



Faculty of Arts and Tourism

Master's Degree Course in Fashion Communication and Luxury Strategies

Class of degree LM-92 – Communication Theory

Name of course in English – Fashion Communication and Luxury Strategies

ACADEMIC REGULATIONS – ACADEMIC YEAR 2024/2025

Presentation

The Master's Degree Course in Fashion Communication and Luxury Strategies (Class LM-92 R, Communication Theory) was conceived as an international degree project, delivered entirely in English, aimed at those who want to pursue a career in fashion and luxury communication. The course aims to respond to a need for high quality training and aims to train professionals with applied knowledge and understanding, the capacity to make independent judgements and with high-level communication skills.

While the first year has the same programme for all students, the second year offers two course options, the first of which focuses on global fashion trends and the second on luxury strategies. A series of training experiences spread over the two years (internships, field projects, company visits and interaction in the courses held by the various professors) encourages direct contact with the business world and prepares for entry into the world of work.

Students of Fashion Communication and Luxury Strategies study specific areas of fashion and luxury communication in depth and at the same time deal with disciplines that allow them to focus on the behaviour of agents, its determinants, and the historical and international context. A comparison with sociological, political, philosophical, anthropological and economic disciplines encourages a global understanding of fashion trends, but also of our contemporary world in general. Through its educational offerings, the course aims to depict a cultural context that is indispensable for fully understanding evolutions in perception, and, consequently, also those taking place in the fashion and luxury market. In particular, it aims to provide a full understanding of the interaction between aesthetics and communication, the acquisition of the rudiments of neuroscience for economics, knowledge of the specific languages of communication and luxury in its various historical forms, and an in-depth study of the contexts of the contemporary world from social, political and economic points of view.

Through coordination between teachers, the course aims to encourage learning assessment methods that are as homogeneous as possible, while respecting the specific disciplines and freedom of teaching approaches. In particular, the use of case histories will be encouraged, together with an approach that can be generally traced back to a historical method, albeit with the appropriate disciplinary variations, in order to find homogeneous elements in the heterogeneity of the courses offered.



Specific learning objectives and description of learning paths

The degree course in Fashion Communication and Luxury Strategies aims to train professionals with applied knowledge and comprehension skills, the ability to make judgements and high-level communication skills, in order to work, also in a position of responsibility, in the various sectors of fashion and luxury companies studying, devising and managing communication activities.

Acquisition of the skills needed to understand, conceive and implement communication activities in the fashion and luxury sectors requires sound specific knowledge of the contexts in which these activities take place; an ability to interpret the different production and commercial contexts at an international level, based on an understanding of their cultural specificities; proficiency in English (the language in which the courses are held) and in digital communication tools; strong interpersonal skills.

The first year of studies aims to offer teaching that will help to develop critical thinking, to fine-tune the understanding of consumption habits and dynamics, set in the appropriate historical and social context, and to knowledgeably deal with marketing and business communication. At the same time, also thanks to a course with a strong workshop approach linked to design thinking, students will be introduced to the relational skills needed to profitably undertake team work and, therefore, professional experience.

In the second year, students will be able to choose between a course option designed to help them better understand the world of Fashion and one designed to bring them closer to the scenarios and problems of the Luxury sector.

The knowledge acquired in the first course option will enable students to fully place the activities of the fashion industry in the various cultural contexts in which its promotion cannot be disregarded, allowing them to develop a personal and innovative approach to the structuring of appropriate communication strategies.

The knowledge acquired in the second course option will allow students to set luxury in its most appropriate context, understanding its cultural, sociological and economic dimensions, thus learning how to develop appropriate communication strategies calibrated to different social and demographic spheres.

Both courses also include a Field Project, designed to bring students closer to real professional life and which will be appropriately structured through a series of strategic partnerships. This activity constitutes the necessary testing ground for transversal relational and communicative skills, which will in any case be focused on during lessons and will also be duly evaluated by means of assessment tests.

In order to develop analytical and decision-making skills, the teaching will make use of methods aimed at stimulating the active participation of students. Through appropriate coordination between teachers, the degree course will seek to encourage teaching and testing methods that are as



homogeneous as possible. In particular, the use of case histories will be encouraged, together with an approach that can be generally traced back to a historical method, albeit with the appropriate disciplinary variations, in order to find homogeneous elements in the heterogeneity of the courses offered. Within the individual courses, top-level speakers will be hosted in order to foster the students' direct and active contact with the professional world.

Expected learning outcomes as expressed using European descriptors for qualifications (Ministerial Decree 16/03/2007, article 3, paragraph 7)

Knowledge and understanding

The degree course aims to increase knowledge and understanding of the dynamics of the fashion and luxury sectors.

Graduates will acquire theoretical and applied knowledge and skills regarding:

- the dynamics of communication specific to the world of fashion and luxury
- the study of the specific languages of fashion and luxury, in a multidisciplinary perspective (anthropological, philosophical, sociological, historical);
- analyses of international trends in the fashion and luxury sectors and the evolution of related communication techniques.

Social and economic knowledge will be provided in order to understand the scenarios, competitive contexts and organisational methods of fashion and luxury companies, together with the knowledge needed to understand the evolution of the behaviour of the actors involved.

Depending on the course of study chosen by the student in the second year, the knowledge will be more closely focused on the fashion or luxury sector.

Graduates in Fashion Communication and Luxury Strategies will further deepen the knowledge acquired in the three-year degree course and integrate it further thanks to the contribution of courses that will enable them to develop a full knowledge of sectorial and media languages, a global vision of the production activities of the fashion system and the world of luxury, full awareness of their international dimension, and precise understanding of the problems and challenges they present in terms of management.

The teaching activities are primarily organised as lectures, accompanied in some cases by supporting practical activities or exercises. Extensive use will be made of case studies and the participation of expert professionals. The course includes a Field Project activity of a more professional nature, in which the student plays a more prominent role in the development of a project in contexts related to the disciplines being studied, aimed at preparing students for positions of responsibility.

Upon graduating, students must therefore possess the following skills:

- advanced theoretical and methodological skills, aimed at analysing communication phenomena in the world of fashion and luxury;
- the ability to creatively apply the knowledge acquired to different languages, registers and cultural contexts;
- the skills required to coordinate, construct, simplify and synthesise messages and content relating to the fashion and luxury sectors.

The assessment of learning takes place at the end of each individual course through formal tests that will assess the knowledge acquired by each student. In line with recent experience gained by the



Faculty of Arts and Tourism and with the University's profile, particular attention will be paid to supporting the development of the student's expressive and communicative skills.

Applying knowledge and understanding

Graduates will be able to apply the knowledge they have learnt in order to produce new content related to the world of fashion and luxury, adapting it to different cultural contexts and media, and being able to critically examine it.

They will also develop skills in synthesising and simplifying messages, in line with a process of learning how to make independent judgements, including the ability to understand and evaluate the ethical and social responsibilities of their respective functions.

Given both the workshop-based teaching and the multidisciplinary approach, the course structure encourages flexibility, the ability to learn in a self-directed and independent manner, and sensitivity to organisational and management issues. Through extensive use of personal accounts and case studies, self-study and research will be constantly encouraged in order to confront the specific subject areas of the course of study.

The assessment of learning will take place, also with interim tests, through examinations and individual or group work carried out within individual courses and through the projects carried out, also in collaboration with companies.

Making judgements

Students will develop critical skills in interpreting the market dynamics and cultural determinants of the fashion and luxury sectors, they will possess independent research and analysis skills to interpret trends in these sectors, and they will be able to use the theoretical and methodological skills learnt to realise and synthesise content.

The subjects taught on the course are intended to provide cultural tools for critical thinking and active dynamics.

The aim of the various teaching methods described is to develop students' judgement skills.

Students will be encouraged to propose original solutions through exercises and discussions.

A strongly workshop-based course linked to design thinking in the first year, and the inclusion of a Field Project in the second year will help students develop their aptitude for problem solving.

Communication skills

Having acquired a thorough knowledge of the relevant theoretical frameworks, specialised languages and the most effective technical tools, graduates will be able to set up a business-oriented communication strategy; interact effectively with the media; ensure the coherence of communication and place it in its relevant cultural context.

These skills will be the focus of continuous work, not only through specific teaching activities, but also thanks to a teaching method that incorporates exercises, group work and frequent opportunities for interaction. It is the aim of the course to develop an aptitude for problem solving and teamwork.

These skills will be verified through examinations, thorough the presentation of the second-year field project and through the presentation of the degree thesis..



Learning skills

Graduates will have acquired the knowledge and methods to pursue their professional career independently as well as with critical insight. It will be easy for them to undertake their own continuing development, putting into practice skills acquired on an ambitious training course.

Preparation for examinations, participation in seminars and workshops, individual and group work, internships and apprenticeships in Italy and abroad will enable students to constantly test their skills. Verification of these skills is guaranteed by the passing of each individual exam; by active participation in individual courses; by the field project at the end of the course; and by the presentation of the degree thesis..

Summary description of core and elective activities

The following elective activities complete the course of studies related to this degree programme:

- in the first year of studies, a course in the history of philosophy (6 CFUs), to provide students with a full understanding of the languages of fashion and luxury and the historical paths of thought with which they are intertwined; a course in the field of contemporary art history (6 CFUs), designed to enable students to interpret the subtexts of fashion languages more accurately. The knowledge thus acquired will form a common lexis, to be further refined in the second year of the course. An interest in the aesthetic and historical dimensions is intended to provide added value to the course of study, enabling students to perceive every minute detail of the creative dimension.

- in the second year of studies, a Field Project (6 CFUs) is envisaged for both course options, a highly distinctive activity in which students are involved in the development of a project in the relevant professional contexts. Students may also choose optional courses for a total of 12 CFUs. Through these courses, students will be able to acquire skills useful for completing their study plan to suit their personal needs, favouring the subjects that attract them most.

Employment and professional opportunities for graduates

The Degree Course in Fashion Communication and Luxury Strategies prepares students to take on roles of responsibility in the field of fashion and luxury communication and to this end aims to develop the critical, relational and strategic skills that are particularly suited to carrying out roles requiring organisational skills and responsibility.

The course aims to train professionals capable of taking on positions such as: Global Communication Manager, Event Manager, Fashion Trend Forecaster, Brand Consultant.

Regulations for admission

From **11 December 2023**, the following categories of candidates will be able to apply for admission following the online procedure explained on this page in the section “[Application for admission](#)”:

- *internal graduates and undergraduates*: graduates or students enrolled for the academic year 2023/24 who expect to graduate before the autumn session for the academic year 2023/24 (i.e. before 31 December 2024) in the Bachelor’s degree course in *Fashion and Creative Industries*;



- *external graduates and undergraduates and Italian graduates and undergraduates with foreign qualifications for admission obtained in Italy or abroad:* graduates from other universities or from IULM University in courses other than those listed above, students enrolled at other universities or at IULM University on courses other than those listed above for the academic year 2023/24 who expect to graduate before the autumn session for the academic year 2023/24 (i.e. before 31 December 2024);
- *foreign graduates and undergraduates (EU and/or non-EU) with foreign qualifications for admission obtained in Italy or abroad:* foreign citizens (EU and/or non-EU) with foreign qualifications for admission obtained in Italy or abroad. Student records will be assessed on an individual basis for students expecting to graduate by 31 December 2024.

1. Number of places available for the academic year 2024/2025

100 places

2. Admissions test fee

Registration for the test requires payment of a fee of €100. The test enrolment fee is not refundable under any circumstances (with the exception of failure to take the test due to the exhaustion of available places or at the behest of the University's governing bodies). Failure on the part of the candidate to participate in the test for any reason whatsoever does not constitute grounds for reimbursement.

Non-payment of the participation fee or payment after the deadline set for each session will preclude admission to the test.

3. Curricular requirements for admission

The Registrar's Office will verify that graduates or undergraduates meet at least one of the following curricular requirements:

1) to have been awarded or be about to be awarded a **first-cycle university degree** in one of the following **Degree Classes (or equivalent)** or an equivalent foreign degree qualification:

- L-1 Beni culturali (Cultural heritage)
- L-3 Discipline delle arti figurative, della musica, dello spettacolo e della moda (Visual arts, music, performing arts and fashion)
- L-4 Disegno industriale (Industrial design)
- L-5 Filosofia (Philosophy)
- L-10 Lettere (Arts)
- L-11 Lingue e culture moderne (Modern languages and cultures)
- L-12 Mediazione linguistica (Language mediation)
- L-15 Scienze del turismo (Tourism)
- L-18 Scienze dell'economia e della gestione aziendale (Economics and corporate management)
- L-20 Scienze della comunicazione (Communication)
- L-24 Scienze e tecniche psicologiche (Psychology)
- L-31 Scienze e tecnologie informatiche (Information technology)



- L-40 Sociologia (Sociology)

Or, for candidates who have graduated or are about to graduate with a **Bachelor's degree in subject classes other than those listed above:**

2)) to have acquired at least **60 CFU credits in one or more of the following scientific-disciplinary sectors** (as part of their three-year degree course, or by passing single university courses, or by obtaining a university master's degree) **divided into the following scientific-disciplinary sectors**, by the dates for submitting the application for admission:

- a) a total of **at least 18 CFUs** in one or more of the following scientific-disciplinary sectors: L-ART/03, L-ART/05, L-ART/06, L-ART/07
- b) a total of **at least 12 CFUs** in one or more of the following scientific-disciplinary sectors: SECS-P/01, SECS P/02, SECS-P/04, SECS-P/07, SECS-P/08, SECS-P/10, SECS-P/12
- c) a total of **at least 6 CFUs** in one or more of the following scientific-disciplinary sectors: ICAR/13, ICAR/17

and **the remainder** collectively in one or more of the following scientific-disciplinary sectors:

- INF/01, ING-INF/01
- L-FIL-LET/10, L-FIL-LET/11, L-FIL-LET/14
- L-LIN/01, L-LIN /03, L-LIN/04, L-LIN/10, L-LIN/11, L-LIN/12
- SPS/02, SPS/04, SPS/07, SPS/08, SPS/09
- M-PSI/01, M-PSI/05, M-PSI/06
- M-FIL/01, M-FIL/03, M-FIL/04, M-FIL/05
- M-DEA/01
- M-STO/02, M-STO/04, M-STO /05, M-STO/06

Applications from **students or graduates from AFAM Institutes (Istituzioni di Alta Formazione Artistica, Musicale e Coreutica)** or from **SSML Institutes (Scuole Superiori per Mediatori Linguistici)** will be assessed on an individual basis considering the applicants' study plans and in accordance with the provisions of the relevant rules and regulations. Before completing the application for admission online AFAM or SSML applicants must send a detailed exam certificate by email to: ammissioni.magistrali@iulm.it. Only after approval by the Coordinator for the Master's degree course will applicants be able to apply for admission online.

4. Language requirement: English language proficiency to at least level B2

For admission to the Master's Degree Course in Fashion Communication and Luxury Strategies proficiency in English at a level of at least CEFR level B2 is a prerequisite, to be verified in one of the following ways:

- obtaining one of the following language certificates after 1 January 2022: IELTS with a score of at least 5.5; TOEFL iBT with a score of at least 87; Cambridge English with a score of at least 165
- obtaining (in Italy or abroad) a Bachelor's degree in a course held in English
- passing the Linguaskill test at IULM University with a score of at least 165 (only for candidates from IULM University courses)
- passing the Assessment Test (offered at no extra cost by IULM University for candidates) with a grade of at least level B2 in both the Listening and Use of English sections



- having already passed the Assessment Test at IULM University with a grade of at least B2 in both the Listening and Use of English sections in one of the admissions sessions of the academic year 2023/24 (and in any case not before 1 February 2023)

The Assessment Test (Oxford Placement Test, offered online at no extra cost by IULM University) will be held on one of the following dates:

- 1st session: 14 February and 6 March 2024
- 2nd session: 10 and 23 April 2024
- 3rd session: 18 June 2024 (only if places still available or only for non-EU students)
- 4th session: dates to be defined only if places still available or only for non-EU students

The language requirement will be considered to have been met by passing the Assessment Test with a level of at least B2 in both the Listening and Use of English sections.

5. Knowledge of the Italian language

Candidates who are not native speakers of Italian and/or non-Italian citizens are required to declare their level of knowledge of the Italian language when applying for the admissions test, and they must obtain by the end of their course of studies the required qualification attesting to written and oral proficiency in Italian. In this regard, candidates who are not native speakers of Italian and/or non-Italian citizens should read the “Regulations for the assessment and acquisition of knowledge of the Italian language” published on the University website.

6. Admissions test sessions and deadlines for applications for admission

- 1st session: **28 March 2024**
- 2nd session: **7 May 2024** (only if places still available or only for non-EU students)
- 3rd session: **3 July 2024** (only if places still available or only for non-EU students)

The application must be submitted by

- 1st session: 26 February 2024
- 2nd session: 17 April 2024
- 3rd session: 11 June 2024 (only if places still available or only for non-EU students)

Students who fail to pass the test in one session may apply for a subsequent session, using the [online procedure](#), without having to pay a further test enrolment fee, subject to verification of the availability of places.

The dates of the tests already scheduled are subject to changes, which will be communicated to the candidates in advance.

The tests will be carried out online.



7. Criteria for admission

Internal graduates and undergraduates: graduates or students enrolled for the academic year 2023/24 who expect to graduate before the autumn session for the academic year 2023/24 (i.e. before 31 December 2024) in the Bachelor's degree courses in *Fashion and Creative Industries* who apply for admission in the first and second sessions will be placed, without taking any tests, in a ranking list ordered according to the average mark obtained (rounded to two decimal places), considering:

- for undergraduates, possession of at least 120 CFUs as of 17 February 2024, and an average mark no lower than 26/30;
- for graduates, an average mark prior to graduation (not the degree grade expressed as a mark out of 30) no lower than 26/30.

Internal candidates who meet the above requirements must also meet the language requirement, i.e. proficiency in English to at least level B2 (see point 4).

A maximum total of 50 candidates will be admitted to the ranking list. Should the quota reserved for internal graduates and undergraduates be reached, internal candidates who have been excluded will be able to take the same admissions test as external students (if necessary, even from the first session), and will follow the same admissions and selection criteria (without any differentiation between internal and external students).

Internal students who are unable to meet the above merit requirements may apply in the same way as external students, i.e. with the same admission and selection criteria, without any differentiation between internal and external students (see below).

Internal students on international mobility programmes in the first semester who intend to participate in the test in the first session must report this when presenting their application for admission by sending an e-mail to ammissioni.magistrali@iulm.it, in order to be able to take into account (for the purposes of verifying the requirement of having acquired 120 CFUs) the CFUs gained abroad and awaiting approval.

Any changes to the number of places reserved for internal candidates will be announced one week before the date of the test.

External graduates and undergraduates and Italian graduates and undergraduates with foreign qualifications for admission obtained in Italy or abroad: admission for external graduates will be determined on the basis of the results of the admission test, supplemented by the points acquired through a merit assessment based on the Bachelor's degree grade.

Merit points will be awarded in accordance with the following table:

Bachelor's degree grade

Up to 88/110	= 0 points
from 89 to 98/110	= 1 point
from 99 to 110/110	= 2 points
110/110 cum laude	= 3 points

External undergraduates may take the test provided they have registered:

- for the first session at least 120 CFUs as of 26 February 2024
- for the second session at least 120 CFUs as of 17 April 2024



- for the third session at least 130 CFUs as of 11 June 2024

Admission will be determined on the basis of the results of the test, supplemented by the points awarded on the basis of the average marks for examinations registered (rounded to two decimal places) as of the dates given above.

Merit points will be awarded in accordance with the following table:

Average grade (rounded to two decimal places)

Up to and including 25.99/30	= 0 points
from 26/30 to 27.99/30 inclusive	= 1 point
from 28/30 to 29.99/30 inclusive	= 2 points
30/30	= 3 points

Candidates with an overall score (test score + merit points) greater than or equal to 23 will be considered admitted. If the number of places is less than the number of admitted candidates, a ranking list will be drawn up based on the overall score obtained (test score + merit points) rounded to two decimal places. In the event of a tie, merit points deriving from the degree mark or the average marks obtained at the time of application will be taken into account. In the event of a further tie, preference will be given, in order, to the candidate who has obtained a higher score in the test questions aimed at ascertaining their language skills (English language) and, finally, to the date on which the application was submitted (considering the date and time of payment).

Candidates with an overall score (test score + merit points) of less than 18 will be declared ineligible; they may apply for one of the following sessions by submitting an explicit request to the Registrar's Office.

Candidates with an overall score (test score + merit points) greater than or equal to 18 and less than 23 will be placed on a waiting list that will be drawn up, in order of ranking, until all available places are filled, not before the second session, subject to notification from the Registrar's Office, which will be given no earlier than 13 May 2024.

The ranking list will be drawn up on the basis of the overall mark obtained by each candidate (test score + merit points). In the event of a tie, the degree mark or the average mark obtained at the time of submitting the application will be taken into account. In the event of a further tie, precedence will be given, in order, to the candidate who has obtained a higher score in the test questions aimed at ascertaining their language skills (English language) and, finally, to the date on which the application was submitted.

For the purposes of drawing up the ranking list, it is compulsory to submit

- for undergraduates, a signed certificate/self-certification with the examinations taken (issued by their own university) **expressly specifying the average grade of the examinations passed**
- for graduates, a signed certificate/self-certification with degree grade and exams passed (issued by their own university)

by the following dates:

- by 26 February 2024 for the first session
- by 17 April 2024 for the second session
- by 11 June 2024 for the third session

If it is not possible to provide a certificate, it will be possible to fill in a declaration in lieu of certification using the [online procedure](#).



Subject to the availability of places, it is always possible to retake the test in the following session (cancelling the previously acquired score) or to request to be placed on the following ranking list while retaining the previously acquired score (only if it is greater than or equal to 18).

A maximum of 50 candidates in total will be admitted to the ranking list in the first two sessions.

Any changes to the quota of places reserved for external candidates may be communicated one week before the test date. In particular, any places not covered by the quota of internal candidates may be allocated to the quota of external candidates.

Foreign graduates and undergraduates (EU and/or non-EU) with foreign qualifications for admission obtained in Italy or abroad: following the assessment of the curricular requirements, an individual interview is held (to be carried out remotely and not necessarily on the dates scheduled for the sessions), the outcome of which is an assessment of eligibility or non-eligibility. Eligible foreign students will be allocated, without considering a ranking list, the places available for external candidates in the first session or considering the single ranking list in subsequent sessions. Candidates who are non-native Italian speakers and/or non-Italian citizens are required to declare their level of proficiency in Italian when registering for the admission test and to obtain, by the end of their course of study, the required certificate of eligibility attesting to their written and oral proficiency in Italian (see point 5).

8. Confirmation of enrolment

Enrolment will be confirmed upon payment of the first instalment.

Students admitted in the first session must complete enrolment by **15 April 2024**.

Students admitted in the second session must complete enrolment by **30 May 2024** (only if places still available or only for non-EU students).

Students admitted in the third session must complete enrolment by **29 July 2024** (only if places still available).

Depending on the number of admissions and the number of remaining places, the deadlines for enrolments may be shortened to allow the scrolling of the ranking list.

For internal students enrolled in the third year of their degree course in the academic year 2023/24, applying for the first session for enrolment in the Master's Degree Courses for the academic year 2024/25, the deadline for payment of the third instalment for the academic year 2023/24 is deferred to 20 April 2024 (instead of 31 March).

For students not yet in possession of a degree certificate, enrolment is to be considered “conditional” on obtaining the degree. Students with a conditional offer are obliged to communicate, through the [online services](#), the date and grade of the degree obtained as soon as they are announced, and to attach a copy of the degree certificate (or self-certification) as soon as it is available, and in any case no later than 31 December 2024.

Students unable to complete enrolment owing to failure to obtain a degree qualification before 31 December 2024 will have their enrolment officially annulled. **Under no circumstances will the first instalment or the enrolment fee for the admissions test be refunded.**

9. Test procedures

The admission test is aimed at ascertaining the candidates' knowledge in the following subjects:

- history of fashion and design



- history of contemporary art
- digital marketing
- practical IT activities
- English language proficiency to at least level B2.

It consists of a written test in English comprising 44 multiple-choice questions. In addition, there are 16 further questions aimed at testing the candidate's skills in the following areas and which do not count towards the final mark for the purposes of the ranking: text comprehension, logic, numerical and verbal reasoning. There are no penalties in the event of an omitted or incorrect answer. A maximum time limit of 50 minutes is allowed for answering the 60 questions.

10. Recommended bibliography for test preparation

To prepare for the test, candidates are advised to study the following texts, together with an English language textbook (language proficiency at least at level B2).

Digital marketing

David Chaffrey, *Digital Marketing*, London, Pearson, 2019.

History of contemporary art

H.E. Read, *A Concise History of Modern Painting*, Thames & Hudson, London, 1974.

History of design

Domitilla Dardi & Vanni Pasca, *Design History Handbook*, Cinisello Balsamo, Silvana Editoriale, 2019.

History of fashion

Rebecca Arnold, *Fashion. A Very Short Introduction*, Oxford, Oxford University Press, 2009.

Valerie Mendes, Amy de la Haye, *Fashion Since 1900*, London, Thames & Hudson, 2021.

It is also recommended that candidates read:

Yuniya Kawamura, *Fashion-ology. Fashion Studies in the Postmodern Digital Era*, London, Bloomsbury, 2023.

Basic information technology

D. Curtin, K. Foley, K. Sen e C. Morin, *Informatica di base*, Sesta edizione, 2016, McGraw-Hill.

11. Applicants with disabilities and Specific Learning Disorders (DSA) ADHD, Autism

In order to guarantee equal opportunities in carrying out the tests, applicants with disabilities in possession of a certificate of civil incapacity and/or recognition of the state of disability pursuant to Law 104/92, and applicants with Specific Learning Disorders (DSA), in possession of DSA certification pursuant to Law 170/2010 will be able to upload the documentation in PDF format during the online test enrolment procedures. **Students with ADHD and Autism** must also upload the documentation certifying the disorder using the online procedure. The documentation must be currently valid and legally compliant. Specific requests for dispensation and/or compensatory measures for the admissions test must be submitted at least 10 days in advance by sending an e-mail to the diversamente service.



Organisation of the Degree Course

The Study Plan for the Master's Degree Course in Fashion Communication and Luxury Strategies is divided into two years, during which students must acquire 120 CFU/ECTS credits, and comprises core training activities and workshops, optional training activities and a final examination.

The following table shows the Study Plan for the Master's Degree Course for the first year at IULM University, and the two alternative specialisations.

**STUDY PLAN FOR THE MASTER'S DEGREE COURSE IN
FASHION COMMUNICATION AND LUXURY STRATEGIES**
(LM-92 R Class of Master's degrees in COMMUNICATION THEORY)
1st YEAR - 2024/25

CORE COURSES	SCIENTIFIC-DISCIPLINARY SECTORS	TYPE OF COURSE	SUBJECT FIELD	CFU/ECTS CREDITS
Sustainability Strategies for Luxury and Fashion	SECS-P/08	<i>Core</i>	Economics, law and social studies	6
Aesthetics of Luxury	M-FIL/04	<i>Core</i>	Information and communication theories and techniques	6
Anthropology of Fashion and Luxury				12
Consumer Anthropology	M-DEA/01	<i>Core</i>	Economics, law and social studies	6
Fashion Narratives	M-FIL/06	<i>Elective</i>	Elective and integrative disciplines	6
Cognitive Foundations of Economics	M-FIL/02	<i>Core</i>	Information and communication theories and techniques	6
Luxury Communication				12
Brand Heritage and Storytelling	SPS /08	<i>Core</i>	Media languages and cognitive disciplines	6



Fashion and Luxury Events	L-ART/03	<i>Elective</i>	Elective and integrative disciplines	6
Digital Trends and Marketing Statistics				12
Digital Trends	INF/01	<i>Core</i>	Information and communication theories and techniques	6
Analytics and Global Consumer insight	SECS-S/05	<i>Core</i>	Economics, law and social studies	6
Team and Project Management	ICAR/13	<i>Core</i>	Information and communication theories and techniques	6

2nd YEAR - 2025/2026
COURSE: GLOBAL TRENDS

CORE COURSES	SCIENTIFIC – DISCIPLINARY SECTOR	TYPE OF COURSE	SUBJECT FIELD	CFU/ECTS CREDITS
International Relations and Global Fashion				12
International Relations	SPS/02	<i>Core</i>	Economics, law and social studies	6
Global Fashion	M-FIL/05	<i>Core</i>	Information and communication theories and techniques	6
Fashion Trends	SPS/08	<i>Core</i>	Media languages and cognitive disciplines	6
Global Communication Management for Fashion	SECS P/08	<i>Core</i>	Economics, law and social studies	6



Digital Interaction Engagement Strategies	ING-INF/05	<i>Core</i>	Information and communication theories and techniques	6
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Field project	<i>Other training activities</i>	For internships and vocational guidance		6
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OPTIONAL COURSES	<i>Other training activities</i>	Student options		12
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THESIS	<i>Final exam</i>	Final exam		12
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2nd YEAR - 2025/2026

COURSE: LUXURY STRATEGIES

CORE COURSES	SCIENTIFIC – DISCIPLINARY SECTOR	TYPE OF COURSE	SUBJECT FIELD	CFU/ECTS CREDITS
Imaginery of Luxury				12
History of Contemporary Luxury	M-STO/04	<i>Core</i>	Economics, law and social studies	6
Scenarios of Luxury	L-ART/06	<i>Core</i>	Information and communication theories and techniques	6
Luxury Sectors	SPS/09	<i>Core</i>	Economics, law and social studies	6
Luxury Marketing Strategies	SECS-P/08	<i>Core</i>	Economics, law and social studies	6
Luxury PR for High-end Brands	SPS/08	<i>Core</i>	Media languages and cognitive disciplines	6



Field project	<i>Other training activities</i>	For internships and vocational guidance	6
OPTIONAL COURSES	<i>Other training activities</i>	Student options	12
THESIS	<i>Final exam</i>	Final exam	12

Please note that students will have the possibility to select their optional courses from among those suggested for their Master's Degree Course, or to select the courses activated at partner universities.

For the compilation of their study plan, students will be able to take advantage of the support provided by the Registrar's Office.

In addition to English, the Master's degree course promotes knowledge of the Italian language.

Regulations concerning the procedures for the acquisition and assessment of proficiency in Italian

For the LM-92 Class of Master's Degrees in COMMUNICATION THEORY, among the stated educational objectives, Ministerial Decree 1649/2023 stipulates that *'In addition to Italian, graduates in the courses of the class must be able to use at least one foreign language fluently, in written and oral form, also with regard to disciplinary lexes'*.

Based on this premise, the procedures for ascertaining prior knowledge of the Italian language or, alternatively, for obtaining eligibility following attendance on an Italian language course and passing the related examination are set out below.

The following options are possible for the granting of eligibility:

1. possession of **language certification to at least CEFR level B1** provided it was obtained after 1st January 2022;
2. possession of a **secondary school qualification/university degree** obtained in Italy or abroad from an Italian educational institution.

The possession of these qualifications must be communicated to the Registrar's Office when registering for the admission test.

Possession of the requirements listed in points 1 and 2 does not in itself give rise to any exemption or other benefit, but only allows students to satisfy the requirements of the qualifying educational objectives of the LM-92 Class of Master's degrees regarding the knowledge of the Italian language. In particular, students in possession of one or more of the requirements referred to in points 1 and 2 will not be able to use them to apply for exemption from taking any of the exams (core or elective) included in the study plan.



Enrolled students who do not meet any of the requirements set out in points 1 and 2 will be asked to declare their level of knowledge of the Italian language when registering for the admission test. Those who declare a level higher than "beginner" will have to take a test to ascertain their level of proficiency in Italian in **September 2024** (before the start of courses):

- if the level ascertained is at least B1, students will automatically be granted the required eligibility;
- if the level is lower than B1 but not that of an absolute beginner (approximately level A2), students may attend the extracurricular course in **Italian Language and Culture** organized by the Faculty of Communication from the first year, at the end of which they will take the corresponding proficiency examination. This examination may also be taken by those not attending the course who have decided to prepare for it independently. **The final examination for the Italian Language and Culture course will only result in a pass mark (without a grade or the acquisition of CFUs).**
- if the level is that of an absolute beginner, students may attend the extracurricular course in **Italian language for Beginners** in the first year and follow the extracurricular course in **Italian Language and Culture** in the second year.

Eligibility must in any case be obtained by the date of submission of the degree application; alternatively, a certificate of proficiency in Italian to at least level B1 may be submitted by the same date.

Teaching method

The course is characterized by an active teaching method that stimulates critical learning. The course provides for the acquisition of sound theoretical knowledge, through which students will be able to develop an independent ability to interpret real situations. The use of case studies, workshops and expert presentations will help students develop the ability to apply the concepts presented in the classroom to real-life situations. The course aims to involve students in an active dialogue between the professional world and theoretical disciplines.

Course attendance

Attendance at official courses held at the University is not compulsory but is strongly recommended.

Examination procedures

Methods of assessment for first-year courses are regulated by article 18 of the University Academic Regulations, which state:

1. The competent academic bodies shall regulate the examination methods in such a way as to ascertain the adequate preparation of the students enrolled in the courses of study, and with a view to providing a continuation of their school studies and to the acquisition of the credits corresponding to the courses followed. These assessments, always carried out on an individual basis, must take place under conditions which guarantee the thoroughness, objectivity and fairness of the assessment in



relation to the teaching or training activity followed, and to what is explicitly required for the purposes of the test;

2. Results of the assessments may be expressed as a mark or grade (examinations) or as a simple judgement of approval or non-approval (ability tests);

3. Assessment tests and examinations may be oral and/or written, and may even be carried out using digital means, provided that this does not fully replace the tests. In the case of assessment based on written and oral tests, the result of the former cannot be preclusive of the latter. In the case of assessment based on written tests only, students have the right to request a further oral assessment. In any case, the tests, if oral, must be open to the public and students must be able to see the written test paper;

4. There are three examination sessions for each course year. It is therefore not permitted to take examinations outside these sessions or to register results of exams taken in previous periods;

5. It is not permitted to repeat an examination that has been passed and registered;

6. The final result of the examination will be expressed as a mark out of thirty, with the pass mark being at least 18/30. In addition to the maximum mark of 30/30 the Examining Board may unanimously award the mark *cum laude*;

7. If a student withdraws or has not achieved a pass mark, a note will be made in their examination record book and transcript and, without affecting the final average, this will be highlighted in the documents sent to the Degree Examination Board;

The Examination Board, appointed by the Dean of the Faculty, comprises the Professor of the department, who acts as chairperson, and at least one other member, where possible an official teacher or researcher in the same department. In the case of official courses divided into teaching modules, the Chairperson of the Board shall be appointed by the Dean from among the staff responsible for teaching on the course modules related to the Examination Board. Should it not be possible to form the Examination Board with official teachers or researchers, apart from the official Professor, experts in the subject, proposed by the Chairperson of the Board and approved by the Faculty Board after an examination of their curriculum, may be called upon to take part.

In the case of high numbers of candidates, the Board may appoint sub-committees, operating under the responsibility of the official course teacher.

Link to procedures for registering exam results
<https://www.iulm.it/it/myiulm/come-fare/modalita-verbalizzazione-esami>

Organisation of teaching activities and examination sessions

Teaching activities are carried out during two semesters, each of which is divided into two cycles of lessons. Term dates for the academic year 2024/2025 are as follows:

TERM DATES

1st SEMESTER

1st cycle
2nd cycle

23 September to 21 December 2024

23 September to 31 October 2024
12 November to 21 December 2024



2nd SEMESTER

1st cycle

2nd cycle

17 February to 31 May 2025

17 February to 29 March 2025

7 April to 31 May 2025

Course organisation

24-hour courses (3 CFUs) 2/3 lessons per week of 2 academic hours,
held on 2/3 days within one teaching cycle.

48-hour courses (6 CFUs) 2/3 lessons per week of 2 academic hours,
held on 2/3 days within two teaching cycles in the same semester.

72-hour courses (9 CFUs) 3/4 lessons per week of 2 academic hours,
held on 3/4 days within two teaching cycles in the same semester.

96-hour courses (12 CFUs) 4/5 lessons per week of 2 academic hours,
held on 4/5 days within two teaching cycles in the same semester or 2/3
lessons per week of 2 academic hours, held on 2/3 days in both
semesters.

For specific teaching needs, and when justifiably requested by the course teacher, the Dean may authorise alternative teaching methods to those provided for in the above formats.

EXAM SESSIONS

Exam session for international exchange students: 16 to 20 December 2024

There are **3 exam sessions**, for a total of 8 exam dates for each course:

1st session

(4th session academic year 2023/2024

for students needing to sit exams from previous years)

8 January to 15 February 2025 (3 exam dates)

2nd session

3 June to 10 July 2025 (3 exam dates)

3rd session

26 August to 20 September 2025 (2 exam dates)

DEGREE SESSIONS

There will be **3 degree examination sessions**, the periods of which will be set out in the academic calendar published for each academic year.

The **academic calendar** is published on the university website at <https://www.iulm.it/it/myiulm/corsi/magistrali/fashion-communication-and-luxury-strategies/fashion-communication-and-luxury-strategies>

Under QUICK LINKS



Course timetables and exam dates can be found at this [page](#)

Internship/Field Project

The study plan provides for the realization of a curricular internship. The internship may be replaced by alternative activities as defined in the Regulations of the Master's degree programme regarding the Internship/Field Project.

The Regulations are published on the website:

<https://www.iulm.it/it/myiulm/corsi/magistrali/fashion-communication-and-luxury-strategies/fashion-communication-and-luxury-strategies>

Final examination

The awarding of the Master's degree requires the submission of a thesis written in an original manner by the student under the guidance of a supervisor. The thesis, written in English, involves the writing of a paper relating to a project, research or case analysis that demonstrates both mastery of the topics and the ability to work independently in the field of communication and the fields of study of the Master's degree course.

The thesis, once approved by the supervisor, is evaluated by a Commission in accordance with the University Academic Regulations and with the Organization and Evaluation Procedures for the Final Examination as defined by the Faculty Board for each academic year.

See **Organisation and evaluation procedures for the Final Examination, defined by the Faculty Board for each academic year**, published at:

<https://www.iulm.it/it/myiulm/corsi/magistrali/fashion-communication-and-luxury-strategies/fashion-communication-and-luxury-strategies>

under *ELABORATO FINALE/TESI DI LAUREA*.