

| BRAND & PRODUCT MANAGEMENT                  |             | BRAND & RETAIL MANAGEMENT                   |             | BRAND & COMMUNICATION MANAGEMENT            |                  |
|---|-------------|---|-------------|---|------------------|
| WARM UP                                     | Hours       | WARM UP                                     | Hours       | WARM UP                                     | Hours            |
| Management, Economics, Quantitative Methods | 20          | Management, Economics, Quantitative Methods | 20          | Management, Economics, Quantitative Methods | 20               |
| Sociology                                   | 20          | Sociology                                   | 20          | Sociology                                   | 20               |
| Design Projects                             | 20          | Design Projects                             | 20          | Design Projects                             | 20               |
| <b>Sub-total hours</b>                      | <b>40*</b>  | <b>Sub-total hours</b>                      | <b>40*</b>  | <b>Sub-total hours</b>                      | <b>40*</b>       |
| TOOLS                                       | Hours       | TOOLS                                       | Hours       | TOOLS                                       | Hours            |
| Quantitative Tools                          | 20          | Quantitative Tools                          | 20          | Quantitative Tools                          | 20               |
| Project Tools                               | 20          | Project Tools                               | 20          | Project Tools                               | 20               |
| <b>Sub-total hours</b>                      | <b>20**</b> | <b>Sub-total hours</b>                      | <b>20**</b> | <b>Sub-total hours</b>                      | <b>20**</b>      |
| FASHION PILLARS                             | Hours       | FASHION PILLARS                             | Hours       | FASHION PILLARS                             | Hours            |
| Project Management                          | 20          | Project Management                          | 20          | Project Management                          | 20               |
| Fashion Business Models                     | 20          | Fashion Business Models                     | 20          | Fashion Business Models                     | 20               |
| Research Methods & Trends                   | 30          | Research Methods & Trends                   | 30          | Research Methods & Trends                   | 30               |
| Italian Fashion System                      | 20          | Italian Fashion System                      | 20          | Italian Fashion System                      | 20               |
| Fashion History                             | 20          | Fashion History                             | 20          | Fashion History                             | 20               |
| Fashion Marketing & Brand Management        | 30          | Fashion Marketing & Brand Management        | 30          | Fashion Marketing & Brand Management        | 30               |
| <b>Sub-total hours</b>                      | <b>140</b>  | <b>Sub-total hours</b>                      | <b>140</b>  | <b>Sub-total hours</b>                      | <b>140</b>       |
| FASHION PROCESSES                           | Hours       | FASHION PROCESSES                           | Hours       | FASHION PROCESSES                           | Hours            |
| Brand Design                                | 30          | Retail Management                           | 16          | Brand Communication Strategies              | 32               |
| Communication Design                        | 18          | Omnichannel Retailing                       | 18          | Press & P.R.                                | 30               |
| Fabrics & Materials                         | 30          | Sales Management                            | 16          |   | Event Management |
|   |             | Experience & Store Design                   | 30          | Fashion Images and Advertising              | 30               |
| Product Design                              | 30          | CRM   | 22          | Social Media Management                     | 30               |
| Family Products & Pricing                   | 18          | Buying and Visual Merchandising             | 34          | Digital Fashion                             | 20               |
| Round Table                                 | 36          | Digital Fashion                             | 34          | Fashion Lab                                 | 18               |
| Trade Design                                | 18          | Round Tables: open debates on key topics    | 10          | <b>Sub-total hours</b>                      | <b>180</b>       |
| <b>Sub-total hours</b>                      | <b>180</b>  | <b>Sub-total hours</b>                      | <b>180</b>  | <b>Sub-total hours</b>                      | <b>180</b>       |
| CURIOSITY                                   | Hours       | CURIOSITY                                   | Hours       | CURIOSITY                                   | Hours            |
| Curiosity                                   | 30          | Curiosity                                   | 30          | Curiosity                                   | 30               |
| <b>Sub-total hours</b>                      | <b>30</b>   | <b>Sub-total hours</b>                      | <b>30</b>   | <b>Sub-total hours</b>                      | <b>30</b>        |
| <b>Grand-total hours</b>                    | <b>410</b>  | <b>Grand-total hours</b>                    | <b>410</b>  | <b>Grand-total hours</b>                    | <b>410</b>       |
| FASHION PRACTICE                            | Hours       | FASHION PRACTICE                            | Hours       | FASHION PRACTICE                            | Hours            |
| Field Projects                              | 280         | Field Projects                              | 280         | Field Projects                              | 280              |
| Empowerment & Career Management             | 30          | Empowerment & Career Management             | 30          | Empowerment & Career Management             | 30               |
| Internship                                  | 480         | Internship                                  | 480         | Internship                                  | 480              |
| <b>Grand-total hours</b>                    | <b>790</b>  | <b>Grand-total hours</b>                    | <b>790</b>  | <b>Grand-total hours</b>                    | <b>790</b>       |
| <b>Master-total hours</b>                   | <b>1200</b> | <b>Master-total hours</b>                   | <b>1200</b> | <b>Master-total hours</b>                   | <b>1200</b>      |

\* Warm-up courses provides a minimum of 40 curricular hours out of 60

\*\* Tools courses provides a minimum of 20 curricular hours out of 40