THE 3-YEAR BACHELOR DEGREE PROGRAM IN FASHION & DESIGN

APPLY NOW

IDFM FAST TRACK

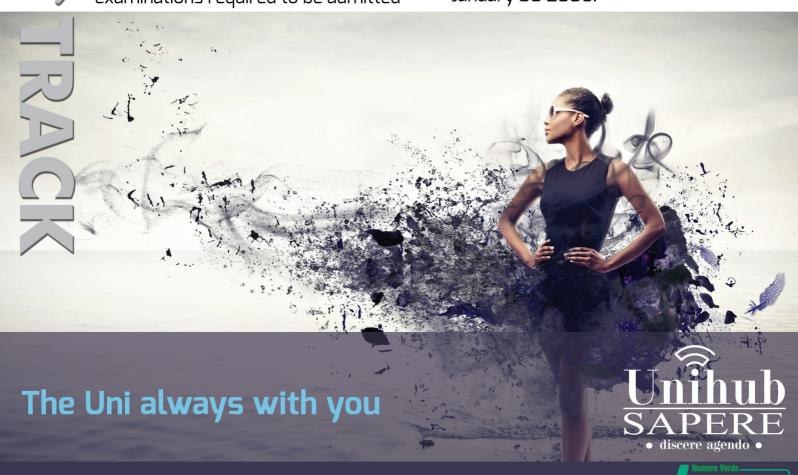**TheFAST TRACK in ITALIAN DESIGN & FASHION BRANDS MANAGEMENT** is to prepare designers, creative people, managers and entrepreneurs who want to understand the critical success factors of the fields of excellence of the Made in Italy brand, such as Fashion, Design, Luxury with specific applications to clothing, accessories, furniture, yatch and hotel industry.

It requires 3 modules of 40h each, 20 of classrooms and 20h of lab applications for a total of 120h. At the end of this FasTrack program, students will complete a number of examinations required to be admitted with 30 ECTS credits to the second year of the Bachelor Degree Program of eCampus University inn Fashion & Design (Class L-3) by eCampus University.

UNIVERSITÀ DEGLI STUDI eCAMPUS

From the second year onwards students will receive a userid to access the materials, programs and video lessons of the remaining courses, to be completed online with eCampus University, Telematic University legally recognized by the Italian Ministry of Education MIUR with decree law dated January 30 2006.

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INTAKES 2019/20

Spring	Summer	Fall
18 February / 16 May	10 June /10 August	16 September / 12 December

COURSE

Fashion & Luxury Management	Design Thinking & Innovation	Branding & Marketing Strategies
– Business Administration for Fashion and Design – Italian Districts – Funds of Intellectual Property Law	– From the idea to the product – Project Management – Innovation and 4.0 trends – Workshops with prominent designers and fash Luxury entrepreneurship	– Integrated Marketing Communication – Branding and storytelling – Web Marketing – Event Management

FEES

Enrollment Fee	FAST TRACK	Examination Sessions for admission to the second year
€ 500	€ 2000	€ 500

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