


Specialization Course in “Italian Design & Fashion Brands Management” **30 CFU**

COURSE CODE: FASLUX

Specialization Prep Course valid for the admission to the Year 2 of The 3/year Bachelor Degree Program in Fashion & Design (Class L-3) by eCampus University)

This course has been designed to prepare designers, creative people, managers and entrepreneurs who want to understand the critical success factors of the fields of excellence of the Made in Italy brand, such as Fashion, Design, Luxury with specific applications to clothing, accessories, furniture, yacht and hotel industry.

It requires 3 modules of 40h each, 20 of classrooms and 20h of lab applications for a total of 120h. Upon successful completion of all requirements, students will receive a certificate of attendance worth 30 ECTS credits toward the admission to the second year of the three-year degree course in Fashion & Design (Class L-3) by eCampus University.

UNIVERSITY WHERE TO CONTINUE YOUR UNDERGRADUATE STUDIES IN LITERATURE, ART, MUSIC AND ENTERTAINMENT AFTER 12 WEEK SPEC PROGRAM 	CAMPUS WHERE TO ATTEND THE 12 WEEK SPEC PROGRAM IN MARKETING FOR ART AND CULTURE International Academy of Rome	MAX DURATION OF THE FACE TO FACE MINI/MASTER PROGRAM (available face to face with min 15 students) 12 WEEKS
DATES OF FACE TO FACE COURSES (min 15 participants)		
Spring Session 2019 18 February/ 16 May <i>Final Exams to be held by May 16</i>	Summer Session 2019 10 June /10 August <i>Final Exams to be held by August 10</i>	Fall Session 2019 September 16 / December 12 <i>Final Exams to be held by december 12</i>
COURSE STRUCTURE & FEES		
Module 1 FASHION AND LUXURY MANAGEMENT - Business Administration for Fashion and Design - Italian Districts - Funds of Intellectual Property Law	Module 2 DESIGN THINKING AND INNOVATION - From the idea to the product - Project Management - Innovation and 4.0 trends - Workshops with prominent designers and fash/Luxury entrepreneurs	Module 3 BRANDING AND MARKETING STRATEGIES - Integrated Marketing Communication - Branding and storytelling - Web Marketing - Event Management
Enrollment Fee for the 12- week MiniMaster: € 500 <i>To be paid when you send the Application Form</i>	Tuition Fee for the 12-week MiniMaster € 2000 <i>Includes courses, materials and excludes textbooks, if expressly required by professors</i>	Admission and Tuition Fees for Year II and III <i>At the end of the MiniMaster Program, students who wish to continue their studies with the Telematic University will pay € 500 to take the admission exams to Year II of the selected Degree Program and € 2500 of Tuition Fee. An equivalent amount of € 3000 i.e. € 500+2500, is due for Year III</i>