



COURSES / **FASHION** / FASHION MANAGEMENT /

A FOCUS ON...

**BRAND CONSULTING:
HELPING A BRAND TO ESTABLISH
OR RE-ESTABLISH ITS PRODUCT IDENTITY
INTRODUCTORY LEVEL**

OBJECTIVES

Each student will have the task of branding themselves. As individuals prepare to enter the employment market, they should be aware of how they present themselves, as their own brand.

MAIN TOPICS

With the Fashion Capital (Milan) as a backdrop, students will learn the true meaning of Brand Consulting, and how it plays a major role in the fashion industry. Many of us as consumers know what we like and dislike while purchasing Products, but do we understand the whole picture that has been painted right before our eyes, and that persuades us to carry on buying a specific company's products?

Students enrolled onto this intensive course will:

- learn the difference between Fashion Marketing and Brand Consulting in the fashion sector;
- review the companies that are showing signs of successful branding, and analyze the reasons why they are continuing to grow;
- study companies that subscribe to the school of "No Branding" and understand why even these companies eventually themselves become branded.

LANGUAGE

English

CALENDAR AND ATTENDANCE

July 5th – July 16th, 2010

45 hours' lessons: on Monday 5th July there will be an orientation session from 10 am to 11 am, lessons from 11 am to 1 pm, lunch break from 1 pm to 2 pm, and lessons again from 2 pm to 5 pm. On other days there will be lessons from 10 am to 1 pm and from 2 pm to 4 pm. There will be no lessons on Friday 9th July. Attendance is mandatory.

CANDIDATE PROFILE

Applicants should possess the following skills:
knowledge of the English language



MILANO
SUMMER SCHOOL
JUNE > AUGUST > 2010

Milano



Comune
di Milano



ADMISSION PROCEDURE AND DEADLINE

Please go to <http://www.design-summer-courses.com/enrol-design-courses.html> and follow the application procedure step by step (you can enrol online or choose the wire transfer enrolment procedure). The deadline for application form acceptance is 25 June 2010.

ASSESSMENT AND FINAL QUALIFICATION

All work will be geared towards the production of a website (storyboard form), packaging, promo, and finally a logo for their brand.

At the end of the course students will be awarded an attendance certificate as long as they have completed 80% of the course.

E.C.T.S.

Currently not available.

TEACHING STAFF

Course Leader and Professor: Damon Pittman

LOCATION

Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano

FEE

€ 1,480 (including a voucher to be spent at the NABA cafeteria for each day of classes)

CONTACTS

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