

MASTER'S DEGREE IN FASHION MARKETING, COMMUNICATION AND EVENT PLANNING



LCI
Barcelona

**MAKE IT
HAPPEN!**



MASTER'S DEGREE IN FASHION MARKETING, COMMUNICATION AND EVENT PLANNING

The fashion industry is subject to continuous changes caused by the existence of companies and commercial establishments of different sizes and resources, both at the manufacturer, distributor or retailer level. Defining management systems and marketing strategies for such different organizations is a complex task, taking into account external factors such as market globalization and price competitiveness.

For this reason, specific academic training in this field is essential, enabling fashion marketing and communication professionals to promote and spread both the concept of brand identity and the product's values, devising a strategy that integrates all the tools at their fingertips.

The main objective of the **Master's Degree in Fashion Marketing, Communication and Event Planning** is to train experts and creatives in the sector who know how to identify, evaluate and select market opportunities, establishing optimal strategies in the field of communication and brand image, in a sector in which innovation is continuous and highly competitive. Professionals capable of positioning a product and making it known, through advertising campaigns, through the press or by organizing an event.

SKILLS

- Communicate ideas and projects to clients, make reasoned arguments, know how to evaluate approaches and channel dialogue.
- Understand the behavior of the elements involved in the communicative process, master technological communication resources and assess their influence in processes and products of fashion design.
- Analyze, evaluate and verify the projects' productive viability based on criteria of formal innovation, business management and market demand.
- Master the formal languages and resources of expression and communication.
- Organize, lead and/or coordinate work teams and know how to adapt to multi-disciplinary groups.
- Solve problems and make decisions that meet the objectives of the work performed.
- Efficiently use ICTs and apply them to projects related to the fashion sector.
- Gather meaningful information, analyze it and manage it properly.
- Analyze market studies and their impact on the development of new projects.
- Know the economic and organizational context in which business activity takes place.

OBJECTIVES

- Train professionals who can develop and implement commercial strategies for fashion brands and products.
- Provide the tools necessary to devise and carry out specific marketing plans in companies in the sector.
- Build the capacity to manage, coordinate and produce fashion events and to define the right communication strategy for each event.



TECHNICAL SPECIFICATIONS

Qualification: Master's Degree in Fashion Marketing, Communication and Event Planning

Credits: 60 ECTS

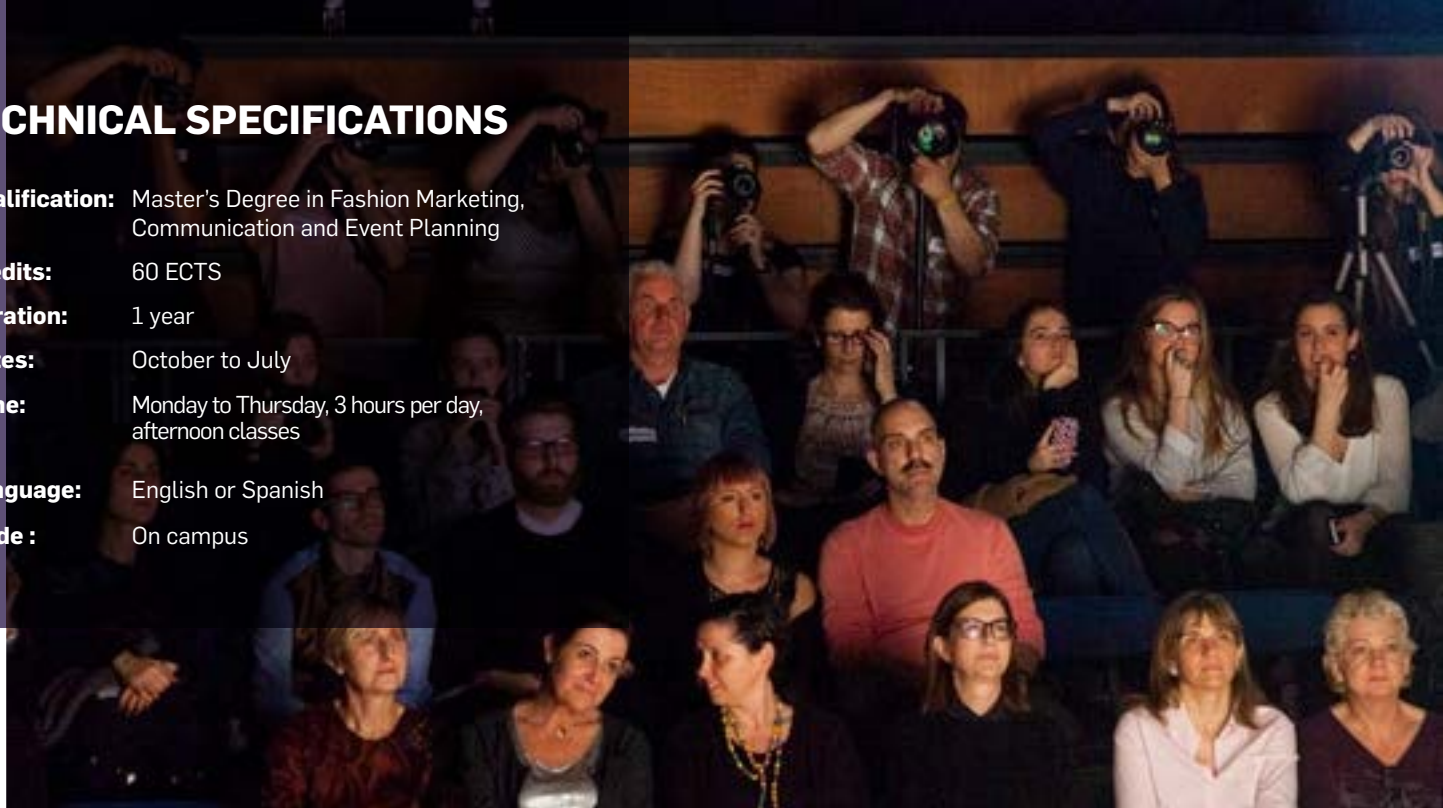
Duration: 1 year

Dates: October to July

Time: Monday to Thursday, 3 hours per day, afternoon classes

Language: English or Spanish

Mode : On campus



METHODOLOGY

- Active classes on campus.
- Theoretical lectures by the professor (lectures, case studies) with audiovisual support.
- Projection and commentary on representative images of the subjects to cover.
- Colloquia around the work carried out in groups or between professors and students to properly adapt the objectives.
- Theoretical analysis and practical application of the concepts.
- Individual and/or group assignments under the tutor's supervision.
- Attendance of trade fairs, museums and events related to the fashion world.

PROFESIONAL PROSPECTS

- Product manager
- Project manager
- Brand manager
- Retail manager
- Head of marketing and/or communication at a fashion company
- Market researcher
- Head of trade marketing
- Head of fashion media
- Fashion marketing consultant
- Account executive
- Advertising creative
- Fashion journalist
- Event producer

ADMISSION PROCESS

To be eligible for a Master's Degree, students must previously send the following documents to the school's Admission Department:

- Academic and/or work history
- Motivation letter
- Creative/professional portfolio

Pre-registration will take account of this documentation or any other type of submitted material related to the program.

WHO MAY BE INTERESTED

- Graduates with university degrees or diplomas who wish to work in the marketing and/or communication department of a company in the fashion sector.
- Professionals from the fashion world and other sectors who are interested in forming part of a fashion company, and specifically in its communication and/or marketing department.

FIRST SEMESTER FASHION EVENT PLANNING

Most of the companies and firms in this sector organize different events in order to publicize their product. This requires the work of great professionals who are capable not only of managing, producing and coordinating the event itself, but also of adapting to the budgets that are currently available.

This semester offers an overview of planning fashion events, giving special importance to fashion shows, showrooms, trade fairs, openings, exhibitions and conventions.



**Felicidad Duce show
Top 20 Talent Show**
As part of O80
Barcelona Fashion

PROGRAM OF STUDY

FIRST SEMESTER FASHION EVENT PLANNING

MODULE I (9 ECTS) Production of a catwalk

CONTENT

- > Development of a fashion show project
- > Public relations and advertising

OBJECTIVES

- Be able to organize and develop a fashion show.
- Know how to design the communication and public relations strategy for a fashion show.

MODULE II (9 ECTS) Creative and commercial strategies

CONTENT

- > Trade fairs
- > Showrooms

OBJECTIVES

- Learn to coordinate the presentation of fashion collections through specialized showrooms and trade fairs.
- Analyze the different types of fairs that exist in Spain and abroad to determine which best suits the brand or product to be marketed.

MODULE III (9 ECTS) Planning and development of other types of events

CONTENT

- > Openings and conventions
- > Exhibitions

OBJECTIVES

- Be able to organize an exhibition, opening or convention related to fashion products.
- Know how to choose the right suppliers for each occasion.
- Learn how to negotiate budgets that are consistent and appropriate for the event and the company's real needs.

MODULE IV (3 ECTS) Final project

Plan the presentation of a fashion collection on a catwalk or the exhibition of articles in trade fairs, showrooms, conventions and openings.



SECOND SEMESTER FASHION MARKETING AND COMMUNICATION

The main objective is to train future professionals who can identify, evaluate and select the sector's opportunities, establishing optimal communication and brand image strategies, all in a very competitive sector that is in constant evolution.

The market needs experts in managing the marketing of fashion companies who also have the skills and knowledge necessary to find new ways to successfully meet their goals. To do this, they must be able to identify the sectors where the company outperforms its competitors and use this information to develop the most appropriate advertising strategies and to turn their products and services into the ones preferred by customers.



PROGRAM OF STUDY

SECOND SEMESTER FASHION MARKETING AND COMMUNICATION

MODULE I (14 ECTS) Marketing techniques

CONTENT

- > Fashion product markets and consumers
- > Marketing policies and strategies in the sector
- > The fashion marketing plan

OBJECTIVES

- Identify and evaluate the fashion market to establish a marketing strategy according to specific objectives.
- Be able to design, create and implement marketing plans in this sphere.
- Know how to apply different marketing strategies and policies according to each case.

MODULE II (15 ECTS) Communication techniques

CONTENT

- > Communication
- > Journalism and social networks
- > Advertising

OBJECTIVES

- Identify and analyze the communicative needs of fashion companies.
- Know how to use traditional and digital communication tools.
- Define and establish objectives and plan specific communication actions for the fashion sector.
- Be able to coordinate communication actions.
- Master the basic tools of the different journalistic genres in order to efficiently communicate fashion company news.
- Distinguish between different advertising media and determine which is best suited to the message that you intend to convey.
- Know the various advertising creation strategies and know how to apply them according to the medium or support used.

MODULE III (3 ECTS) Final project

Develop a communication and marketing plan for a fashion company.



DIRECTOR OF THE MASTER'S PROGRAM

Barbara Estaún,

With a diploma in Business Management, Marketing and Public Relations, Barbara Estaún is currently the director of BER Image for Events (Moda y Eventos). She has collaborated as a production director, producer and event manager for various companies such as American Nike, Artiach, Bacardí España, Duracell, Honda, L'Óreal, Fragancias Puig, Mercedes Benz, Nestlé, Seat and many more.

PROFESSORS

Edgar Carrascal, is a designer with his own brand. He has worked and collaborated with brands like Diesel, Levi's, Swarovski, Citrique Heart, Prógono, Loewe, etc.

Daniel Cantó holds a degree in Imaging Sciences and is specialized in Criticism and Photojournalism. He was editor-in-chief of the website Neomoda.com. A communicator across disciplines, he currently works as a photographer, journalist and public relations representative for many fashion magazines and brands.

Magda de los Santos has degrees in Geography and History, a Master's in Marketing from ESADE and a Master's in Communication from EADA. An independent branding, marketing and communication consultant, she has worked as a brand marketing director, marketing and communication director and communication director at Pronovias Fashion Group.

Gemma de la Puente has a degree in Communication with a specialization in Advertising and Public Relations and a post-graduate in Marketing Management and Sales. She has worked as an international marketing manager for Thomas Burberry and as an international public relations and advertising manager for Chupa Chups, SA. She is currently a marketing and communication consultant.

Dr. José Luis del Olmo holds a degree in Communication and a PhD in Marketing and Market Research. He has worked as a commercial and marketing director for the Pronovias chain of stores. He is currently a consultant and specialist in marketing training for the fashion industry.

Natalia Merino is an expert on communicating fashion and lifestyle who has degrees in Journalism and the Humanities. She has worked managing the communication of clients such as Victorio & Lucchino, Rip Curl, Isabel de Pedro, Aire (Rosa Clará), Yolancris, Elite Model Look, The New Generation by Francina, Paris Hilton Racing Team, etc.

Pau Montanaro has a degree in Information Sciences and a Master's in Business Administration (MBA) from ESADE. The director of the children's fashion brand The Animals Observatory and a partner of the men's wear firm Edgar Carrascal, he has worked on advertising management and strategy on advertising networks for Ogilvy and DDB. He currently develops advertising strategies for the agency Eleven Adworks.

David Places has a degree in Audiovisual Communication. An expert on trade craft cultural activity in Catalonia for the Consortium of Trade Crafts and Fashion of the Government of Catalonia's Ministry of Business and Employment, he is also coordinator of the SIMBA seminar, a partner at Red Points Solutions S.L. and a collaborator in the Master's program in Musicology at the University of Barcelona.

Yago Salvat holds degrees in Journalism and Political Science from the University of Missouri-St. Louis. An expert on online marketing, social media management and business coaching, he is a partner and creative director at Globe Comunicación and is the owner of Salvat and Partners, a network communication and marketing company.

Lluís Sallés is the co-director of Creatus Dominus and Branding in BÓMB. He has a diploma in Graphic Design, a degree in the Humanities and a Master's in Cultural Studies and Comparative Literature. He is also the founder of LSD Design and has worked on branding strategies for companies such as Tous, Proged S.A., Calvin Klein cosmetics, Converse, Gratacós and many more. He has also worked as creative director at Panama Jack. He currently combines his professional projects with work teaching at various schools and organizations.

INTERNSHIPS

Students enrolled in a Master's program will be able to carry out internships through our **Job Vacancy Board**, designed to facilitate their access to the job market. The school is linked to many companies and institutions in the design world, allowing students to do internships there in order to put the skills and knowledge they have acquired into practice in a real professional context.

PORTFOLIO SECTION

LCI Education offers us this social platform that allows students and graduates of the network to highlight their achievements, knowledge and creativity both for the general public and for companies looking for the talents of tomorrow. Furthermore, those registered in the Portfolio have exclusive access to job offers published on the portal by companies associated with any of our 22 campuses, as well as end-of-year internships and practical advice.



→ BUSINESS PARTNERS WITH LCI BARCELONA



→ INSTITUTIONS



→ TECHNOLOGY CENTRES



LCI BARCELONA COMMUNITY

The school fosters comprehensive training for students, promoting different educational and leisure activities as a complement to teaching. Therefore, it welcomes active participation by the various groups and organizations of the design sector in Barcelona.

→ PROSPECT DESIGN

This festival is held every year to provide **events** and **workshops** used to foster unity among design and creativity students, teachers and professionals while promoting learning, research and debate.

→ EXHIBITIONS

The school hall **displays a sample of students' outstanding work** in all areas (Fashion Design, Graphic Design, Interior Design and Product Design) so that both the educational community and the visitors can enjoy the talent that comes from our classrooms. .

→ TALKS

LCI Barcelona has its own innovative series of talks called **DI55ECCIONS**. In these sessions, prestigious professionals from the design world reveal their five main influences in the past and talk about the five trends that they think will mark the future of the industry.

→ BREAKFASTS

Throughout the year, the school's management team hosts meetings with top professionals in the different areas of design, technology and sustainability. These breakfasts present our educational work to society at large, helping us to forge links with it.

→ WORKSHOPS

These activities aim to **go deeper into certain types of technical and practical knowledge** to improve the audience's performance in different sectors.

OUR FACILITIES

The campus covers 2,700 square meters on two floors. It has multipurpose rooms that allow a wide variety of uses and other more specialized spaces like the digital manufacturing laboratory, computer rooms, the photography studio and a library. The library engages in interlibrary loans with other educational institutions thanks to an agreement with the Collective Catalogue of the University Network of Catalonia.

Over 570 square meters are dedicated to common spaces: a library, study room, equipped office area and exhibition area. In total, it can train 1,000 students per year.



ABOUT FELICIDAD DUCE AND LCI BARCELONA

LCI Barcelona, School of Higher Education in Design, is a leader in international avant-garde design that attracts students wishing to acquire a competitive global quality education and the talent of professionals from all over the world who are familiar with local and international environments.

This campus belongs to the LCI Education network in Europe, headquartered in Canada, which offers young people and society in general training to meet the challenges of the future, committed to an education closely linked to business and the needs and internationalization of the industry.

The training provided by LCI Barcelona ranges from official higher education degrees in Product Design, Interior Design, Graphic Design and Fashion Design, the latter being taught at Felicidad Duce (a school specialized in the discipline for over 85 years), to Official Master's degrees, our own Master's degree, Postgraduates, professional courses and summer courses.

BARCELONA, A CULTURAL AND PROFESSIONAL DESTINATION

Barcelona is a cosmopolitan destination par excellence: art, design and fashion fill the air. In addition to setting trends in the creative sector, it is also a benchmark for other sectors such as new technologies and innovation. This makes it an ideal place for anyone interested in enjoying cultural life during their education.

Over 33% of our students currently come from abroad, which demonstrates the international prestige and presence that LCI Barcelona has achieved since its inception, assisted by all the benefits of such an avant-garde city as Barcelona.

The Department of International Relations provides support to students on educational matters (orientation at the start of studies) and routine procedures (accommodation, study visa application, foreign ID (NIE) procedures, medical insurance, etc.).

LCI BARCELONA IS A MEMBER OF THE LCI EDUCATION NETWORK, PRESENT ON 5 CONTINENTS, WITH 23 HIGHER EDUCATION CAMPUSES



LCI EDUCATION
NETWORK
MEMBER

FOLLOW US!

+34 93 237 27 40
Balmes, 209
08006 Barcelona



Facebook.com/LCIBarcelona
Twitter.com/LCI_Barcelona

www.lcibarcelona.com