



Master's Degree

**Fashion Marketing,
Communication,
and Event Planning**



**LCI
Barcelona**

**The World is
Your Classroom**

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

- Qualification: Master's Degree in Fashion Marketing, Communication, and Event Planning
- Credits: 60 ECTS
- Duration: 1 year
- Start date: October
- Language: English or Spanish
- Modality: On-campus

The fashion industry is changing at a phenomenal pace. Powerful forces like globalisation, sustainability, digital breakthroughs, and other global challenges continuously push the industry in unprecedented ways. Successful new Fashion professionals enter this exciting context of constant change ready to adapt to and satisfy the needs of both the industry and the consumer.

With a rigorous, innovative focus, our Master in Fashion Marketing, Communication, and Event Planning offers solid, comprehensive, 3.0-centered training in up-to-the-minute marketing and creative management tools for fashion brands:

- Analyse context, gain insight, identify opportunities, build solid branding, and create a universe around a brand.
- Establish the foundations of marketing mix and brand strategy planning.
- Engage with the customer journey/experience, new digital tools, and multichannel marketing to place the consumer at the centre of communications.
- Design, organise, and produce presentations of collections, new product launches, and other fashion events (fashion shows, showrooms).
- Create fluid brand experiences (on and offline), learn to communicate creatively, and develop original, valuable transmedia stories and content.

Taught by fashion experts and professionals, this program fosters a strategic framework for creative thinking and comprehensive brand management.

Learner profile

Marketing and Communications professionals interested in directing their career towards the fashion industry, design professionals needing to broaden their marketing and communications knowledge, and other professionals or learners interested in and seeking broader understanding of the world of communication and fashion.

Career opportunities

Graduates of this master's program go on to successful careers in fashion companies and specialised agencies as:

- Head of Marketing and/or Communication
- Brand Manager
- Strategic Consultant for Fashion Brands
- Fashion Communication Expert
- Head of Fashion Digital Marketing
- Fashion Public Relations
- Customer Experience Expert
- Creative Director or Member of Creative Department
- Brand Content Manager
- Storyteller
- Experience and Event Producer
- Specialist (e.g., trends, experience, design, press offices)

Objectives

LCI Barcelona's Master in Fashion Marketing, Communication, and Event Planning strives to provide in-depth knowledge of the current global fashion scene and industry, discuss tools necessary to observing changes and trends that affect fashion, identify relevant insights, and apply them strategically, and develop skills in:

- Creating brand DNA and strategy and conveying it consistently across points of contact.
- Conceptualizing and constructing intangibles and creative universes for original and culturally relevant brands, expressing them in a brand manifesto and brand book, and producing creative briefings.
- Designing and implementing marketing plans, fashion communication plans, and creative brand management.
- Applying retail and design strategies for both brand and pop-up spaces.
- Engaging with the customer journey and customer experience models that promote effective consumer interaction.
- Executing new marketing and communication projects in the digital sphere (e.g., designing an e-shop, creative and efficient use of social networks, incorporating new technologies such as virtual reality or augmented reality).
- Devising and developing relevant and comprehensive multichannel brand experiences on- and offline.
- Designing, organizing, and producing presentations of collections, new product launches, and fashion events.
- Creative communication 3.0, including public relations, storytelling, and multimedia content generation.
- Creative direction and use of various techniques and creative languages: narrative, editing, design, photography, and audiovisual.

Competencies

- Identify, discuss, and analyse fundamental issues within the current context (e.g., gender, sustainability, globalization) and produce relevant conclusions for fashion brands.
- Acquire a holistic vision of fashion branding, marketing, and communication and how different techniques and tools interrelate.
- Apply theoretical models that support the marketing process and the creation of a fashion brand from both a practical and managerial point of view.
- Analyse, evaluate, and verify productive viability of projects based on formal innovation, business management, and market demand criteria.
- Use research tools and apply data analysis and theoretical studies.
- Analyse new paradigms of communication and the digital ecosystem.
- Use new media and creative languages effectively.
- Organize, direct, and/or coordinate work teams and adapt to multidisciplinary groups.





Structure

The Master in Fashion Marketing, Communication, and Event Planning includes six theoretical-practical modules and a final project in collaboration with a reputable company from the industry that applies acquired knowledge and skills. All sessions and workshops are led by expert mentors and professionals in the industry with experience in academic environments.

Methodology

The Master in Fashion Marketing, Communication, and Event Planning targets professional practice by focusing on knowledge and tools that maximize creative potential.

Learning by Doing methodology combines theoretical and practical study with hands-on participation and in-industry work experience. Various techniques and educational resources make up the program's curriculum:

Theoretical and practical framework

- › Active classes on campus:
 - Engage in educator-led presentations, analysis, and discussion of key concepts and conceptual frameworks.
 - Apply acquired concepts in practical contexts.
- › Resolve briefings and case studies.
- › Participate in interactive strategic, creative inspiration, and contextualisation sessions.
- › Participate in tutorial sessions.
- › Attend fairs, exhibitions, museums, and events related to the world of fashion.

Professional skills: Smart Thinking

- › Thinking 360: Analyse and develop projects from strategic, creative, and practical points of view.
- › Participate in workshops on Design Thinking and creative dynamics.
- › Engage in creative challenges and problem-solving exercises.
- › Work on multidisciplinary teams and collaborative internships.
- › Exchange experiences in group discussions.

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SYLLABUS

*The syllabus is subject to change.

MODULE I (8 ECTS) GLOBAL CONTEXTUAL FRAMEWORK OF FASHION (HISTORY, CULTURE, INDUSTRY, AND TRENDS)

COURSES

- Macro Environment:
Forces and Trends impacting Fashion
- History and Culture of Fashion
- Fashion Consumption: Insights and
Consumer Trends

OBJECTIVES

- › Apply knowledge of fashion history and its cycles to creative branding and marketing.
- › Demonstrate thorough knowledge of the fashion industry's segments, organization, and practices.
- › Identify, analyse, and apply strategies that reflect important changes and trends.

MODULE II (8 ECTS) BRANDING, BRAND STRATEGY, & ASSET CREATION

COURSES

- Brand DNA and Strategy
- Develop Creative Brand Identity
- Engage with Branding
and Brand Management

OBJECTIVES

- › Experiment with processes and tools for creating brand DNA and strategy.
- › Demonstrate strategic brand planning and management skills.
- › Conceptualise a brand, develop a creative brief, synthesise a brief in a brand manifesto and brand book, and define brand content strategy.
- › Generate brand storytelling: Creative, differential, and culturally relevant imaging, stories, and universes.

MODULE III (14 ECTS) FASHION MARKETING

COURSES

- Marketing and Fashion:
Theories and Practices
- Marketing Strategy and Planning
- Multichannel Marketing

OBJECTIVES

- › Identify and evaluate the fashion market to establish a marketing mix and strategy according to set objectives.
- › Design, create, and implement fashion marketing strategies and plans.
- › Define a comprehensive marketing strategy using and combining appropriate techniques at each stage (advertising, experiential techniques, public relations, sponsorships, influencer marketing, digital marketing, content marketing).
- › Design a retail strategy, develop visual merchandising processes, and brand space projects.

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MODULE IV (8 ECTS) EVENT EXPERIENCE AND PLANNING

COURSES

- Brand and Customer Experience
- Fashion Event Organisation

OBJECTIVES

- › Develop purchase decision models. Define and implement a customer/user experience strategy.
- › Develop multichannel brand experiences (on- and offline) from concept to implementation, and assess results.
- › Conceive and develop innovative ideas, concepts, and creative themes using a multidisciplinary approach.
- › Organize and develop presentations of fashion collections and events (runways, product launches, showrooms) from concept to execution.

MODULE V (14 ECTS) FASHION COMMUNICATION

COURSES

- Strategic Communication
- Creative Communication and Direction
- Fashion Public Relations 3.0

OBJECTIVES

- › Acquire and apply deep understanding of new paradigms of communication, media, communication techniques, and language.
- › Identify trends and cultural movements that inform communication campaign content and style.
- › Design a fashion communication and public relations plan.
- › Engage with the nature and practice of art direction, storytelling, content generation, and transmedia communication.
- › Create and combine verbal, visual, and multimedia elements for brand imaging, stories, and narratives.

MODULE VI (4 ECTS) SMART THINKING

COURSES

- Creative Thinking
- Leadership 3.0 and Change Management

OBJECTIVES

- › Acquire and apply deep understanding of the role of creativity and innovation in business and the global economy.
- › Engage holistically with the theory and practice of the creative process and principles for generating ideas and solutions.
- › Apply strategic and creative thinking to brand management.

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SYLLABUS

FINAL MASTER'S THESIS (4 ECTS)

Complete a final fashion marketing project, including:

- › Briefing
- › Research sessions
- › Branding and marketing sessions
- › Experience and communication sessions
- › Final sessions
- › Presentation (oral defense)

WORK PLACEMENTS (OPTIONAL)

DIRECTOR OF THE MASTER'S DEGREE



JESÚS VÁZQUEZ VIEDMA

In the decade after completing his Bachelor of Law at the Universidad Carlos III in Madrid, Jesús established himself in Milan— as Commercial Director for brands such as Miu Miu, Trussardi, and Marc Jacobs—and in London (Burberry), before returning to Spain to manage Stella McCartney's brand nationwide. Currently, Jesús spearheads JVV, an agency that combines his 15 years' professional experience and continuous passion for the world of fashion to manage and promote Spanish artists on a global scale.

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LECTURERS

Mireia Canyellas

Mireia has a Bachelor of Information Sciences from the Autonomous University of Barcelona. She was Director of Merchandising at Levi's for several years and the director of her own company before her current role as Global Retail Marketing Director at Puig Group.

Paola Cirelli

Paola received a Bachelor of Business Administration and Management from the University of Buenos Aires and has two master's degrees in marketing (from Pompeu Fabra University and Elisava, respectively). Paola is founder of the Fashion Design Thinking studio, a known specialist in branding and design thinking.

Charo Mora

A fashion culture specialist, Charo has a Bachelor of Art History degree from the University of Barcelona, a postgraduate degree in Graphic Expression Techniques from the Universitat Politècnica de Catalunya, and a Master's in Curator in New Media from Ramon Llull University. Charo has directed and collaborated at major Spanish mastheads of Grupo Zeta, such as Meta Magazine, B-Guided, and Yo Dona. She is also a member of the founding committee of the Feed the Dog festival, which showcases documentaries on international fashion, including many created by emerging talents.

Lourdes Sopranis

Lourdes holds Bachelor of Business Studies, MBA, and Master of Internet Business degrees. An expert in brand building, product development, and 360 strategies, Lourdes has more than 20 years' experience in the cosmetic and perfume industry—including 13 years as Marketing Director at Puig.



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