




# MASTER OF ARTS FASHION & LUXURY BRAND MANAGEMENT

ISTITUTO MARANGONI MIAMI  
THE MIAMI SCHOOL OF FASHION AND DESIGN

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ADMISSIONS GUIDANCE  
ACADEMIC YEAR 2026/27

## PROGRAM DESCRIPTION

The Master of Arts in Fashion & Luxury Brand Management trains students in management, digital marketing, and creative direction in correlation with the fashion and luxury goods industry. The program aims to teach adapting communication strategies and business proposals guided by industry professionals as your professors. Furthermore, students will gain a comprehensive insight into contemporary competitive brands, serving as benchmarks to understand industry practices and dynamics. From analyzing collections to the principles and dynamics of managing luxury, students gain insights into strategic omnichannel marketing strategies, including digital and traditional marketing, through hands-on projects. Moreover, students also learn about product development and the process a brand must go through to create a sustainable brand. The curriculum encompasses fashion entrepreneurship, ethics in fashion, and more, providing a comprehensive understanding of the intricacies of the fashion and luxury brand management landscape.

## PROGRAM SPECIFICS

### CREDENTIAL

Master of Arts Degree

### DURATION

16 months

### COURSE LOAD

Full Time or Part Time

### CREDITS

36 credits

### START DATES

January | May | September

### MODALITY

On Campus or Online

### COST PER CREDIT HOUR

\$1,465

### TUITION AND FEES

\$57,040

## STEP-BY-STEP GUIDE: HOW TO APPLY

- 1 Explore Programs [immiami.edu/all-programs](http://immiami.edu/all-programs)
- 2 Schedule a Meeting [immiami.edu/appointment](http://immiami.edu/appointment)
- 3 Submit Your Application [immiami.edu/apply](http://immiami.edu/apply)
- 4 Submit Registration Documents
- 5 Application Review and Enrollment

### REGISTRATION DOCUMENTS

- Online Application (Fee \$100)
- Bachelor's Official Transcripts and Diploma
- Valid ID
- Resume
- Personal Statement

## PROGRAM CURRICULUM

### SEMESTER I

Future of Fashion

Developing Brand Identities

Research Methods

Strategic Marketing and Retail Analysis

### SEMESTER III

Business of Luxury

Managing Luxury

Role of Design & Creativity

Creating, Communicating & Luxury

### SEMESTER II

Communication Strategies

Fashion Product Development

Brands & Branding Strategies

Commercialization & Retail

### SEMESTER IV

Fashion Entrepreneurs

Ethics & Intellectual Property Rights

Capstone Project