



PEGASO

Università Telematica

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MASTER LEVEL I

MADE IN ITALY, FASHION AND LUXURY

1ST Edition

1500 hours 60 ECTS

Academic Year 2022/2023

MA1422



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| Title | MADE IN ITALY, FASHION AND LUXURY |
| Edition | 1 ST Edition |
| Area | |
| Category | MASTER |
| Level | Level I |
| Academic Year | 2022/2023 |
| Duration | One year, 1500 hours, 60 ECTS |

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| <p>Presentation</p> | <p>“<i>Made in Italy</i>” is a worldwide famous label which describes cultural heritage, timeless elegance and well-known glamour.</p> <p>In a context where the fashion and luxury industries keep on developing rapidly and are in constant high-demand, the Italian fashion system keeps growing in the main international markets, while still remaining recognisable thanks to its creativity, brand luxury sector and its innovative medium-sized enterprises (MSEs).</p> <p>As the Italian excellence of raw materials and manufacturing, craftsmanship, know-how, expertise and creative energy are well recognised within the world of fashion, being familiar with the characteristics of the Italian system represents a value added for those who wish to work in the fashion industry.</p> <p>In this context, this Postgraduate Master course provides students with a strong background that allows them to understand the fashion industry dynamics with a specific reference on Made in Italy and the role that it plays within the fashion industry. This Postgraduate Master focuses on the development of the fashion sector throughout history, marketing strategies and company branding, supply and production chains and fashion communications.</p> <p>During the course, the following topics will be covered:</p> <ul style="list-style-type: none"> • The History of Fashion and Costume • Essential steps to launching a new brand • Fashion timeframe, editions, collections • The Fashion and Luxury distribution • The Nearshoring definition and supply chains dislocation • The concept of Made in Italy in the supply chain of Italian brands • Types of partnerships with relevant legal and economic aspects • The players in the supply chain • Fashion as communication |
| <p>Objectives</p> | <p>This Postgraduate Master course mixes technical knowledge, high quality professionals’ experiences and practical case studies, by enabling students to build their own professional network while studying through high-technological didactic tools.</p> |
| <p>Directors</p> | <p>ALESSANDRO MARIA FERRERI</p> |

| <p>Target audience</p> | <p>The course aims at providing young graduates, young professionals and passionate about fashion with technical skills in the fashion and luxury industry, in order to develop a strong sensitiveness and knowledge towards fashion, quality and “Made in Italy” branded products, identify new business opportunities and successfully manage creative projects within international environments.</p> | | | | | | |
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| <p>Tools</p> | <p><i>This Postgraduate Master Course will be delivered online through our didactic platform available 24/7</i></p> | | | | | | |
| <p>Contents</p> | <table border="1" data-bbox="528 837 1415 992"> <thead> <tr> <th colspan="2" data-bbox="528 837 1415 880">Topics</th> </tr> </thead> <tbody> <tr> <td data-bbox="528 880 576 949">1</td> <td data-bbox="576 880 1415 949">For information about the modules that will be covered during the course, please consult the section Objectives</td> </tr> <tr> <td data-bbox="528 949 576 992">2</td> <td data-bbox="576 949 1415 992">Final dissertation</td> </tr> </tbody> </table> | Topics | | 1 | For information about the modules that will be covered during the course, please consult the section Objectives | 2 | Final dissertation |
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| 2 | Final dissertation | | | | | | |
| <p>Activities</p> | <p>The distance learning system shall provide assisted learning along a predetermined educational path, with access to didactic materials specifically developed, with a wide range of interactive individual and group activities, supervised by tutors and experts in the field, able to interact with students and to answer their enquiries.</p> <p>The study of the didactic materials, both digital (video lessons of the lecturers with graphic animations) and on paper support (lecture notes and/or texts), is conducted according to the time schedules and personal availability of the student.</p> <p>Students may avail of video lessons for the study of theoretical knowledge, of bibliographies and sitographies, in addition to notes and documents necessary for the acquisition of practical skills.</p> | | | | | | |

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| <p>Committments</p> | <p>Students are expected to:</p> <ul style="list-style-type: none"> • study the didactic material specifically arranged; • participate in online activities; • successfully meet the required learning outcomes of each module as stated in course outline in order to pass the assignments; • revise the assignments according to the lecturers' comments in an event of the failure to meet one or more of the learning outcomes for each module; • successfully pass the final dissertation defence real time via digital tools. |
| <p>Access Qualifications</p> | <p>The following access qualifications are required:</p> <ul style="list-style-type: none"> • Bachelor's Degree qualification (EQF level 6) |
| <p>Enrolment terms</p> | <p>Enrolment always open</p> |
| <p>Terms and Conditions</p> | <p>The administration department reserves the right to activate the Postgraduate Course: https://docs.unipegaso.it/postlaurea/mancata_attivazione.pdf</p> <p>By enrolling in this course, you accept and agree to abide by the following Terms and Conditions of Use: https://docs.unipegaso.it/postlaurea/cond_util_post.pdf</p> |

Enrolment fees

€ 1000,00

to which are added € 116 for service contribution
to be paid in a single instalment at the time of registration
(or by the following installments)

| | Instalment | Deadline |
|---|---------------------------------------|--|
| 1 | 500€ + € 116 for service contribution | at the time of registration |
| 2 | 500€ | after 1 st month of the enrolment |

Payment modalities

The payment of the total amount/first instalment can be made by bank transfer, effected from the applicant **ONLY**, at the following bank account details:

UNIVERSITÀ TELEMATICA PEGASO

Banca Generali

IBAN: IT 44 M 03075 02200 CC8500647145

BIC/SWIFT CODE: BGENIT2T

Please, indicate in the reason of payment: **Name, Surname, a copy of the proof of payment and the Postgraduate Master's code: MA1422**

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| <p>Data Protection Act</p> | <p>DATA PROTECTION ACT IN COMPLIANCE WITH THE REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016</p> <p>We hereby inform you that your data is processed in compliance with the new General Data Protection Regulation (EU Reg. 2016/679) by Università Telematica Pegaso. On the website www.unipegaso.it you can find the information regarding the procedures and methods of data processing. At any time, in relation to your Data, you may exercise your rights under the terms and conditions described in articles 7 and 15-22 of the Rules, by contacting the Data Controller of Università Telematica Pegaso, Piazza Trieste e Trento, 48 - 80132 Naples, by post or fax, indicating on the envelope or on the sheet the wording " Privacy Policy", or sending an e-mail at: privacy@unipegaso.it</p> <p>You can find the Regulation on the website of Università Telematica Pegaso at the following link:</p> <p>https://www.unipegaso.it/website/privacy</p> <p>It is possible to consult the information on the Università Telematica Pegaso website, at the address: http://www.unipegaso.it/website/privacy</p> |
| <p>Further information</p> | <p>For any further information, please send an email at:</p> <p>international@unipegaso.it</p> |