Master Courses
2012/2013

Fashion Marketing, Product and Retail Management
Milan
Istituto Europeo di Design
OBJECTIVES AND CONTENTS

The aim of the Master is to produce professionals in Fashion Management able to face the new challenges of fashion market. The Master is structured in complementary modules providing the deepening of different actions of marketing management: from the analysis of the Fashion System to the study of fashion marketing and communication techniques, from the detailed analysis of the different aspects of brand management up to the knowledge of the contemporary distribution scenario.

The educational specialization in **Product Management** allows to deal with the development and management of a range of products from the point of view of the Product Manager, following the entire development process of collections and interacting with the creative office, the pattern making labs, the production division or the sales office. Particular attention is paid to the Fashion Marketing Management specific features of Luxury products.

The educational specialization in **Retail Management** allows to deal with the various challenges of contemporary distribution in a detailed way: from the Fashion Buyer, interpreting the market trends for his/her own clients and defining the purchase plan of collections, up to the Retail Manager, monitoring and leading the performance of the stores in his/her own area up to the Visual Merchandising Manager, in charge with the brand image and the presentation of the collections within the point of sale.

The course also offers to participants the possibility to get in touch with the professional world and to develop their own competencies through the realization of projects in collaboration with fashion companies and professionals.

TARGET

Grades in Fashion, Communication, Marketing, candidates with diplomas from university-level schools of the same fields and young professionals will be eligible for enrolment upon the Master Course.
PROGRAM

COMMON SUBJECTS

FASHION SOCIOLOGY & TRENDS
The analysis and interpretation of the scenario of trends in the fashion sector. Trends as a tool of analysis and creative hypothesis. The figure of the Trend-setter and the role of the Cool Hunter.

PSYCHOLOGY OF CONSUMER BEHAVIOUR
The study of consuming behaviours and the understanding of the complex interrelationships between the individual consumer and his/her social reality can improve marketing strategies to more effectively reach the consumer. Furthermore, in the Fashion market complementary approaches are to be considered for targeting fashion consumers, concentrating especially on innovation theory and self-concept theory.

FASHION MARKETING / CONSUMER WATCHING
Market segmentation, demand segmentation: the different market segments, analysis of the critical factors of success. The segmentation of the demand according to behaviours or lifestyles. From the definition up to the launch of the product, the different steps in the marketing plan and marketing mix.

BRAND AND FASHION BRAND MANAGEMENT
Creation, management, development and protection of the brand. The “value chain” of brands. How to position, communicate and strengthen the company brand by creating a distinctive brand identity in reference to the fashion market.

FASHION COMMUNICATION
Developing some communication skills. Improving analytical and critical skills, towards the building up of a communication strategy. Getting more familiar with some working dynamics via case histories.

DISTRIBUTION CHANNELS
The commercial process: globalization and new competitive logics, the trading process, the distribution policy. Qualitative/quantitative differences in the different channels: independent details, mono brand store, giant distribution, outlets and company store in the different territories. Lifecycle and post-sale service.

NEW LUXURY
The Master participants will acquire a comprehensive knowledge of the Luxury markets and a good understanding of the customers’ behaviour and of the luxury companies’ strategies. The course will also provide an accurate knowledge of the principles, linked to Finance, that lie behind some Luxury Brands strategies.

FASHION ECONOMICS
Goal of the course is to make students understand the value creation process in the fashion system. The course will put emphasis on the hybrid nature of the fashion business between manufacturing and cultural industry and on role of interactions and linkages within the fashion system among competences, activities and companies.

BUSINESS PLAN & BUDGETING
How to deal with the estimate, the control and the final balance in the communication budget.

DIGITAL MEDIA MARKETING
The course will introduce the students to marketing of digital media aiming to develop their skills in terms of Orientation, Analysis, Strategy design, Evaluation, Engagement, ability to define a correct Brief. This goals will be achieved through studying and discussing theory, discovering best practices and discussing results.

TEXTILES
The aim of this course is to give students a general introduction to the main categories and characteristics of textiles: fibers, yarns and fabrics. The knowledge of the textiles will help the future professional in his/her understanding of the fashion product as well as a better tool in order to interact more efficiently with producers and designers.

PROFESSIONAL COUNSELLING
The aim of this course is to help students focusing on their career objectives as well as getting them ready to enhance their own self-presentation skills. Part of the meetings will be dedicated to individual interviews for personalized counselling.

THESIS PROJECT
All students will be required to produce a Thesis Final Project, whose main objective is to highlight all the skills developed and the knowledge acquired by the students along the Master Course. The Thesis Final Project will be carried out individually or in group, depending on the nature of the project and the decision of the Coordinator, and it has to display a high level of self-management in terms of time organization and decision-making. All Final Projects will be presented by the students in front of a committee formed by School Board Members and External Commissioners chosen by the Institute.

The Direction reserves the right to make any changes according to the needs of the teachers and of the School itself.
PROGRAM

SPECIALIZATION
PRODUCT MANAGEMENT

FASHION PRODUCT MANAGEMENT
Analysis of the fashion product from ideation up to its production: technical and qualitative know-how concerning the product, merchandise mix, competitive advantages.

PRODUCT DEVELOPMENT & MANAGEMENT
Aim of the course is to understand how the interaction between the development of a fashion product, the strategic marketing management and the production system can create competitive advantages in order to maximize sales of an assigned product line, as well as bringing to new products extensions and new line development opportunities.

MERCHANDISING MANAGEMENT
The objective of the course is to give a general overview of the role and key responsibilities of a Merchandising Department in a Fashion organisation. All the main activities of a Merchant and her/his key pivotal role among Sales, Communication, Design, Product Development and Production departments will be explored.

DESIGN MANAGEMENT
This course aims to open a contextual overview of the subject by exploring the stages involved in the application of design to business. It provides students with an understanding of the relationship between design and management and its importance within an organization. It will also explain how design management can relate to the cultural, environmental, political and social impact of an enterprise.

SPECIALIZATION
RETAIL MANAGEMENT

FASHION BUYING
The course will analyze the buyer’s role within the fashion system: the professionals he/she relates to, typical activities, basic tools and personality features that best characterize the profession. Starting from an overview of the different types of fashion buying, the course will focus on the peculiar tasks of a buyer within the retail department of a high-end fashion/luxury brand or as a wholesale/independent client purchasing from a fashion/luxury brand.

RETAIL MANAGEMENT
The course will provide general information on the retail scenario, introducing professional figures and explaining their relationships with the other company areas, analyzing competence activities and the manager’s role in defining company’s targets and policies and strategically programmed retail trade establishments.

STORE MANAGEMENT
The management of the point of sale is a key element to both the profit increase and the enhancement of the brand identity, as well as the development of new markets customers. The course will analyze the main activities related to store managing, including merchandising, store operations, such as personnel recruitment and goods reception, accounting, bookkeeping, as well as advertising and promotion of the point of sale.

VISUAL MERCHANDISING
Visual Merchandising is a tool to communicate the company’s values through the proper use of the store’s design, fixtures and lighting, and of the displays and decorative techniques. This course will investigate all this fields and will explain the role of a visual merchandiser in any retail operation.

The Direction reserves the right to make any changes according to the needs of the teachers and of the School itself.
**COORDINATOR**

**MANUELA SACCO**
Fifteen years of experience as Market Research Director in several multinational producing companies gave Manuela Sacco a deep understanding of companies issues at different levels, local and global, from marketing to sales strategies. She has developed her own consulting studio, specializing in Marketing Intelligence and Retailing support activities.

**FACULTY**

The teaching staff of IED Moda is made up of professionals able to teach theory and practice by using company case-histories and project works that allow participants to concretely tackle the world of work:

**SIMONE BIAGIONI**
He worked for Il Ponte Pelletteria spa, well known leather goods and accessories company in the Fashion District of Florence and for The Bridge, of which he has later become Creative and Marketing Director. In 2007, he has become CEO and Brand Manager of the second newly born company of the group Il Ponte TBW srl, founded after its second line "The Bridge Wayfarer". Currently he’s Creative Director of the mother-company Il Ponte Pelletteria spa and Accessories/Leathergoods Creative Consultant for the brand BIKKEMBERGS.

**FILIPPO LEONE MARIA BIRAGHI**
Freelance Stylist, he has collaborated in the past with RCS-Rizzoli Media Group as fashion journalist for magazines such as Max, Style, M., with Publishing House Futura for Uomo, Maxim e 20Anni magazines, and with Arnoldo Mondadori Ed. as stylist for fashion editorials Panorama Travel magazine. Image Consultant and Buying Consultant for concept store 10 Corso and Carla Sozzani Gallery, he has created and is art directing Flamboyant web magazine.

**ALESSANDRO CAVELZANI**
He’s been collaborating with many important Swiss Universities such as UMass University of Massachusetts in Luzern, the DCT University Center in Vitznau, the Caesar Ritz University Center in Brig and at the IMI University Center in Luzern as well as Grenoble School of Management (France). He is an active researcher and has written several articles in renowned academic and specialist journals as well as book chapters in the field of Emotional Intelligence, Environmental Psychology and General Psychology.

**ROBERTO D’INCAU**
He has worked for an International executive search company as Executive Recruiting Manager in Milan and Paris. He has then collaborated with Hudson as Coordinator Southern Europe in the Fashion, Luxury and Media fields, as well as Executive Coaching Projects Leader. He’s currently working at Lang&Partners International HR Consulting.

**MARIA DELLI**
Freelance Product Manager, she’s been working as Product Specialist in the Fashion market, both clothes and accessories, sportswear and leather goods. She collaborated with Mandarina Duck as Product Manager in charge of restyling the accessory line, with Dimensione Danza and with Fila Sport as Chief Product Manager and Designer Coordinator for global activewear womenswear collection. She’s also participated to Salone del Mobile of Milan with several food design-dedicated projects.

**GIOVANNI GANZ**
Textiles expert, he has started his activity in the trading of cotton-spinning, then moved to consulting services for product organization and sales networking. He is currently consultant of International textile companies and holding groups and runs the showroom “Milano Trend”, that maintains trade relations with the main fashion companies in Milan.

**CATHERINE MIGLIORE**
She has gained significant experience in the Design and Product Management of casualwear, jeanswear, underwear and beachwear for several Italian companies and brands, such as Benetton Group and Cerruti, Vintage 55 and Sergio Tacchini. She’s currently working as Product Manager for Napapijri.

**SAVIANA PALEARI**
She has worked for Prada spa as central buyer for leather and travel goods on the Italian, European and American markets, then at Yoox spa in the Buying department as well. She has, afterwards, worked for Marni International as Retail Structure Coordinator for Japan, Far East e Middle East areas. She’s now freelance consultant of interior styling, decorating, visual merchandising and garden design.

**ROBERTA PAROLLO**
After a consistent experience at Procter&Gamble first as Brand Manager, then as Marketing Manager, she has worked for Coty as Marketing Director. She has then moved to Armando Testa Advertising Agency as Strategic Director of the Agency and of Mediaitalia, the media agency of the company. She is currently working as Independent Consultant in Marketing and Advertising.

**MASSIMILIANO RAMACIOTTI**
Business developer with an inclination for design and management of technology-innovative initiatives in the fields of Communication, Marketing and Customer Interaction Management. Founder of Second Key, leader in the Italian market especially for Fashion and Design customers, he leads projects on digital interaction & communication: web, intranet, virtual worlds & digital signage. He is also involved in different businesses enterprises covering aspects from strategic planning to project management.
BIANKA RENN
After specializing in International Management and Consulting in Germany, she has been developing collaborations in various fields such as Wellness and Tourism, City & Events Marketing and Private Wealth Management also in Italy. She has entered the Fashion field in 2003, working as Sales Manager of an International multi-brand showroom in Milan.

MARCO RICCHETTI
Economist, he is the President of Hermes Lab, a company that operates economic analysis in the Fashion and Design industry; he took part in several studies about economic evolution and organization in the “fashion districts” and about relationships between “Made in Italy system” and industrial production.
He is also a free-lance consultant for: Pitti Immagine, the Italian Fashion Chamber, and Euratex (European association of textile industries). He works as finance editorialist for GQ Style Magazine.

CRISTINA ROMELLI GERVASONI
Marketing and Advertising Consultant and Contractor, after several years of collaboration with the Advertising Agency Saatchi & Saatchi, she has worked for 6 years at Bulgari in the Luxury department. She’s currently involved as freelance consultant operating with luxury brands, art institutions and fund-raising for non-profit associations.

GIUSEPPE ROSSI
He’s been CEO at Ballantyne spa, which was acquired in 2004 by Charme Investments s.c.a. Still collaborating with Charme, he is currently working as Senior Advisor of the Group.

SERENA SALA
For over twenty years she has worked in the field of image communication, providing fashion trends forecast for major International stylistic bureaux. She collaborates in the conception and design of collections for various prêt-a-porter brands in the Italian territory. She leads the cool hunters team operating for Textilrama-Decocontract – Bruxelles. She also works as part of the artistic direction for satellite TV channels network as global image coordinator. She is currently involved in the trends analysis team for Li Edelkoort Group.

ELOISA VALTORTA
After accomplishing a series of studies on Visual Merchandising and Personal Shopping first in London then in Milan, she’s started working at Grotto spa as Visual Merchandiser of Gas Jeans Brand. Currently she’s visual merchandiser of United Colors of Benetton.
Thanks to the many existing partnerships, our students are a resource for those companies that want to employ skilled professionals for stage or work projects.

From this point of view, projects become concrete and visible: workshops, competitions, stages, seminars and thesis projects become important moments of a training pathway in direct contact with the real business problems and the experimentation of the most state-of-the-art project technologies and methodologies.

A place where students can train theoretical and practical knowledge in order to face the world of work with proper skills, maturity and working independence.

**AMONG THE PARTNER COMPANIES OF IED MODA MILAN:**
DIESEL, PRADA, NIKE, BOTTEGA VENETA, JIL SANDER, ARMANI, KARLA OTTO, JIMMY CHOO, DUYAN, ETRO, BALLY, SERGIO TACCHINI, TRUSSARDI, LORO PIANA, ERMENEGILDO ZEGNA, MARINA RINALDI, ONITSUKA TIGER, COMFORT ZONE, LES COPAINS, GIANFRANCO P., SPORT, MAX CODE, PROCTER & GAMBLE, CALVIN KLEIN, GIOVANNI CAVAGNA, MISONI, MILA SCHON, COSTUME NATIONAL, DOLCE E GABBANA, ANTEPRI-MA, RUFFO, RATTI, FUJIWARA, PAOLA FRANI, SELECTA, GIANFRANCO FERRÉ, MARCHON, MISAKI, NEGRI FIRMAN, CLOSED, GOLAB, CONDÉ NAST, MFFASHION, MAXIMILIAN LINZ, CARTA E COSTURA, MOSCHINO, VIVIENNE WESTWOOD, 10CORSO COMO, LVMH, UPIM, GEOX, YVES SAINT LAURENT, COIN, FURLA, TRUSSARDI, MAX MARA, M+FOIRBAUD, BRIONI, NIKE ITALIA, VALENTINO, ANTONIO MARRAS, WP LAVORI IN CORSO, GATTINONI, GET LOST.
IED IS FAR MORE THAN A SCHOOL: IT IS THE MELTING POT WHERE NEW GENERATIONS OF PROFESSIONALS ARE OPEN TO FACE THE NEW REALITY

IED MILAN

AN INTERNATIONAL CREATIVE LAB
The place where thoughts get new shapes IED, Istituto Europeo di Design owes its establishment in 1966 to the intuition of its President Francesco Morelli. A benchmark for higher education in the fields of Design, Fashion, Visual Communication and Management in creative disciplines for the last forty years, IED offers its students a distinct competitive edge and international experience that accompanies them throughout their lives. Above all, IED is an evolving educational system with capability and dedication to reinvent itself on a daily basis. Its mission is widespread and clear: to offer young creatives a thorough training - both theoretical and practical - and hand them the 'Design Knowledge and Mindset' that will guide them throughout their lives. IED is far more than a school: thanks to its unwavering commitment to innovation, it is the melting pot where new generations of professionals are open to face the new reality. IED is a powerhouse of ideas that develops creativity through its range of:
- undergraduate courses
- masters courses
- advanced training courses.

FOUR SCHOOLS FOR 4 CREATIVE WORLDS
The theme of IED’s design learning space is developed in its four schools, each of which provides several different specialised schools: IED Design, IED Moda, IED Visual Communication and IED Management Lab, united by the common denominator of design culture and by the principles that inspire them, they also share a versatile, cross-fertilising approach that combines theory and practice to develop specific profiles and competences. The teaching method features an energetic bond with the real world of manufacturing industry, so that students can acquire knowledge by a variety of means, including through workshops and direct experience with firms operating in their target sectors. This profitable exchange with the business community and continuous cross-reference with the latest scenarios and trends in the market for design enable students to put themselves and their talents to the test of real design projects commissioned by real firms. As a result of this dual track of theory and practice and the distinctive dynamic trait of its educational undertaking, IED’s courses can often be considered as trend anticipators more than just in tune with the times.

IED LOCATIONS – MILAN, IED SINCE 1966
Milan is the hub and the ultimate soul of Made in Italy: it is the country’s economic capital, the metropolis of fashion and design and the cradle of Italy’s leading publishing businesses. It is no coincidence that Milan is also the birthplace of many of the world’s leading contemporary designers. The courses at the IED in Milan focus their attention unerringly on research, on enterprise and on communications. From Milan to Rome, IED since 1973 – Turin, IED since 1989, Venice, IED since 2007, Florence, IED since 2008, Cagliari, IED since 2009, Madrid, IED since 1994, Barcelona, IED since 2002, São Paulo, IED since 2005.
IED Moda is a complete, exhaustive response to the increasingly diversified and specialised training requirements expressed by the fashion system. A complete school in its own right, based on the principle of cross-fertilisation and the completeness of its teaching methods which, in line with IED philosophy, combines knowledge with know how, theory with practice.

Fundamental to this approach is the school’s relationship with the entrepreneurs and professionals working in the Italian fashion business, the world’s largest concentration of clothing industrialists and creatives. The people who work in this industry have achieved success and international renown as a result of the fashion system’s ability to blend an entrepreneurial spirit with creativity and a perception for innovation.

IED Moda points the way for its students to live and feel this sense of fashion, in an embracing whole and in its individual parts, as an interaction between different perspectives and a combination of diverse professional skills. As the courses aim at training the professional profiles vital to the industry, these range from the more purely creative to the strategic areas, from organisational to commercial aspects, from marketing to image and communications work.

IED Moda in Milan: Via Pompeo Leoni 3. This is a 4,000 m² structure located in an area of the city that is now undergoing rapid property and urban development. The Seat houses all the Three-Year Courses, the refresher and specialisation courses and the Masters organised by IED Moda Milano and it is the largest structure in Italy devoted entirely to a fashion school. The campus has numerous equipped lecture halls, several workshops, common rooms, a library and an extensive garden containing a 900 m² theatre used for exhibitions, fashion shows and other events. A structure unlike any other, this is the only school of fashion in Italy to have its own large theatre, where it can hold the final presentation of its students’ work, in exhibitions and shows that are open to the public. More than 200 Italian and international practising professionals and academics hold courses here every year, always keeping one step ahead of the real evolution taking place in world of fashion, a milieu in which Milan is one of the world’s most accredited centres.

The following Master Courses complete the education offer of IED Moda:

**MILANO**
- Fashion Design
- Fashion Communication. Stylist and PR
- Fashion Management
- Web Fashion Management (in collaboration with Privalia)

**ROMA**
- Luxury Marketing Management
- Communication and Marketing for Fashion
- Stylist for Fashion and Shows

**FIRENZE**
- Fashion Events and PR
Studied in partnership with firms, IED Master Courses prepare students to face the working world and to combine a variety of different skills to build themselves a professional identity.

These courses target:
- Students who have just completed their studies at university, who want to acquire professional qualification or start shaping a research career aimed at developing their skills;
- Professionals who have already had experience of working in a firm who want to consolidate and increase their skills and professionalism.

IED Master Courses are divided into different categories:

**PROFESSIONAL STUDY PROGRAM**

[The way to problem solving]

These Master courses in the areas of design, fashion, visual communication and management aim to provide students with the skills and tools they need to practice their professions with a high cultural profile and an elevated degree of specialisation.

Job opportunities for students who complete these courses include in-house corporate design departments and independent design studios and agencies. In particular, the professionals who complete these courses may become:
- expert professionals, whose theoretical knowledge is combined with significant experience applied to their benchmark sectors;
- managers responsible for developing new products and integrating them into the environment, with an exceptional propensity for multidisciplinary work.

**RESEARCH STUDY PROGRAM**

[The way to problem setting]

These Master courses in the areas of design, fashion, visual communication and management aim to provide students with a correct methodology for conducting basic and applied research. The curriculum sets out to facilitate and implement students’ ability to identify their own professional inclinations and objectives and use them to choose the most suitable curriculum and complementary disciplines, leaving maximum space for experimentation, research and free exploration.

**MASTER FOUNDATION PROGRAM**

These are Full-time Pre-Masters programs combining academic skills and subject modules: methodological, technical, instrumental and cultural tools in the various disciplinary areas of design. The programs may include subject-specific English language learning. These programs are addressed to international students holding a bachelor degree, registered to an IED Professional Master Courses, who need to implement their individual competencies and skills to access courses at the required target level.
STUDYING IN MILAN

Milan is the home of Made in Italy, of design in its broadest sense of creative culture, ranging from the decorative arts and industrial products to jewellery and food design. Milan is the home of the creative economy, capable of generating new wealth and intellectual property: patents, copyright, brand names, registered designs. The work done by the design industry is so intense here that it acts as a driving force, even for traditional manufacturing activities. Milan is the city of the graphic designers, the industrial designers and the architects, but also the stylists, the entrepreneurs and the publishers who have written the history of Italian culture.

Milan today is the nerve centre of publishing and advertising, of Italy’s hi-tech businesses and of all the entrepreneurial activities triggered by the development of new technologies. Milan is a very lively city thanks to its events and initiatives making its citizens’ lives dynamic and inspiring. However, sometimes the city hosts such important events that involve all the aspects of the daily routine, from the very first morning to late at night. A list of them will not be enough, so this guide refers to the main national and international events that, actually, see IED as an active protagonist.

SALONE DEL MOBILE AND FUORISALONE
It takes place in April (dates can be checked every year on the following website: www.cosmit.it) and can be considered one of the most important fairs of furniture and design worldwide.

The fair is held in the district Milan Fair Rho, but all the city experiences a week full of events, most of all free, where art, experimentation, design and creativity are the protagonists: www.fuorisalone.it

FASHION WEEKS
Milan, as well as Paris and New York, is one of the most important cities of international fashion. In September and in March the city hosts Milano Moda Donna, with the pret-a-porter catwalks for women, whilst in January and June it hosts the pret-a-porter collections for men. A very refined event with a busy schedule full of catwalks, presentations of specialized companies, Italian and International journalists and buyers. For more information: www.cameramoda.it

LA NOTTE DEI PUBBLIVORI
Marathon dedicated to the world wide TV advertisings. A “must” for the publicity lovers!
More info: www.lanottedeipubblivori.it

EXPO 2015
The city of Milan is going to host EXPO 2015, an extraordinary and global event where food tradition, creativity and innovation will be the main actors focusing the attention on the specific theme “Feeding the Planet, Energy for Life”.

A lot of projects are already under development all along Milan. These concern both the planning and conceptual idea of the zone where the exhibition will take place, the program of cultural and artistic events, sport competitions and the improvement of what is considered typical excellence of Milan and Lombardy and that will change the city all along the period left before the event. More info www.expo2015.org

A student Guide IED Milan is available for all students. It’s a 60 pages handbook full of useful full information about how to live and study in Milan.
STARTING DATE
January 31, 2013

LOCATION
Milan - IED Moda

DURATION
12 months

ATTENDANCE
Compulsory, full time, from Monday to Friday

LANGUAGE
English

MASTER STRUCTURE
The Master course has specific training objectives even aimed at a temporary growth of the student during the pathway. It includes 1,500 hours of training activities divided into lectures, labs and workshops, projects, and didactic visits. The total number of hours of the Master course is divided as following: Frontal lectures; Lab Activities, project development in dedicated areas; Individual study. The Master course ends with the exposition of the thesis project.

CERTIFICATE
At the end of the Master course, students who successfully attended at least 80% of the lessons and who were active participants in projects developed during the Master course will get the Master Diploma attesting the regular attendance and the positive results achieved.

COST
€ 17,300.00
Enrolment fee: € 3,500.00
Tuition fee: € 13,800.00
For the payment terms and the facilitations provided, please contact the Master Office of IED Moda. Financings are at Italian students’ disposal and allow the payment by 6 installments without interests or by 12 installments at soft rate.

ADMISSION PROCEDURE
To take part in the Master course, it is necessary to fill in the Application Form and send it via e-mail, fax or mail. In addition to the Application Form, also the following documents are required:
> Letter of motivation
> Updated Curriculum Vitae, specifying the academic qualifications, professional experience, language and IT skills
> Copy of the degree Certificate (or equivalent title), plus any relevant school and/or work certificates
> Copy of your English language skills certificate: TOEFL Paper with a mark of 450 or TOEFL ibt with a mark of 68 or IELTS Academic with a mark of 5.5 or equivalent. An English Language Assessment could be scheduled for those candidates who don’t have a proper certificate;
> Photocopy of your passport
Candidates may submit a detailed report of their personal academic and/or professional careers instead of the portfolio.

SELECTION PROCEDURE
The Master course is open to a fixed maximum number of students. In order to participate, students have to have a selection interview aimed at assessing the skills developed during the learning pathway or the possible professional experiences, the individual dispositions and the motivation of the candidate. Moreover, during the interview, even the English language knowledge will be assessed.

ORIENTATION SERVICE
At each IED location, the SIO - Servizio Informazioni e Orientamento (Orientation and Information Service) – offers a constant assistance and support to the students and to those who need information about the courses and the activities of the School. By contacting the SIO of each relevant IED location, anyone interested in the IED training offer can be supported at best for the course choice and can have detailed information and directions about the organization of the study pathways, the contents and the professional scenarios. The person responsible for SIO will led the student in a guided tour around the location and – once enrolled – and he/she will support her/him to complete the required administrative steps. It is suggested to book an orientation interview with the staff in order to know and analyze the personal professional and learning experiences, the linguistic and technical skills, as well as to assess the ambitions and the real potential of the professional growth.

Send the whole documentation to:
IED - Istituto Europeo di Design
Ammission to Master in FASHION MARKETING
IED Moda
Via Pompeo Leoni, 3 - 20141 Milano
Ufficio Master: Paola Buffa
t. +39 02 583361 f. +39 02 5833660
e-mail master.moda@milano.ied.it

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