

DIPL02 - ISIA First Level Diploma in DESIGN

School	SCHOOL OF DESIGN
Department	DEPARTMENT OF INDUSTRIAL DESIGN
A1 - Course Name	First Level Academic Diploma Course in <i>DESIGN</i>
Code	A11003724N000001
Internal course code	
A2 - Educational Credit Value	1/25
A5 - Specialisation	Fashion Marketing Management
A8 - Typology	Edit course
A9 - Experimental Two-Year Course Details	Decree number Date of the decree:
A11 - Course website	https://www.polimoda.com/it/corsi/fashion-marketing-management/
Visible on Universitaly	It is visible

Specialisation: Fashion Marketing Management

Type of activity	Subject area	Sector (Group)	Teaching	CFA	Taught Hours/Study	Taught Hours/CFA	Subject type	Optional/Mandatory	Assessment
First year cfa: 60									
Base	Basic training activities	ISDC/01 - Communication Sciences	Communication theory	8	64/136	8	Theoretical	Mandatory	Examination
Base	Basic training activities	ISDC/06 - Graphic Production Techniques	Graphic production techniques 1	4	100/0	25	Workshop	Mandatory	Examination
Base	Basic training activities	ISSU/05 - Anthropological Sociology and Fashion Psychology	Sociology of fashion	12	90/210	7.5	Theoretical	Mandatory	Examination
Core	Core training activities	ISSE/01 - Business Economics and Management	Industrial Economics 1	12	150/150	12.5	Theory/Practice	Mandatory	Examination
Core	Core training activities	ISSE/03 - Fashion Economics and Marketing	Fashion marketing 1	12	150/150	12.5	Theory/Practice	Mandatory	Examination
Core	Core training activities	ISST/04 - Fashion Product Technologies	Fashion product technology	8	100/100	12.5	Theory/Practice	Mandatory	Examination

Type of activity	Subject area	Sector (Group)	Teaching	CFA	Taught Hours/Study	Taught Hours/CFA	Subject type	Optional/Mandatory	Assessment
Student choice	Student's choice			2				Mandatory	
Foreign Language	Foreign language skills	ISSE/02 - Management of Professional Activity	English as a vocational language 1	2	25/25	12.5	Theory/Practice	Mandatory	Proficiency
Second year cfa: 60									
Base	Basic training activities	ISDC/06 - Graphic Production Techniques	Graphic production techniques 2	4	100/0	25	Workshop	Mandatory	Examination
Base	Basic training activities	ISSC/03 - History and Culture of Fashion	History and criticism of contemporary fashion	6	42/108	7	Theoretical	Mandatory	Examination
Core	Core training activities	ISDC/05 - Communication Design	Communication design	4	50/50	12.5	Theory/Practice	Mandatory	Examination
Core	Core training activities	ISME/01 - Design Methodology	Design methodology	12	150/150	12.5	Theory/Practice	Mandatory	Examination
Core	Core training activities	ISSE/01 - Business Economics and Management	Industrial economics 2	12	150/150	12.5	Theory/Practice	Mandatory	Examination
Core	Core training activities	ISSE/02 - Management of Professional Activity	Management of professional activity	6	75/75	12.5	Theory/Practice	Mandatory	Examination
Core	Core training activities	ISSE/03 - Fashion Economics and Marketing	Fashion marketing 2	12	150/150	12.5	Theory/Practice	Mandatory	Examination
Student choice	Student's choice			2				Mandatory	
Foreign Language	Foreign language skills	ISSE/02 - Management of Professional Activity	English as a vocational language 2	2	25/25	12.5	Theory/Practice	Mandatory	Proficiency
Third year cfa: 60									
Base	Basic training activities	ISDC/01 - Communication Sciences	Communication sciences	6	150/0	25	Workshop	Mandatory	Examination
Base	Basic training activities	ISDC/06 - Graphic Production Techniques	Graphic production techniques 3	5	125/0	25	Workshop	Mandatory	Examination
Core	Core training activities	ISSE/01 - Business Economics and Management	Industrial economics 3	12	150/150	12.5	Theory/Practice	Mandatory	Examination

Type of activity	Subject area	Sector (Group)	Teaching	CFA	Taught Hours/Study	Taught Hours/CFA	Subject type	Optional/Mandatory	Assessment
Core	Core training activities	ISSE/02 - Management of Professional Activity	Technical legislation	4	30/70	7.5	Theoretical	Mandatory	Examination
Core	Core training activities	ISSE/03 - Fashion Economics and Marketing	Fashion marketing 3	12	150/150	12.5	Theory/Practice	Mandatory	Examination
Student choice	Student's choice			5				Mandatory	
Foreign Language	Foreign language skills	ISSE/02 - Management of Professional Activity	English as a vocational language 3	2	25/25	12.5	Theory/Practice	Mandatory	Proficiency
Final test	Final test			5				Mandatory	
	Internship			9				Mandatory	

Total examinations: 18

Total proficiency: 3

Orientation

Activities	Total CFA	Subject area	SAD	Total CFA	CFA first year	CFA second year	CFA third year
Basic Activities	45	Basic training activities	ISDC/01 - Communication Sciences	14	8	0	6
		Basic training activities	ISDC/06 - Graphic Production Techniques	13	4	4	5
		Basic training activities	ISSC/03 - History and Culture of Fashion	6	0	6	0
		Basic training activities	ISSU/05 - Anthropological Sociology and Fashion Psychology	12	12	0	0
Core Activities	106	Core training activities	ISDC/05 - Communication Design	4	0	4	0
		Core training activities	ISME/01 - Design Methodology	12	0	12	0
		Core training activities	ISSE/01 - Business Economics and Management	36	12	12	12
		Core training activities	ISSE/02 - Management of Professional Activity	10	0	6	4
		Core training activities	ISSE/03 - Fashion Economics and Marketing	36	12	12	12
		Core training activities	ISST/04 - Fashion Product Technologies	8	8	0	0
Student's choice	9	Student's choice	-	9	2	2	5
Foreign language skills	6	Foreign language skills	ISSE/02 - Management of Professional Activity	6	2	2	2
Final test	5	Final test	-	5	0	0	5
	9	Internship	-	9	0	0	9
Total	180				60	60	60

C1 - Training Objectives

The three-year course in Fashion Marketing Management is a study programme that aims to train a new class of experienced managers in the field of digital transformation. The programme focuses on the peculiarities of the fashion industry, teaching students how to develop, promote and distribute products in relation to the end consumer and their target markets. Fashion marketers must be able to develop a world around their product, in line with consumer needs and desires, while respecting brand values and budgets. In the first year, the main basic disciplines are covered, in the second year data analysis and marketing are explored, and in the final year, the focus of the course is on the soft skills typical of a managerial profile. Lectures are given by highly qualified professionals and are complemented by guest lectures, workshops with renowned industry professionals and various educational projects in cooperation with companies. There are also two curricular projects for the first and second year and the creation of a personal portfolio as a final dissertation. The third year of the course ends with an internship at a company in the fashion industry. Each academic year entitles the student to 60 credits, totalling 180 CFA.

C2 - Final Test

The final diploma dissertation is the final assessment of the skills acquired by the student and consists of the production of a paper and its presentation before a commission. The final assessment will take into account the student's entire career, the timing and method of credit acquisition, the grades acquired and any other element deemed relevant. In accordance with current regulations, the grade will be awarded collectively by the Dissertations Committee as 110/110. This mark cannot be less than 66/110. When awarding points, the Commission must take into account the candidate's CV and may award no more than 8 points. If the sum of the marks awarded and the arithmetic mean of the assessment examinations achieves a mark of more than 110, the committee may decide to award 'honours', for which unanimity is required.

C3 - Employment Prospects

Based on personal aptitudes and the knowledge acquired, at the end of the course students acquire the necessary skills to perform the roles of Marketing Manager, Strategic Planner, Product Marketing Manager, Fashion Merchandiser and Operations Manager.

C4 - Knowledge and Understanding

Students who successfully complete the course of study will be able to: - Analyse the fashion system in all its complexity - Analyse social, economic and political changes - Analyse strategies for circular enterprises

C5 - Ability to Apply Knowledge and Understanding

Students who successfully complete the course of study will be able to: - Identify the opportunities for change and growth of an international fashion consumer and applying these to projects. - Identify and use the most appropriate strategy for a project context. - Use a wide variety of research channels to build project support tools, such as primary research methods, e.g. focus groups.

C6 - Making Judgements

Students who successfully complete the course of study will be able to: - Collect and interpret relevant data to make independent judgements and solve problems, including on related social or ethical issues - demonstrate competence in effective interaction in diverse and complex environments

C7 - Communication Skills

Students who successfully complete the course of study will be able to: Communicate ideas, problems and solutions to specialist and non-specialist audiences, using techniques involving qualitative and quantitative information

C8 - Learning Skills

Students who successfully complete the course of study will be able to: - Constantly assess their own learning - identify any training needs necessary to undertake further studies with a high degree of autonomy.