ammissioni/aiuti-finanziari/finanziamenti/>

Internships

Polimoda maintains relationships with a network of over 2,000 fashion companies, which offer students curricular internship opportunities and access to the labour market. The placement rate stands at 90% within six months of graduation. The Career Service supports students in seeking internships and in the transition to the world of work, through company meetings, industry presentations and access to job and internship opportunities.

Cost of living in Florence

Accommodation and utilities

Shared room in a flat: €550 – 700

Single room in a flat: €700 – 1,000

Flat in the city centre: €1,200 – 1,500

Utilities: €150 per month in a shared flat

Meals

Grocery shopping: €250 – 350 per month

Restaurant meal (mid-range): €30 – 45 per person.

Quick meal ("schacciata" flatbread): €7 – 10

Coffee at a café: €1.20 – 1.50

Transport

Single ticket (Autolinee Toscane): €1.70 (valid for 90 minutes)

Taxi (base fare): €3.30 (plus approximately €1.10 per kilometre)

Accommodation

Polimoda offers a free accommodation search service, designed to make finding a room or flat in Florence easier and safer. To this end, Polimoda works with various types of accommodation providers and estate agencies, able to meet any request regarding living spaces and their location relative to the Polimoda campuses. Further details are available on the page: <https://www.polimoda.com/it/student-life/housing/>

Medical assistance and insurance coverage

Medical services in Florence

- Emergency number: 112
- Local hospitals with Accident & Emergency (A&E)
<https://www.uslcentro.toscana.it/emergenza-e-urgenza/pronto-soccorso>
- Health services (Public Relations Office – URP)
<https://www.comune.firenze.it/servizi/salute-benessere-e-assistenza/sportelli-al-cittadino-urp>
- Pharmacies <https://wwwext.comune.fi.it/farmacie/farmacie.html>
- Police services <https://poliziamunicipale.comune.fi.it/>
- Civil Protection <https://protezionecivile.comune.fi.it/pagina/contatti>

Healthcare agreements

Polimoda has entered into special agreements with several healthcare providers. To benefit from these, students must present their Polimoda badge at one of the partner healthcare facilities. The badge gives access to discounts and priority service. For a complete list of healthcare partners and the specific services they offer, visit the page <https://www.polimoda.com/it/strutture-sanitarie/>

Psychological Support

In order to assist and support students with the personal difficulties that may arise during their studies and their stay in Florence, Polimoda has established a psychological counselling agreement with the National Observatory on Psychological Abuse (Osservatorio Nazionale Abusi Psicologici – O.N.A.P.). Throughout school hours, bilingual professionals (Italian and English) are available to students within the Institute for personal consultations concerning psychological/social issues of student or private life.

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O.N.A.P. Italia is a scientific and professional non-profit body for social promotion, created with the idea of promoting psychological/social health, understood as emotional competence, enabling each person to best express the potential they possess, whether directed at academic or work commitments, at establishing relationships with others, or at the dialogue with oneself.

Support for students with special needs

Polimoda is committed to ensuring equal opportunities of access to learning and offers personalised support to students with disabilities, SLD and SEN. The relevant internal regulation is currently being defined and formalised.

The support measures currently provided include:

- The granting of additional time for the completion of assignments, projects and examinations.
- Access to compensatory tools during teaching activities, projects and examinations.
- Personalised measures designed to meet specific educational needs and to ensure equitable participation in academic activities.