

POLIMODA

**STUDY PROGRAMME
ACADEMIC YEAR 2025-26**

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Introduction

The Study Programme sets out Polimoda's academic offer, information on the programmes activated in the 2025/2026 academic year, the main deadlines and the procedures for matriculation and enrolment. Polimoda is listed among the Institutions of Higher Education in Art and Music (AFAM) and delivers programmes leading to the award of the First-Level Academic Diploma.

Part I – Academic Offer

FIRST-LEVEL ACADEMIC DIPLOMA PROGRAMMES

Fashion Marketing Management (DIPL02)

Compulsory attendance

Available places: 25

This programme includes compulsory health and safety training, in accordance with Italian Legislative Decree no. 81/2008, as subsequently amended and supplemented.

The first-level programme lasts three years; to obtain the First-Level Academic Diploma, students must acquire 180 CFA (academic credits) in accordance with the provisions of the programme regulations.

Part II – Information for Students

ADMISSION REQUIREMENTS

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.

Documents required for admission:

1. Copy of an identity document for EU citizens / passport for non-EU citizens
2. Upper secondary school qualification obtained after at least 12 years of schooling, or a certificate of attendance for the final year of upper secondary school.
3. Transcripts relating to upper secondary school studies.
4. Certificate attesting that any academic aptitude test required for university admission in the country of origin has been passed;
5. 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.

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.

ADMISSION PROCEDURE

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.

MATRICULATION AND ENROLMENT

By note of 21 March 2005, ref. no. 658, as subsequently amended and supplemented, the Ministry of Education, Universities and Research issued the provisions governing matriculation for non-EU citizens resident abroad, non-EU citizens lawfully residing in Italy, citizens of the Union wherever resident, and Italian citizens holding a foreign qualification, at Italian universities (universities, university institutes, polytechnics) and at Institutions of Higher Education in Art and Music (Academies of Fine Arts, Conservatories, ISIA), both state and non-state, authorised to award qualifications having legal value, for first-level academic diploma programmes

Pursuant to Law no. 218 of 31 May 1995 reforming the Italian system of private international law, Article 19, paragraph 2, where the applicant holds dual citizenship, one of which is Italian, the latter shall prevail.

The citizens of the following States are treated as equivalent to EU citizens:

- Norway, Iceland and Liechtenstein (EEC Regulations nos. 1408/71, 1612/68, 574/72, 307/1999);
- Switzerland (bilateral agreement of 21 June 1999, ratified on 17 April 2002);
- Republic of San Marino (Treaty of Friendship and Good Neighbourliness of 31 March 1939, ratified on 6 June 1939).

Students holding non-Italian qualifications

For admission to first-level academic programmes, students must hold a final upper secondary school qualification obtained after at least 12 years of schooling, together with the certificate attesting that any academic aptitude test required for university admission in their respective countries of origin has been passed. Students must have achieved results that allow enrolment in the Italian university system.

Non-EU students

In addition to the above, 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.

Enrolment in the First-Level Diploma Programme takes place following the passing of the admission examination, the signing of the enrolment contract, the payment of the applicable tuition fee, and the verification of the consistency between the documentation submitted and the requirements set out by Italian legislation.

STUDENTS WITH SLD, DISABILITIES AND SEN

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.

TRANSFERS FROM ANOTHER INSTITUTION

Applications to transfer to Polimoda from students coming from another institution of the same level are subject to approval by the Academic Council, which may appoint a dedicated committee that:

- assesses the possibility of full or partial recognition of the academic career completed to date, validating some or all of the examinations passed and any credits acquired;
- indicates the year of the programme in which the student is to be enrolled;
- determines any educational debit (debito formativo) to be fulfilled;
- draws up the study plan for completing the curriculum in order to obtain the qualification.

The following documents must be enclosed with the transfer application:

- the academic record with the detailed programme of the courses attended, indicating the examinations passed, the grades and the CFA acquired;
- portfolio.

RECOGNITION OF PRIOR STUDIES AND SHORTENING OF THE STUDY PROGRAMME

Students holding an Academic Diploma, a university degree or an equivalent foreign qualification deemed suitable, or holding academic credits earned during previous academic careers, may submit an application for matriculation requesting recognition of their prior career. Where granted, such recognition entails a corresponding shortening of the study programme.

For the purposes of enrolment in First-Level Academic Diploma Programmes, prior studies may be recognised and the related academic credits validated where they were acquired at institutions or on courses officially recognised within the relevant educational system.

The application for recognition of a prior career must be accompanied by the following documentation:

- Upper secondary school diploma;
- certification issued by the institution of origin attesting to the interruption, withdrawal from studies or attainment of the academic qualification (discharge certificate – foglio di congedo – or equivalent document);
- official certification of the qualification obtained, indicating the examinations passed and the academic credits earned;
- certification of the examinations passed and the academic credits earned in the official career at the institution of origin;
- syllabi for each subject examined.

Polimoda's academic office assesses the prior career and, subject to the opinion of the Academic Council, validates the academic credits compatible with the current Study Plan. Recognised courses are recorded through the award of a grade or a pass judgement, with the date of enrolment in the Programme indicated as the examination date.

Following notification of acceptance, the Student is matriculated with the recognised academic credits and is required to pay the tuition fee in accordance with the procedures set out in this Study Programme.

No requests for recognition of academic credits submitted after matriculation shall be accepted.

ATTENDANCE REQUIREMENT

The weekly schedule provides that teaching activities may be held from Monday to Saturday.

Students are required to comply with the class timetable. The maximum permitted lateness is fifteen minutes, beyond which admission to class is left to the teacher's discretion; any minutes of lateness exceeding fifteen shall count towards the maximum threshold of unjustified absences, as defined in the following paragraph.

Attendance is compulsory and absences may not exceed 20% of the total teaching hours scheduled for each subject.

If, at the end of the classes for an individual subject, it emerges that the Student has not met the minimum compulsory attendance, they may not be admitted to the relevant examination.

CHANGE OF PROGRAMME

Students are permitted to move from one programme of study to another of the same level, upon application submitted to the Academic Registrar's Office, which manages the entire process; such application is subject to approval by the Academic Council.

The CFA acquired are recognised for the purposes of the change of programme only where provided for by the relevant Regulations, without prejudice to the student's obligation to fulfil all educational requirements, both basic and characterising, for the entire duration of the new programme. The teaching regulations of the individual programmes may, in specific cases, make the transfer conditional upon the passing of an admission test and shall specifically govern any amendments to this article.

SUSPENSION OF ATTENDANCE

A Student who, for justified supervening reasons, intends to temporarily suspend attendance of the Programme may submit a request either during the academic year or with reference to the following academic year. Where the Student has acquired all the CFA provided for by the programme's teaching regulations for the first semester, they shall be readmitted to attendance of the second semester in the following academic year at no additional cost.

In all other cases, the Student must resume attendance from the beginning of the following academic year and shall be required to pay an amount equal to 50% of the annual tuition fee.

WITHDRAWAL FROM STUDIES

A student may withdraw from continuing their academic career by expressly stating their intention in writing, to be submitted to the Academic Registrar's Office.

Withdrawal from studies is irrevocable and entails the loss of student status and the prohibition from accessing the school premises dedicated to teaching activities.

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

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8 December

25 April

1 and 2 May

1 and 2 June

24 June

Polimoda

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CAMPUSES AND CONTACTS

Teaching activities take place at the two Polimoda campuses: Villa Favard and Manifattura Tabacchi.

The Management offices, Orientation Office, Academic Affairs Office and Career Office are located at the Villa Favard campus, Via Curtatone 1, 50143 Florence.

For information:

Office name	Contacts
Orientation Office	Email: orientation@polimoda.com Open Monday to Friday, 9.00 a.m. to 5.00 p.m. By appointment only
Academic Affairs Office	Email: academic.affairs@polimoda.com ; student.records@polimoda.com Head: Cristina Romoli Open Monday to Friday, 9.00 a.m. to 5.00 p.m. By appointment only
Career and Company Relations Office	Email: jobsandcareers@polimoda.com Head: Francesca Pierucci Open Monday to Friday, 9.00 a.m. to 5.00 p.m. By appointment only

Part III – Tuition Fees and Student Support

TUITION FEES

Students are required to pay the annual tuition fee before the start of classes for the first year of attendance, and by 30 June 2026 for the years following the first.

Payment may be made in the following ways:

- Online: <https://www.polimoda.com/it/payment/>
- Bank transfer

Bank name: Intesa Sanpaolo S.p.A.

Account holder: Ente per le arti applicate alla moda ed al costume – Polimoda

Branch: Via Bufalini 4 – 50122 Florence (FI)

IBAN: IT24C0306902887100000000868

BIC / SWIFT: BCITITMM

In the payment reference, the student's first name and surname and the name of the programme must be indicated.

- Polimoda Accounts Office: in cash (for amounts up to €500) or by credit or debit card.
- Post offices: for payments of any amount, using the pre-filled Polimoda form (to be collected from the Polimoda Accounts Office).

SCHOLARSHIPS

For the 2025/26 academic year, Polimoda's Board of Directors has announced a competition for the award of 1 merit-based scholarship covering the full tuition fee and 1 merit-based scholarship covering part of the tuition fee, to be awarded to Italian and international students enrolling in the first year of first-level academic programmes.

The value of the scholarship is set at EUR 56,000 for the full-coverage scholarship and EUR 18,000 for the partial-coverage scholarship, to be disbursed in each of the three years of the programme's legal duration, subject to the achievement, in the years following the first, of the required academic credits and the passing of the prescribed examinations.

The call for applications can be consulted at the following link:

<https://www.polimoda.com/admissions/financial-aid/scholarships/>

FINANCIAL SUPPORT

Polimoda has established an agreement with BNL Gruppo BNP Paribas for the provision of subsidised loans through the BNL FUTURIAMO plan.

The initiative is aimed at students of all ages and makes it possible to finance expenses relating to:

- Course tuition fees
- Purchase of books and teaching materials
- Accommodation and transport for students living away from home
- Purchase of a PC or tablet

Further details are available at the following link:

<https://www.polimoda.com/it/ammissioni/aiuti-finanziari/finanziamenti/>