

MASTER IN

# FASHION MARKETING,



LCI  
Barcelona



# COMMUNICATION AND EVENT PLANNING

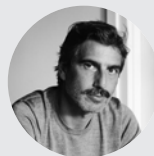
SCHOOL OF  
DESIGN AND  
VISUAL ARTS

# MASTER IN FASHION MARKETING, COMMUNICATION AND EVENT PLANNING

The dynamics of the fashion industry are changing at a phenomenal pace. Globalization, sustainability, the digital breakthrough and other global challenges are forces currently driving the sector forward. This exciting context of change needs new professionals to adapt to and satisfy the needs of the industry and the consumer. With a rigorous, innovative focus, the Master in Fashion Marketing, Communication and Event Planning offers solid, comprehensive, 3.0-centered training in new marketing and creative management tools for fashion brands.

Throughout the course, the student will learn how to analyse the context, identify opportunities and insights, and build solid branding, thus creating intangibles and universes of both own brands and external brands in order to lay the foundations for the marketing mix and brand strategy planning. By placing the consumer at the center, students will familiarise themselves with concepts such as the customer journey/experience, new digital tools and multichannel marketing. All this to be able to design fluid brand experiences (on and offline) and to learn how to communicate creatively, developing transmedia stories and content which are original, and which add value. The master also provides the knowledge necessary to design, organise and produce presentations of collections, new product launches and other fashion events (fashion shows, showrooms, etc.).

Taught by fashion experts and professionals, the program is designed to foster creative thinking within a strategic framework and to manage brands in a comprehensive way, from strategy to creativity, and from concept to implementation.



**JESÚS VÁZQUEZ VIEDMA**  
MASTER'S PROGRAM DIRECTOR

He has a bachelor's degree in Law from the Universidad Carlos III in Madrid. After completing his university studies, he established himself in Milan over the course of a decade, where he worked as the commercial director of brands including Miu Miu, Trussardi and Marc Jacobs. He also lived in London where he worked for Burberry, until he returned to Spain to manage the Stella McCartney brand nationwide. After building up more than 15 years of professional experience in the world of fashion, he decided to take the step of creating JVV, an agency which combines his experience and passion.

## STUDY PROGRAM

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

#### UNITS

Macro environment: forces and trends that impact fashion  
Fashion history, culture and the fashion industry  
Fashion consumption: insights and consumer trends

#### OBJECTIVES

- › Train to use knowledge about fashion history and its cycles to generate ideas and stimulate creativity applied to branding and marketing.
- › Provide thorough knowledge of the fashion industry: segments, organizations and practices.
- › Provide the tools to identify important changes and trends and analyze and apply them strategically.

### MODULE II (8 ECTS) BRANDING, A STRATEGIC AND CREATIVE BRAND ASSET

#### UNITS

Brand DNA and strategy  
Creative development of brand identity  
Branding and brand management

#### OBJECTIVES

- › Train in the process and tools for creating a brand DNA and strategy.
- › Train in strategic planning and brand management.
- › Provide skills and tools to conceptualize a brand, develop a creative brief, synthesize it in a brand manifesto and a brand book and define its content strategy.
- › Provide tools to generate brand storytelling: creative, differential and culturally relevant imaginaries, stories and universes.

### MODULE III (14 ECTS) FASHION MARKETING

#### UNITS

Marketing and fashion marketing: theories and practices  
Marketing strategy and plan  
Multichannel marketing

#### OBJECTIVES

- › Identify and evaluate the fashion market to establish the marketing mix and a strategy according to the objectives set.
- › Train in the design, creation and implementation of fashion marketing strategies and plans.
- › Provide the knowledge necessary to define a comprehensive marketing strategy using and combining the most appropriate techniques at every stage (advertising, experiential techniques, public relations, sponsorships, influencer marketing, digital marketing, content marketing, etc.).
- › Train to design a retail strategy, develop visual merchandising processes and brand space projects.

### MODULE IV (8 ECTS) EVENT EXPERIENCE AND PLANNING

#### UNITS

Brand and customer experience  
Fashion event organization

#### OBJECTIVES

- › Train to understand purchase decision models and to define and implement a customer/user experience strategy.
- › Train in the development of multichannel brand experiences (online and offline), from concept to implementation and assessment of results.
- › Provide the tools to conceive and develop innovative ideas, concepts and creative themes with a multidisciplinary approach.
- › Provide the knowledge necessary to organize and develop presentations of fashion collections and events (runways, product launches, showrooms, etc.), from concept to execution.

### MODULE V (14 ECTS) FASHION COMMUNICATION

#### UNITS

Strategic communication  
Creative communication and direction  
Fashion public relations 3.0

#### OBJECTIVES

- › Provide a deep understanding of the new paradigms of communication, media, techniques and languages.
- › Train to identify trends, actions and cultural movements that can be properly used as content or style for original communication campaigns.
- › Provide the tools necessary to design a communication plan and develop fashion communication and public relations actions.
- › Introduce the nature and practice of art direction, storytelling, content generation and transmedia communication.
- › Learn to create and combine verbal, visual and multimedia elements to generate brand imaginaries, stories and narratives.

### MODULE VI (4 ECTS) SMART THINKING

#### UNITS

Creative thinking  
Leadership 3.0 and change management

#### OBJECTIVES

- › Provide deep understanding of the role of creativity and innovation in business and the global economy.
- › Understand the whole creative process (theory and practice) and the principles for generating solutions and ideas.
- › Provide the tools to apply strategic and creative thinking to brand management.

### MASTER'S FINAL PROJECT (4 ECTS)

**Professional internships  
(optional)**

# TECHNICAL INFORMATION



**DEGREE:** Master in Fashion Marketing, Communication and Event Planning



**CREDITS:** 60 ECTS



**DURATION:** 1 academic year



**START DATE:** October



**LANGUAGES:**

→ Spanish option

→ English option



**COURSE TYPE:** On campus




## CAREER OPPORTUNITIES

In companies from the fashion sector and specialized agencies:

- Head of marketing and/or communication in fashion companies
- Brand manager
- Strategic consultant for fashion brands
- Expert in fashion communication
- Head of digital marketing in fashion
- Fashion public relations
- Expert in customer experience
- Creative director or member of the creative department in specialized companies or agencies
- Brand content manager
- Storyteller
- Experience and event producer
- Professional in specialized agencies: trends, experience design, press offices, etc.



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