BRAND & PRODUCT MANAGEMENT		BRAND & RETAIL MANAGEMENT		BRAND & COMMUNICATION MANAGEMENT	
	Management, Economics, Quantitative		Management, Economics, Quantitative		
20		20		20	
	Sociology	20	Sociology	20	
	Design Projects	20	Design Projects	20	
40*	Sub-total hours	40*	Sub-total hours	40*	
Hours	T00LS	Hours	TOOLS	Hours	
20	Quantitative Tools	20	Quantitative Tools	20	
20	Project Tools	20	Project Tools	20	
20**	Sub-total hours	20**	Sub-total hours	20**	
Hours	FASHION PILLARS	Hours	FASHION PILLARS	Hours	
20	Project Management	20	Project Management	20	
20	Fashion Business Models	20	Fashion Business Models	20	
30	Research Methods & Trends	30	Research Methods & Trends	30	
20	Italian Fashion System	20	Italian Fashion System	20	
20	Fashion History	20	Fashion History	20	
30	Fashion Marketing & Brand Management	30	Fashion Marketing & Brand Management	30	
140	Sub-total hours	140	Sub-total hours	140	
Hours	FASHION PROCESSES	Hours	FASHION PROCESSES	Hours	
30	Retail Management	16	Brand Communication Strategies	32	
18	Omnichannel Retailing	18	Ň		
	Sales Management	16	Press & P.R.	30	
30	Experience & Store Design	30	Event Management	20	
30	CRM	22	Fashion Images and Advertising	30	
18	Buying and Visual Merchandising	34	Social Media Management	30	
36	Digital Fashion	34	Digital Fashion	20	
18	Round Tables: open debates on key topics	10	Fashion Lab	18	
180	Sub-total hours	180	Sub-total hours	180	
Hours	CURIOSITY	Hours	CURIOSITY	Hours	
30	Curiosity	30	Curiosity	30	
30	Sub-total hours	30	Sub-total hours	30	
410	Grand-total hours	410	Grand-total hours	410	
Hours	FASHION PRACTICE	Hours	FASHION PRACTICE	Hours	
280	The device of the last books and the last of the last books and the last of th	280	The A state of the Control of the Co	280	
30	*	30	*	30	
480	Internship	480	Internship	480	
100					
790	Grand-total hours	790	Grand-total hours	790	
	20 20 40* Hours 20 20 20 20 20** Hours 20 30 20 30 140 Hours 30 18 30 18 30 18 30 410 Hours 30 410 Hours	Hours WARM UP Management, Economics, Quantitative Methods 20 Sociology 20 Design Projects 40* Sub-total hours Hours TOOLS 20 Quantitative Tools 20 Project Tools 20 Project Management FASHION PILLARS 20 Project Management 20 Fashion Business Models 30 Research Methods & Trends 20 Italian Fashion System 20 Fashion History 30 Fashion Marketing & Brand Management 140 Sub-total hours Hours FASHION PROCESSES 30 Retail Management 30 Experience & Store Design 30 CRM 18 Buying and Visual Merchandising 36 Digital Fashion 18 Round Tables: open debates on key topics 180 Sub-total hours Hours CURIOSITY 30 Curiosity 30 Sub-total hours Hours FASHION PRACTICE 280 Field Projects	Hours WARM UP Management, Economics, Quantitative 20 Methods 20 20 Sociology 20 20 Design Projects 20 40* Sub-total hours 40* Hours TOOLS Hours 20 Project Tools 20 20** Sub-total hours 20** Hours Easthout Hours Easthout Hours Easthout Hours Easthout Easthou	Hours WARM UP Management, Economics, Quantitative Methods 20 Methods 20 Sociology 20 Sociology 20 Design Projects 20 Design Projects 20 Design Projects 40* Sub-total hours 40* Sub-total hours Hours TOOLS Hours TOOLS 20 Quantitative Tools 20 Quantitative Tools 20 Project Tools 20* Sub-total hours Hours FASHION PILLARS Hours Fashion Business Models 20 Fashion Business Models 20 Fashion Business Models 20 Fashion History 20 Fashion History 20 Fashion History 20 Fashion History 30 Fashion Marketing & Brand Management 30 Fashion Marketing & Brand Management 140 Sub-total hours Hours FASHION PROCESSES Hours FASHION PROCESSES Hours FASHION PROCESSES Hours FASHION PROCESSES Hours Fashion Management 16 Sub-total hours 18 Omnichannel Retailing 18 Sales Management 16 Press & P.R. 30 Experience & Store Design 30 Event Management 30 CRM 22 Fashion Images and Advertising 31 Social Media Management 32 Fashion Lab Sub-total hours 18 Digital Fashion 34 Digital Fashion 35 Digital Fashion 36 Digital Fashion 37 Digital Fashion 38 Sub-total hours 180 Su	

^{*} 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