

COMMON COURSES TO 5 MASTERS

WARM UP		TOOLS		FASHION PILLARS	
40h*		20h**		140h	
MANAGEMENT, ECONOMICS, QUANTITATIVE METHODS	20h	QUANTITATIVE TOOLS	20h	PROJECT MANAGEMENT	20h
FASHION COMMUNICATION	20h	PROJECT TOOLS	20h	FASHION BUSINESS MODELS	20h
DESIGN PROJECTS	20h			RESEARCH METHODS & TRENDS	30h
FASHION SUSTAINABILITY	20h			ITALIAN FASHION SYSTEM	20h
				FASHION MARKETING & BRAND MANAGEMENT	30h
				FASHION HISTORY	20h

SPECIALIZED COURSES

FASHION PROCESSES		CURIOSITY		FASHION PRACTICES	
180h		30h		790h	
FASHION BUSINESS MANAGEMENT	20h	STUDY TOUR VISIT	30h	FIELD PROJECTS	214h
FASHION BRANDING STRATEGIES	18h			EMPOWERMENT & CAREER MANAGEMENT	32h
MERCHANDISING & BUYING	24h			ENTREPRENEURSHIP & START UP PLANNING	24h
BRAND COMMUNICATION MANAGEMENT	20h			INTERNSHIP	480h
TRANSMEDIA STORYTELLING & CONTENT STRATEGY	20h			FINAL THESIS	40h
OMNICHANNEL STRATEGY	22h				
DIGITAL RETAIL EXPERIENCE	24h				
CONTEMPORARY CRM	18h				
ETHICS & SUSTAINABILITY	14h				

LANGUAGE COURSES COMMON TO 5 MASTERS

ITALIAN	52h***
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B1 Level Plida Certificate

* Warm-up courses provide a minimum of 40 curricular hours out of 80

** Tools courses provide a minimum of 20 curricular hours out of 40

***The course is curricular for all the International Students

**** The Student can decide to attend an optional track in sustainability management