



DOMUS ACADEMY MILANO  
Think further, Design beyond

## Design Experience Programmes 2023

Fashion Management Methods and Tools

SUMMER SESSION 2: from 3<sup>rd</sup> to 14<sup>th</sup> July 2023



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## **Domus Academy Design Experience Programmes – Summer 2023**

### **FASHION MANAGEMENT METHODS AND TOOLS**

**School:** Domus Academy

**Address:** Via Darwin 20, 20143 Milan, Italy

**Course Structure:** 60 hours – 10 lesson days

**Period:** from 3<sup>rd</sup> to 14<sup>th</sup> July 2023

**ECTS:** 4 ECTS credits\*

\* ECTS credits will be indicated in the final transcript upon successful completion of a course, but will be transferred at the option of each student's home university

### **TITLE – AREA**

Fashion Management Methods and Tools – Fashion Area

### **FACULTY**

The course content and objectives have been defined and supervised by the Programme Leader Gaya Calabrò who will select the teaching faculty.

### **COURSE DESCRIPTION**

This course examines marketing and management principles in relation to the fashion industry with the aim of understanding the fashion business model in the context of the global fashion industry. Students will learn to assess the success of fashion brands using case studies to identify the positioning and repositioning of fashion brands in the domestic and international markets and develop strategies for brand extension and global licensing.

### **ADMISSION REQUIREMENTS**

This course is intended for students in their last years of an undergraduate program, postgraduate students and recent graduates in the areas of fashion design, accessory design, arts, humanities, economics, or business. The programme is also open to candidates with a background in other disciplines, if they are motivated by a strong interest in fashion management.

### **COURSE OBJECTIVES**

The aim of the course is to introduce students to the business of fashion in all its aspects and to teach them the methods and tools used to define a strategy to stay relevant in the actual competitive scenario. Furthermore, the educational goal of the course is the development of a fashion culture consciousness through the exposure to different trends affecting the industry. Working as a member of a team, students will create a concept and develop one original branding strategy.



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### **COURSE OUTPUT**

The final project will consist of a comprehensive branding strategy with innovative yet feasible proposals that includes a rich and deep inspirational customer experience.

### **LIST OF MATERIALS AND TOOLS (to be brought by students)**

Laptop

### **ATTENDANCE POLICY**

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

### **COURSE POLICY**

The Faculty of Domus Academy takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

### **TEACHING METHODS**

A mix of theoretical lessons, field trips and practical workshops.

### **FACULTY SHORT BIO**

Programme Leader: Gaya Calabrò

Gaya Calabrò has an extensive background as Online Manager and e-commerce Buyer which led her to follow projects starting from managing brands' portfolio of Fashion and Accessories categories, to prospecting new partners & support and developing online strategies and marketing campaigns.

She is specialized in European Public Relations, with a major in marketing. She began her professional career working between Paris and Milan for a well-known software house, coordinating the marketing and communication activities. Afterwards she approaches the world of fashion and luxury, working as menswear buyer at .com and retail international companies. She currently works as an E-commerce and Buying consultant for fashion and lifestyle brands in Italy, Switzerland and China.



## ASSESSMENT AND GRADING

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
<b>TOTAL</b>	<b>100 %</b>	<b>Poor = 59 or below</b>

	<b>Excellent</b> 90 -100%	<b>Good</b> 80 – 89%	<b>Average</b> 70 – 79%	<b>Below Average</b> 60 – 69%	<b>Poor Below</b> 60%
<b>Attendance</b> (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
<b>Participation and Creative Process</b> (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
<b>Original Project</b> (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal



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## COURSE SCHEDULE

### 1<sup>st</sup> week

Day	Time	Professor	Hours	Lesson-subject
<b>Day 1</b> Monday 3 <sup>rd</sup> July 2023	9:30 – 10:00	DA Staff		Welcome and Registration
	10:00 – 13:00		3	Course Introduction and Workshop Presentation
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Lesson
<b>Day 2</b> Tuesday 4 <sup>th</sup> July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 1
<b>Day 3</b> Wednesday 5 <sup>st</sup> July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Lesson
<b>Day 4</b> Thursday 6 <sup>th</sup> July 2023	10:00 – 13:00		3	Lesson



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LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 2
<b>Day 5</b> Friday 7 <sup>th</sup> July 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

## 2nd week

Day	Time	Professor	h	Lesson-subject
<b>Day 6</b> Monday 10 <sup>th</sup> July 2023	10:00 – 13:00		3	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 3
<b>Day 7</b> Tuesday 11 <sup>th</sup> July 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 18:00		4	Workshop
<b>Day 8</b> Wednesday 12 <sup>th</sup> July 2023	9:00 – 13:00		4	Workshop



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LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 4
<b>Day 9</b> Thursday 13 <sup>th</sup> July 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 18:00		4	Workshop
<b>Day 10</b> Friday 14 <sup>th</sup> July 2023	9:00 – 13:00		4	Final Presentations and Certificate Awarding
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.