

# Miami

Istituto Marangoni Building  
3704 NE 2<sup>nd</sup> Avenue  
Miami, Florida 33137



# MA RAN GONI



## CATALOG DISCLOSURES

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The information contained in this catalog was accurate at the time of publication. Following publication, any catalog information may change without notice, including without limitation, the information regarding tuition, fees, costs, class schedules, the student calendar, the program outline, the course descriptions, curricula, faculty, advisory committees, student services, administrative policies, program objectives and career opportunities for graduates of the program. New courses as well as course changes are included in this edition of the catalog.

This catalog is published to inform students and others of Istituto Marangoni Miami's academic programs, policies, calendar, tuition, fees, administration, and faculty. The information provided is current and accurate as of the date of publication. Istituto Marangoni Miami cannot assure that changes will not occur that will affect this information.

In this Catalog, the words "Student", "I", "me", and "my" means the person who has applied, has been accepted, and/or who is attending Istituto Marangoni Miami in one of the education programs described in this Catalog. The words "Institute" and "school" means Istituto Marangoni Miami.

Istituto Marangoni Miami expects its students to read and understand the information published in this document and in any subsequent addenda identified as belonging to this catalog. Failure to read and understand this catalog will not excuse any student from the application of any requirement or regulation published herein. Furthermore, it is the responsibility of each student to remain apprised of current graduation requirements of his/her program.

Istituto Marangoni Miami makes all decisions regarding recruitment, hiring, promotion and all other terms and conditions of employment without discrimination on grounds of race, color, creed or religion, sex or sexual orientation, gender identity, genetic information, national origin, age, physical or mental disadvantage, or other factors, which cannot lawfully be the basis for an employment decision.

Istituto Marangoni Miami affirms its policy of administering all educational programs and related supporting services and benefits in a manner that does not discriminate because of a student's race, color, creed or religion, sex or sexual orientation, gender identity, genetic information, national origin, age, physical handicap, or any other characteristic.

Istituto Marangoni Miami Inc. is licensed by the Commission for Independent Education, Florida Department of Education, 325 West Gaines Street, Suite 1414, Tallahassee Florida 32399, License #5827. Additional information regarding the institution may be obtained by contacting the Commission:  
Toll Free Telephone: 1-888-224-6684 Fax: 1-850-245-3233

## MESSAGE FROM THE CEO & PRESIDENT



I couldn't have chosen a better plan than Miami to open the first Istituto Marangoni of the Americas. This city lives and breathes energy, colors, and mixed cultures.

As Istituto Marangoni Miami, we bring the Italian style of teaching fashion into the American systems. This merge creates a cultural synergy that can only be found at the Miami School of Fashion.

By combining the Italian way of teaching, which is very connected to hand-crafting, with the American way of doing business, we encourage our students to develop an entrepreneurial mindset where they feel confident to transform their creative ideas into real, tangible projects.

I see Miami as one of the most dynamic and culturally enriched cities in the world. Here, we have all the elements to make it the next Fashion Hub, and this is already happening.

**Hakan Baykam**  
CEO & President

## WELCOME TO ISTITUTO MARANGONI MIAMI



Welcome to Istituto Marangoni Miami, the only fashion school in the United States where you can learn to do fashion the Italian way. With a highly qualified academic team, combining European instructors and prominent local professionals, the School offers undergraduate and graduate programs to meet the need of the art, design and fashion industries in the Miami, Florida area.

Whether you are attending college for the first time, returning to college, preparing to enter the job market, or currently working in the fashion industry and seeking to broaden your skill set, I am pleased that you have chosen Istituto Marangoni Miami to pursue your educational and career goals!

In today's fashion world, to be successful you need creativity, a positive attitude, and professionalism along with a solid educational background. Istituto Marangoni Miami is an icon for fashion that has never stopped believing in the value of training by updating and reinventing our programs to ensure they are cutting edge and in line with the international market needs. We are excited about our next round of graduates and watching them accomplish their vision and goals in the future.

While you are a Marangoni student, we invite you to learn from the many varied experiences you will have, both on campus and at school sponsored events. As we know, most creative individuals are open to new experiences and to new ideas and we encourage you to use those experiences within your formal coursework as you pursue excellence in your formal knowledge, technical skills, and your professional abilities within the fashion industry. Finally, we ask that you contribute to the learning process with fellow students. Students benefit from formal instruction and the respectful exchange of ideas, experiences, opinions and perspectives in our classrooms and labs.

Thank you for choosing Istituto Marangoni Miami.

**Roger Hosn**  
VP of Campus Operations



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## ABOUT ISTITUTO MARANGONI MIAMI

Istituto Marangoni Miami, independent of Istituto Marangoni, received initial approval to operate by the Florida Commission on Independent Education in November 2017 and opened its doors in January 2018 to new students.

With a highly qualified academic team, combining European instructors and prominent local professionals, the School offers a two-year Associate of Applied Science in Fashion Styling, Fashion Business, Fashion Design, four-year Bachelors of Fine Arts courses in Fashion Design, Fashion Styling, and Fashion Business, and Master of Art Degrees in Fashion & Luxury Brand Management, Digital Communication & Social Media Strategy, and Fashion Innovation & Luxury E-Commerce, as well as a number of professional short courses throughout the academic year.

The Design District, one of Miami's most uplifting areas, has risen to worldwide fame as a prime destination for arts, design, and fashion. Once part of Buena Vista and neighboring Wynwood and the Upper East Side areas, the Design District is now home to over 130 art galleries, high-profile creative and architectural showrooms, luxury fashion houses, antique dealers, restaurants, and cafés.

As part of this young and exciting community, Istituto Marangoni Miami brings its fashion finesse to emerging trend-minded talents who want to express their creativity while learning key industry skills.

The Miami School of Fashion offers students an unprecedented opportunity for innovation, inspiration, and creativity to build a promising future within the fashion and design industry.

### Approvals / Licensing

Istituto Marangoni Miami Inc. is a private institution organized as a for profit corporation under the Laws of the State of Florida and Licensed by the Commission for Independent Education, Florida Department of Education. Additional information regarding this institution may be obtained by contacting the Commission at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, toll-free telephone number (888)224- 6684.

### Veterans' Educational Training

The Florida Bureau of State Approving Agency has approved Istituto Marangoni - Miami for veterans' educational training.

### Accreditation

Istituto Marangoni Miami School is currently not accredited.

### Ownership & Governance

Istituto Marangoni Miami is owned by Istituto Marangoni Miami, Inc. and is a separate corporate entity and operates independently from other Istituto Marangoni schools. Istituto Marangoni Miami Inc. is a private institution, organized as a for profit corporation, under the Laws of the State of Florida and operated by its President and Chief Executive Officer, Hakan Baykam. Istituto Marangoni Miami Inc. is controlled by a Board of Directors, whose members include CEO Hakan Baykam, CFO Giorgio Invernizzi, and three independent directors: David Schreiber, Xavier Soulard, and Vincent Tucci.

### Statement of Purpose

The purpose of Istituto Marangoni Miami is to provide educational programs to students taught by professionals who are passionate about their work and who are willing to share their expertise, teaching and guiding young talents in the fashion, design, and creative industries. Educational programs that encompass the essence of fashion and design is the core expression of Istituto Marangoni Miami.

Where theory is taught alongside practice, students will learn that creativity is a gift to be continuously nurtured and stimulated, with both passion and dedication. It is the same passion for the world of fashion and design with which our instructors teach. Istituto Marangoni Miami's programs are designed to respond to the needs of the industry today and are constantly monitored to ensure our curriculum coincides with those industry-based standards.

### Mission & Goals

To excel as a Fashion Design School and a center of professional and creative learning in the Fashion, Art and Design industries and to sustain international industries by developing talented Istituto Marangoni Miami students from all over the world. We strive to achieve this mission by:

- Offering an extensive and detailed educational portfolio.
- Achieving the academic standards with modern and dynamic curricula focused on results.
- Integrating the spirit of 'Italianness' into the experience of students through both curricula and campus culture.
- Celebrating the global and multicultural reach of Italian culture through Fashion, Art and Design.
- Supporting and developing the potential of our teaching and administrative staff, by means of constant training.
- Placing Istituto Marangoni Miami at the center of the Fashion, Art, and Design cultures.
- Further strengthening historical and recent connections with the most important companies and personalities in the luxury Fashion, Art and Design market.

**NON-DISCRIMINATION POLICY**

Istituto Marangoni Miami is a post-secondary educational institution that admits academically qualified students without regard to sex, age, race, national origin or handicap and afford them all rights, privileges, programs and other opportunities generally available to students at the school. Istituto Marangoni Miami does not discriminate on the basis of sex, age, race, color, sexual orientation, national origin or handicap in admissions, employment services or access to its programs and activities.

**FACILITIES**

The School was carefully designed to meet the specific needs of students, faculty, and staff. Classrooms are equipped with cutting-edge technological and audio-visual devices to provide students with an outstanding educational experience.

Istituto Marangoni Miami is located at 3704 NE 2nd Avenue, Miami FL 33137. The school operates in seven-story, 21,957 square feet, leased building in the Design District. The Design district is located a few minutes from Downtown, South Beach and the Miami International Airport, and is a neighborhood dedicated to innovative fashion, design, and architecture.

The space is divided into a reception area, classrooms, offices, learning center, library and labs. The School features different classrooms, including:

- Design classrooms: Formatted to meet our students' needs for drawing and design.
- Pattern-cutting studios: Home of the Fashion Design courses, studios are equipped with sewing machines, irons, and mannequins, among other features to enhance hands-on, experiential learning.
- Theory classrooms: Face-to-face instructional lectures are offered in an academic environment.
- Computer labs: Equipped with the finest computer machines and software to provide our students with access to the latest fashion technology

The facility is equipped to accommodate the needs of the School's students, faculty and staff. Classrooms contain adequate seating and traditional educational equipment applicable to the specific educational area. In addition, several classrooms contain technological and audio-visual devices to provide students with an educational experience. The School facility also includes labs and small classrooms, where faculty may hold smaller learning sessions. Students have access to the School library's computer lab, which holds computers and high speed Internet connections.

Istituto Marangoni Miami students have access to a wide array of creative learning experiences, resources and facilities as they progress through their program of study.

**Parking**

Two large public parking areas are located next to the school for student, staff and administrative use, although this is not parking allocated specifically for the School. The Design District is served by the free trolley system that connects the area with nearby Midtown, the Biscayne Corridor, Downtown and Brickell.

**HOURS OF OPERATION**

	<b>Monday - Friday</b>	<b>Saturday</b>	<b>Sunday</b>
<b>School Hours</b>	8:30 a.m. –	8:30 a.m. –	Closed
	9:00 p.m.	12:30 p.m.	
<b>Office Hour</b>	9:00 a.m. –	Closed	
	6:00 p.m.		
<b>Library</b>	Varies by semester, posted outside the library		

**ACADEMIC CALENDAR**

2023 - 2024 Academic Catalog

<b>Fall 2023 (September 5, 2023 – December 15, 2023): 15 Weeks</b>	
First Day of Semester	Tuesday, September 5, 2023
Last Day of Drop/Add	Monday, September 11, 2023
Veterans Day Holiday	Friday, November 10, 2023: (School Closed)
Thanksgiving Holiday	Thursday, November 23, 2023 - Friday, November 24, 2023: (School Closed)
Last Day of Semester	Friday, December 15, 2023
<b>Winter Break</b>	<b>Saturday, December 16, 2023 - Sunday, January 7, 2024: (No Classes)</b>
<b>Spring 2024 (January 8, 2024 - April 26, 2024): 15 Weeks</b>	
First Day of Semester	Monday, January 8, 2024
Last Day of Drop/Add	Friday, January 12, 2024
Martin Luther King Jr. Holiday	Monday, January 15, 2024: (School Closed)
Presidents' Day Holiday	Monday, February 19, 2024: (No Classes)
Spring Break	Monday, March 25, 2024 - Sunday, March 31, 2024: (No Classes)
Good Friday Holiday	Friday, March 29, 2024: (School Closed)
Last Day of the Semester	Friday, April 26, 2024
<b>Semester Break</b>	<b>Saturday, April 27, 2024 - Sunday, May 12, 2024: (No Classes)</b>
<b>Summer 2024 (May 13, 2024 - August 2, 2024): 12 Weeks</b>	
First Day of Semester	Monday, May 13, 2024
Last Day of Drop/Add	Friday, May 17, 2024
Memorial Day Holiday	Monday, May 27, 2024: (School Closed)
Juneteenth Holiday	Wednesday, June 19, 2024: (No Classes)
Independence Day Holiday	Thursday, July 4, 2024: (School Closed)
Last Day of the Semester	Friday, August 2, 2024

## ADVISORY COMMITTEE

The Istituto Marangoni Miami Advisory Board includes the following well known fashion designers and fashion icons who provide their expertise to the school's activities including its academic programs:

**Miguel Enamorado** is the Fashion Director of Interview Magazine.

**Valerie Mattos** is the editor of Vogue Colombia, former editor of French fashion magazine, L'officiel.

**Silva Tcherassi** is a Colombian Fashion Designer and is considered one of the most creative and innovative personalities in the industry. She received one of France's highest honors, becoming Chevalier de l'ordre des Arts et des Lettres.

**Wen Zhou** is the CEO of 3.1 Phillip Lim and is recognized by her skills in fabric sourcing, production management and business judgment.

**Esteban Cortazar** is a Columbian-American fashion designer who grew up in Miami. According to his website, his body of work reads as he does - a maven of progressive, effortless, wild elegance. He has been referred to by Vogue as "the most uninhibited designer showing in Paris." Esteban Cortázar's collections are stocked in over 30 high end stores worldwide including Colette, Barneys, Bergdorf Goodman, Lane Crawford, Browns, The Webster, Net-a-Porter and Matches.

**Craig Robins** is a Miami real estate developer whose distinctive approach to real estate development, passion for art and design, and commitment to innovation has unequivocally transformed Miami. Mr. Robins cultivated a vibrant community, the Miami Design District, where the school is located. He is also on the Board of Trustees of the Miami Art Museum and the recipient of the 2006 Design Patron Award from the Smithsonian Institution's Cooper-Hewitt National Design Museum.

**Oscar Feldenkreis** is the President and Chief Executive Officer of Perry Ellis International, Inc. and services on the board of the American Apparel & Footwear Association and an advisory board member for the University of Pennsylvania's Wharton School of Business Retail. He has extensive experience in the apparel industry and all aspects of the Perry Ellis International Inc. operations and markets served of it.

**Carlo D'Amario** is the CEO at Vivienne Westwood Ltd.

**Kelly Talamas** is the creative director for Vogue Mexico and Vogue Latin America.

**Milan Vukmirovic** is an influential figure in the fashion world and is currently the Editor-in-Chief and Founder of Fashion for Men bookazine and Menswear Creative Director of Ports 196. Milan is also Fashion Photographer for editorials in Fashion For Men, L'Officiel Hommes, DETAILS, V Man, i-D and for advertising campaigns for clients such as Armani, Hugo Boss, Neil Barrett, Trussardi and Chevignon. He is a former design director for Gucci under Tom Ford and creative director at Jil Sander and Trussardi.

**Paula Cademartori** is a graduate of Istituto Marangoni in Milan and has extensive working experience in Versace's style office. Paula is the founder and creative director of her own branch and is considered a promising name on the international fashion scene, igniting a remarkable growth that saw the label increase its presence in the most prestigious multi-brand retailers and e-commerce platforms in the world. Paula has expanded her creative horizons by completing the seasonal collections with a footwear line and an extensive range of small leather goods.

**Eva Hughes** is the Founder of Adira Consulting and previous CEO for Conde Nest Mexico and Latin America.

**Johanna Ortiz** is the Founder and Creative Director of Johanna Ortiz.

**Maria Buccelatti** is the Co-Founder of Faith Connexion.

# ADMISSIONS

Congratulations on your decision to pursue an education in fashion design. The Istituto Marangoni Miami programs are highly specialized, and our Admissions Staff will provide guidance to you on our programs and the enrollment procedures as you work through the admissions process.

## ADMISSIONS REQUIREMENTS

To apply for admission to Istituto Marangoni Miami undergraduate programs, an applicant must:

- Submit a fully completed and signed application for admission including a personal statement that describes the applicant's professional accomplishments and goals; and
- A non-refundable application fee of US \$100.

To enroll, an Applicant must complete the following

- Complete a personal interview with an Admissions Director or Assistant Director. An in-person interview is preferred, however, for prospective students who are not located in the Miami area, a telephone or Skype interview is acceptable.
- Provide evidence of high school completion, GED, or evidence of secondary education.
- Complete a personal statement essay in 500 words or less as to what attending Istituto Marangoni would mean for them and their future career in the fashion industry.
- Submit a Resume/CV with previous work experience or accomplishments
- Submit a fully completed and signed enrollment agreement.
- Complete a Financial Plan with Student Financial Services.

## Additional requirements for the graduate program.

In addition to the above requirements, applicants seeking admission to the graduate program must also provide:

- Evidence of the successful completion of a bachelor's degree program.
- An updated resume or curriculum vitae.
- Students may submit a portfolio or samples of work; however, these are optional. Students who choose to submit, please do not send originals, portfolio work will not be returned.

## ADMISSION DECISIONS

### Undergraduate Programs

Applicants are assessed on an individual basis to determine their ability to successfully complete the course of study.

Istituto Marangoni Miami accepts students who demonstrate the motivation to complete the program, appropriate attitude, the ability to academically benefit from the instruction offered, employment potential, and a positive attitude toward the fashion industry.

Istituto Marangoni Miami does this individual assessment by:

- Reviewing students grades and schoolwork at previous institutions before attending Istituto Marangoni Miami and analyzing previous academic successes and shortcomings.
- Student portfolio assessments for our undergraduate programs take place monthly during meetings that are conducted via Zoom with Associate Dean, Joe DePiro or the Head of Fashion Design Mario Braghieri. These are optional for applicants, but available to all candidates to be able to show their work directly to the academics' team. This can impact their admission in a positive direction if they see they can benefit from the instruction offered at our institution.
- All students must complete an in-person or video Personal Assessment Admissions interview with a Director or Assistant Director of Admissions. Students are asked questions relating directly to our DNA at Istituto Marangoni Miami and are measured for motivation and passion for the fashion industry, appropriate attitude and culture fit with other students at the school, long term employment plans with their degree and how Istituto Marangoni Miami can best help get them there.

### Graduate Programs

Applicants are assessed on an individual basis and review of the applicants' academic credentials and the information contained in the application, both academic and personal. For this reason, applicants may also submit letters of recommendation in order to give the Institution a complete picture of the applicant, as a student and as a person.

Meeting the minimum requirements does not guarantee admission to the institution. An applicant's total undergraduate record including grades, educational objective and pattern of courses completed, as well as personal and professional goals will be considered.

Istituto Marangoni Miami does this individual assessment by:

- Reviewing students grades and schoolwork at previous institutions before attending Istituto Marangoni Miami and analyzing previous academic successes and shortcomings.
- Review applicants CV/Resume for work experience and related growth over the years showing that the candidate is hard-working and would benefit from a post-graduate education as well as being able to handle returning to college meanwhile working.
- All students must complete an in-person or video Personal Assessment Admissions interview with a Director or Assistant Director of Admissions. Students are asked questions relating directly to our DNA at Istituto Marangoni Miami and are measured for motivation and passion for the fashion industry, appropriate attitude and culture fit with other students at the school, long term employment plans with their degree and how Istituto Marangoni can best help get them there.

### Denial of Admission

Applicants who are denied admission are notified promptly and any fees paid are refunded, except the non-refundable application fee.

Istituto Marangoni Miami reserves the right to make exceptions on any Admissions decision and exceptions are at the sole discretion of the Campus Director and are on a case-by-case basis. The Director of Admissions reserves the right to request additional information to determine admissions eligibility for any applicants. Failure to provide additional documentation may affect your admission to the School.

### READMISSION

Students wishing to re-enroll at IMM following a withdrawal or dismissal may apply for readmission by contacting the Registrar's office if it is **within** one academic year of the last date of attendance.

Student who seeks to re-enroll to the school after a period of non-enrollment of **over** one academic year are required to complete an application through admissions.

Readmission is granted on a space-available basis. The school reserves the right to refuse re-admittance based upon attendance, academic, financial, and social conduct history of the student during previous enrollment periods. As part of the re-entry approval process, all students are evaluated for Satisfactory Academic Progress (SAP). Students shall not be readmitted if they cannot complete the program within the Maximum Timeframe (MTF) or re-establish appropriate SAP standing.

Students are responsible for meeting the requirements of the catalog in effect at the time of re-enrollment.

- Same Program (within one academic year): Will be charged tuition at the original tuition rate reflected on the original enrollment agreement less the amount charged on the prior period of enrollment (Charges plus or minus any tuition adjustments).
- Different/New Program/Over one academic year: Will be charged tuition at the current catalog rate for the program of enrollment. A tuition credit will be determined for the student's prior period of enrollment.

Students must be in good financial standing to return to Istituto Marangoni. If the student has a Student Account Services hold on their account, it must be cleared for eligibility of readmission before it can be submitted to the Readmission Committee.

### The following documentation must be submitted prior to the start of the semester you plan to attend: Please contact the Office of the Admissions/Financial Aid for specific deadline dates

1. A completed "Application for Readmission" form
2. **A non-refundable application fees** (\$20 fee within one academic year, \$100 fee over one academic year)
3. A short statement addressing the following: a) What year did you leave the school and what were the circumstances that prompted your departure B) Why do you wish to return to Istituto Marangoni?
4. Verify previous colleges attended and/or add the names of any college you have attended since your last enrollment at Istituto Marangoni. (If you have attended another college since your last enrollment at Istituto Marangoni, submission of an official transcript is required.)
5. The Readmission Committee will evaluate and determine the students' readmission eligibility and advise the Registrar or Admissions Director
6. The student will be notified of the approval or denial decision regarding their readmission.

Readmission Application Deadline Dates:

- Spring - December 1
- Summer - April 15
- Fall - June 15

### INTERNATIONAL STUDENT ADMISSIONS

Istituto Marangoni Miami is not authorized under federal law to enroll non-immigrant international students.

The School defines an international student applicant for admission as any nonimmigrant of the United States\* who requires an appropriate student visa to enroll into an academic program in the U.S.

\*Naturalized US Citizens, legal permanent residents of the US, residents of US territories, refugees to the US, as well as non-immigrant aliens granted asylum to the US are not considered international students.

### TRANSCRIPTS

Istituto Marangoni Miami recommends that applicants request any/all transcripts at the same time as you submit your application. Transcripts will be held on file if they arrive before your application form.

NOTE: Any official transcripts, either high school or college, become part of the admission process and will not be returned to the student.

### Proof of High School

The applicant must possess a standard high school diploma from an accredited institution, GED equivalent, or a home-study certificate or transcripts from a home-study program that is equivalent to high school level and is recognized by the student's

home state. Applicant must provide official documentation of graduation in form of a transcript. A transcript is considered official only when each issuing institution provides the transcript directly to the Admissions Office.

Certificates of attendance, special high school diplomas or modified high school diplomas are not acceptable to establish proof of high school graduation.

### Official Transcript

Students who wish to have Advanced Placement (AP) credits considered for college credit must provide request and official high school transcript. The transcript must include the date of graduation. Transcripts marked as issued to students are not considered "official".

The Admissions Specialist can provide assistance on the obtainment of official high school transcripts.

If a student has completed at least 12 credits and earned a GPA of 2.0 or better or has earned a degree from an accredited U.S. institution, an official transcript from the institution attended can substitute for the official high school or GED transcript.

### Home School

Due to the diverse nature of home school requirements from state to state; Istituto Marangoni Miami requires the following materials to evaluate a student's academic history for acceptance:

- Transcripts from a nationally recognized and accredited home school program - OR –
- Detailed home-school transcripts (course titles, brief description of each course content, a grade or performance assessment for each course, details on duration of study, and expected graduation date) and a second academic indicator such as the SAT, ACT, GED, or college GPA (where 12 or more credits were completed at a single institution).

### International High School Transcripts

To provide proof of graduation and equivalency to American Institutions, if the transcripts are not prepared in English, an English language translation(s) of official education transcripts and diplomas is required. The cost for the official credential evaluation of post-secondary, non-U.S. transcripts and diplomas by a National Association of Credential Evaluation Services (NACES) is the applicant's responsibility. The evaluation must be of all official copies of all educational transcripts and diplomas. "Official" means transcripts sent directly from the Institution that is confirming the academic record of the applicant. The only exception to this requirement is if the International High School is regionally or nationally accredited by an American regional accrediting body or approved national accrediting body.

Other forms of proof of high-school equivalency will be considered on a case-by-case basis.

### College Transcripts

Official transcripts must be sent to the Admissions Office prior to the program start for the purposes of determining transfer of credit opportunities and for scheduling.

Applicants seeking to enroll in the graduate program are required to hold a bachelor's degree. Official transcripts must be sent to the Admissions Office prior to acceptance into the graduate program. Istituto Marangoni Miami does not permit transfer credit into the graduate program.

### Advanced Standing

Istituto Marangoni Miami does not award academic or advanced standing for acquired life experience or prior experiential learning.

### Veteran's Credit for Previous Education or Training

Istituto Marangoni Miami is required to maintain a written record of the previous education and training of the veteran or eligible person and clearly indicate that appropriate credit has been given for previous education and training, with the training period shortened proportionately, and the veteran or eligible person so notified. This means that records of all prior education and training must be obtained, evaluated, and credit granted toward the student's program as appropriate, regardless as to whether or not the student wants that credit transferred.

### TRANSFER OF CREDIT

The acceptance of transfer credits between institutions lies within the discretion of the receiving institution. Transfer credit shall be granted for courses taken at another institution only when the coursework involved and the level of the transfer applicant's achievement in it permits the student to complete the remaining coursework successfully. Credits earned at other institutions may or may not be accepted by IMM. Likewise, credits earned at IMM may or may not be accepted by another institution depending on its programs, policies, and regulations.

Transfer credits will be evaluated using the following guidelines:

- Only credits earned at an institution that is accredited by an agency recognized by the United States Secretary of Education, or an accepted foreign equivalent (as determined through evaluation).
- An official transcript of the student's coursework must be furnished directly by the institution where the coursework was completed before any application for transfer credits can be evaluated.
- Any credits earned at a foreign institution must have a credential evaluation completed indicating equivalency with IMM courses. The applicant may use any evaluation service listed on the National Association of Credential Evaluation Services (NACES) website and is for paying the cost of the evaluation.
- A minimum grade of a "C" or "2.0" is required for each course being transferred into an undergraduate program and a grade of "B" or "3.0" is required for each course being transferred into a graduate program. Only courses in which grades



- were assigned will be considered. Credits earned as a result of a “pass/fail” option are not eligible for transfer.
- Completed courses must be at the same program level as the applicant’s program of enrollment.
- Transfer of credit must be completed prior to enrollment. Submitting an official transcript in a timely manner is the sole responsibility of the applicant.
- The Director of Education shall make the final determination on the acceptability of transfer credits. The above guidelines shall be used in evaluating all applications for transfer of credit; however, the institution reserves the right to accept or reject any or all transfer credits at its discretion.

A maximum of 50% of any program can be completed via transfer of credit.

Potential students wishing to receive credit for courses taken at other institutions will need to provide all required documents as part of the application process.

**Transfer out of IMM**

Transferability of credits earned at IMM is always up to the discretion of the receiving institution. IMM does not in any way imply or guarantee the transferability of credit into any other college or university.

**Credit for Life Experience**

IMM does not offer credit for life experience.

**English Language Proficiency Polic**

Administrative and instructional activities are conducted in English; therefore, Istituto Marangoni Miami requires that all students possess and demonstrate a minimum level of English language proficiency required to substantially benefit from the programs offered

Proof of English language proficiency as evidenced by one of the following:

- Completion of K-12 and graduation from an educational system where English is the language of instruction.
- Completion of post-secondary education (i.e., degree earned) where English is the language of instruction.
- Completion of English 101 and 102 in a US post- secondary school, with a minimum grade of C.
- Submission of a TOEFL Score.
  - Paper: minimum 500
  - Internet based: minimum 61

Free practice tests are available at <http://www.testpreppractice.net/toefl/>

Istituto Marangoni Miami will accept alternative equivalents of TOEFL which include the following:

- American College Testing (ACT) – English: 19
- ELS Language Schools: Level 109
- EF International Language Schools: Level 106
- EF Set Certificate Plus: 61-70
- Michigan English Language Assessment Battery (MELAB or “Michigan Test”): 80
- Scholastic Aptitude Test (SAT)
  - Old SAT, Critical Reading: 440
  - New SAT, Writing/Language: 25 OR Evidence-based Reading/Writing: 440
- ACT (English/Writing or English Language Arts): 20
- University of Cambridge (U.K.) Local Examinations Syndicate:
  - First Certificate in English (FCE) a.k.a. Level III - Grade A or B
  - Certificate in Advanced English
  - (CAE) a.k.a. Level IV- Grade C (Pass)
  - Certificate in Proficiency of English
  - (CPE) a.k.a. Level V- Grade C (Pass)
  - I.E.L.T.S. (a Cambridge University exam)- Level 6

**Admissions Events**

Every year Istituto Marangoni Miami hosts numerous events that allow prospective students and their families, high school teachers, counselors, and other interested groups to get information about the school. These events and activities are designed to provide the information necessary to make an informed decision about the programs, faculty, and student services offered by the School.

**Open Houses**

Prospective students and their families can visit the School, meet with faculty and get first-hand information about the facilities and the academic programs.

**College Fairs**

Istituto Marangoni Miami attends some of the major college fairs. At these events, numerous colleges will come together at a convention-style event, allowing prospective students to visit a wide variety of educational institutions.

**High School Presentations**

Our Admissions team travels to high schools to give presentations about the fashion programs offered at the school.



# ACADEMIC PROGRAMS OVERVIEW

Istituto Marangoni Miami offers the following academic programs.

## **Undergraduate Programs**

Each undergraduate program offers general education coursework and core program courses.

### **Associate of Applied Science program in Fashion Business**

The program provides students the chance to engage in the fashion industry from both a creative and business perspective, giving them an understanding of how the fashion industry came into existence, as well as familiarizing them with the way it works today, in order to anticipate business development and change in the near future. This unique program forms multidisciplinary profiles capable of pursuing and developing diverse career paths with the fashion business industry - the mastermind that is both creative and entrepreneurial.

### **Associate of Applied Science program in Fashion Design**

The program provides students the chance to engage in the fashion industry from both a creative and business perspective. This unique program forms multidisciplinary profiles capable of pursuing and developing careers in the areas of design, garment construction and trend forecasters, meeting a growing demand for creative and business skills in the fashion industry - the mastermind that is both designer and manager.

### **Associate of Applied Science program in Fashion Styling**

The program provides students the chance to engage in the fashion industry from both a creative and business perspective enhancing the students' skills, and encouraging them on how to rationalize ideas and develop their ability to visualize and communicate creative outcomes proficiently. This unique program forms multidisciplinary profiles capable of pursuing and developing diverse career paths a fashion stylist can undertake in professional practice such as: Trend Forecasting, Advertising and Visual Merchandising.

### **Bachelor of Fine Arts in Fashion Business**

The overall aim of the Fashion Business program is to provide students with an in depth understanding of the principles of business practice, management and marketing, via an in-depth exploration of how these principles operate within the confines of fashion and luxury.

### **Bachelor of Fine Arts in Fashion Design**

This program trains skilled fashion designers capable of using techniques in clothing manufacture, as well as being able to respond to new demands in the fashion and luxury industry. The fashion designer is the source of creative ideas and new trends, not only in clothing, but also in textiles, fabrics and accessories.

### **Bachelor of Fine Arts in Fashion Styling**

The Fashion Styling program aims to provide students with creative, transferable skills and subject specific expertise in trend forecasting, analysis and interpretation of style and brands, visual communication and merchandising: they will learn to apply these skills to the present and emerging technologies in today's fashion communication industry, while also gain an understanding of operations and business practices within the global fashion, luxury and design industry.

## **Graduate Programs**

### **Master of Arts program in Fashion & Luxury Brand Management**

This program aims to provide in-depth knowledge of management and branding, specifically for the fashion and luxury goods industries. This program is for participants that have previous undergraduate level study or proven work experience, completing the program with advanced branding and management skills for various positions within the fashion, luxury and creative industries.

### **Master of Arts in Digital Communication & Social Media Strategy**

This program is aimed at participants that have previous undergraduate level study or similar, or proven work experience, completing the course with skills in social media management for the fashion and luxury industries, with the ability to apply key digital communication channels and theories across all written, virtual and social media campaigns.



# ACADEMIC PROGRAM INFORMATION



## ASSOCIATE OF APPLIED SCIENCE IN FASHION BUSINESS

### Program Length

This program takes four (4) semesters to complete and can be completed in approximately 1.5 years of full time continuous enrollment. The program is comprised of 60 semester credit hours.

### Program Objective

The Associate in Applied Science in Fashion Business degree aims to provide a solid base in key skills of the fashion business industry.

Alongside general education requirements the program provides students the chance to engage in the fashion industry from both a creative and business perspective, giving them an understanding of how the fashion industry came into existence, as well as familiarizing them with the way it works today, in order to anticipate business development and change in the near future. This unique program forms multidisciplinary profiles capable of pursuing and developing diverse career paths with the fashion business industry - the mastermind that is both creative and entrepreneurial. Over the course of four semesters, students gain insight into the world of business and economics, and their applications in a fashion context, enabling the students to employ basic quantitative analysis methods to analyze various economic and business data to produce sound business decisions. Graduates will be prepared for entry-level positions in the fashion industry. This program also prepares students with the key skills for entry onto the school's Bachelor of Fine Arts program in Fashion Business.

### Program Description

The Associate in Applied Science degree in Fashion Business is designed for students who have an interest in gaining an in depth understanding of the marketing processes in business, with particular focus on appropriate communication strategies that may be applied to fashion and luxury industries. Core classes range from product design and development, manufacturing, trend watching, awareness of seasonal buying, and consumer behavior. Students become familiar with the main design factors and concepts behind the world of luxury products, including product area, brand and category positioning, understanding how companies overcome production challenges while taking into considerations strategic issues such as ethics and 'green supply chain' management, as well as distribution and retailing, specifically related to luxury fashion. Students are exposed to good knowledge and understanding of theories of business, and the key economic concepts, and their applications in both macro and micro economic analysis of the Fashion Business and its environment, together with an analysis of the impact of technology on fashion marketing. Cultural and historical analysis of art and dress further contextualizes and underpins the development of creative skills. Managers with both communication and management skills are rare. Today companies recognize and acknowledge the way fashion professionals 'think' as a strategic asset, an alternative to traditional management methods and approaches toward company growth.

### Associate of Applied Science in Fashion Business

Total Semester Hours Required: 60

Total Clock Hours Required: 900

Course Code	Course Title	Semester Credits	Clock Hours
BUS100	Principles of Business I	3	45
BUS105	Fashion Branding Fundamentals	3	45
BUS110	Principles of Business II	3	45
BUS200	Fashion Marketing: Principles and Practices	3	45
BUS205	Fashion Communication	3	45
BUS210	The Buying Arena	3	45
BUS215	Production 360	3	45
BUS220	Product Development	3	45
COM100	Digital Design	3	45
COM200	Advanced Digital Design	3	45
FAS200	Fashion, Art and Cultural Design	3	45
TEX200	Fabrics & Materials	3	45
TRE100	Trend Forecasting	3	45
ARH100	History of Art	3	45
HIS100	History of Dress and Costume	3	45
ECO200	Principles of Economics	3	45
ECO210	Microeconomics	3	45
ENC101	English Composition I	3	45
MAC105	College Mathematics I	3	45
SPC201	Speech	3	45
<b>Total Hours:</b>		<b>60</b>	<b>900</b>

Courses above are listed alphabetically by course number.

Course numbers with an asterisk (\*) denotes general education course

General education requirements for the AAS in Fashion Business is 15 semester credits

## ASSOCIATE OF APPLIED SCIENCE IN FASHION DESIGN

### Program Length

The program takes four (4) semesters to complete and can be completed in approximately 1.5 years of full time continuous enrollment. The program is comprised of 60 semester credit hours.

### Program Objective

The Associate in Applied Science in Fashion Design degree aims to provide a solid base in key skills of the fashion design industry.

Alongside general education requirements, the program provides students the chance to engage in the fashion industry from both a creative and business perspective. This unique program forms multidisciplinary profiles capable of pursuing and developing careers in the areas of design, garment construction and trend forecasters, meeting a growing demand for creative and business skills in the fashion industry - the mastermind that is both designer and manager.

Over the course of four semesters, students are presented with exciting new challenges that will improve their critical independent thinking and develop their creative and business skills.

Graduates will be prepared for entry-level positions in the fashion industry. This program also prepares students with the key skills for entry onto the school's Bachelor of Fine Arts program in Fashion Design.

### Program Description

The Associate in Applied Science degree in Fashion Design is designed for students who have a clear interest in design and are prepared to learn skills in the disciplines of the fashion design industry, as well as key notions in garment construction and research.

Core classes range from basic drawing techniques in shape, light and shadow, moving on to study stylized fashion design and the human figure, as well as digital design techniques. Pattern cutting and digitalization, key to innovative design and creative ideas, are paramount throughout the program. Students are introduced to the role of the pattern cutter, and to the art of constructing garments, by learning and exploring traditional techniques as well as through contemporary technologies. Through creative and visual research, students discover the world of trends, and the role and influence of visual representation.

The study of fabrics and materials takes an in-depth look at fabric properties and sustainability and how they are used in the industry. Cultural and historical analysis of art and dress further contextualizes and underpins the development of creative skills.

Students gain an understanding of the business of fashion, looking at marketing principles, practices, communication strategies and product development. Managers with both design and management skills are rare. Today companies recognize and acknowledge the way designers 'think' as a strategic asset, an alternative to traditional management methods and approaches toward company growth.

## Associate of Applied Science in Fashion Design

Total Semester Hours Required: 60

Total Clock Hours Required: 900

Course Code	Course Title	Semester Credits	Clock Hours
BUS200	Fashion Marketing: Principles and Practices	3	45
BUS220	Product Development	3	45
COM100	Digital Design	3	45
COM200	Advanced Digital Design	3	45
DRA105	Fashion Drawing Fundamentals	3	45
DRA205	Fashion Illustration Fundamentals	3	45
FAS200	Fashion Art and Cultural Context	3	45
FAS205	Fashion Research & Collection Fundamentals	3	45
PAT100	Pattern Cutting Fundamentals I	3	45
PAT105	Pattern Cutting Fundamentals II	3	45
PAT115	Digital Pattern Cutting I	3	45
PAT200	Pattern Cutting Fundamentals III	3	45
TEX200	Fabrics & Materials	3	45
TRE100	Trend Forecasting	3	45
ARH100	History of Art	3	45
HIS100	History of Dress and Costume	3	45
ENC101	English Composition I	3	45
MAC105	College Mathematics I	3	45
SOC200	Sociology	3	45
SPC201	Speech	3	45
		<b>Total Hours: 60</b>	<b>900</b>

Courses above are listed alphabetically by course number.

Course numbers with an asterisk (\*) denotes general education course

General education requirements for the AAS in Fashion Design is 15 semester credits

## ASSOCIATE OF APPLIED SCIENCE IN FASHION STYLING

### Program Length

The program takes four (4) semesters to complete and can be completed in approximately 1.5 years of full time continuous enrollment. The program is comprised of 60 semester credit hours.

### Program Objective

The Associate in Applied Science in Fashion Styling degree aims to provide a solid base in key skills of the fashion styling industry.

Alongside general education requirements, the program provides students the chance to engage in the fashion industry from both a creative and business perspective enhancing the students' skills, and encouraging them on how to rationalize ideas and develop their ability to visualize and communicate creative outcomes proficiently. This unique program forms multidisciplinary profiles capable of pursuing and developing diverse career paths a fashion stylist can undertake in professional practice such as: Trend Forecasting, Advertising and Visual Merchandising.

Over the course of four semesters, students are presented with exciting new challenges that will improve their critical independent thinking and develop their creative and fashion communication skills through digital media such as websites, blogs and social networks (from the history to the current Social Media influences).

Graduates will be prepared for entry-level positions in the fashion industry. This program also prepares students with the key skills for entry onto the school's Bachelor of Fine Arts program in Fashion Styling.

### Program Description

The Associate in Applied Science degree in Fashion Styling is designed for students who have an interest in gaining an in depth understanding of the diverse professional path careers undertaken by a fashion stylist within the industry, as well as key notions in visual research and the editorial industries.

Core classes range from resources such as fashion shows, photography, visual merchandising and advertising campaigns.

Students will also gain an understanding of sustainability and ethics in the fashion industry. Visual and verbal communication skills will be developed and supported through the use of digital technologies, as well as gaining an in depth understanding of the new media environments and their contemporary applications. Through creative and visual research, students discover the world of trends, and the role and influence of visual representation.

Students are introduced to a brief historical overview to the emergence of criticism as well as looking at criticism in practice, investigating how to write for blogs, national press, and fashion magazines. Cultural and historical analysis of art and dress further contextualizes and underpins the development of creative skills.

Students gain an understanding of the business of fashion, looking at marketing principles, practices, communication strategies and merchandising. Managers with both communication and management skills are rare. Today companies recognize and acknowledge the way fashion professionals 'think' as a strategic asset, an alternative to traditional management methods and approaches toward company growth.

## Associate of Applied Science in Fashion Styling

Total Semester Hours Required: 60

Total Clock Hours Required: 900

Course Code	Course Title	Semester Credits	Clock Hours
ADV100	Visual Merchandising & Advertising in Styling	3	45
BUS200	Fashion Marketing: Principles and Practices	3	45
COM100	Digital Design	3	45
COM200	Advanced Digital Design	3	45
FAS105	Fashion Styling Fundamentals	3	45
FAS110	Business of Styling	3	45
FAS200	Fashion, Art and Cultural Context	3	45
FAS210	Fashion Styling: Visual Research	3	45
PHO100	Photography Fundamentals I	3	45
PHO200	Photography Fundamentals II	3	45
TEX200	Fabrics & Materials	3	45
TRE100	Trend Forecasting	3	45
WRI100	Fashion Writing	3	45
WRI200	Social Media & Digital Writing	3	45
ARH100	History of Art	3	45
HIS100	History of Dress and Costume	3	45
ENC101	English Composition I	3	45
MAC105	College Mathematics I	3	45
SOC200	Sociology	3	45
SPC201	Speech	3	45
		<b>Total Hours: 60</b>	<b>900</b>

Courses above are listed alphabetically by course number.

Course numbers with an asterisk (\*) denotes general education course

General education requirements for the AAS in Fashion Styling is 15 semester credits

## BACHELOR OF FINE ARTS IN FASHION BUSINESS

### Program Length

The program takes eight (8) semesters to complete and can be completed in approximately 3 years of full time continuous enrollment. The program is comprised of 120 semester credit hours.

### Program Objective

The Bachelor of Fine Arts in Fashion Business aims to provide students with a thorough knowledge and understanding of the different methods, processes, and types of businesses that are part of the wider picture of the global fashion industry.

The fashion business manager studies the fashion scene, analyses the competition, and evaluates product development, planning, promotion and sales channels, collaborating with all business areas including design, production, marketing and sales departments. Fashion business professionals are able to evaluate the intrinsic characteristics of the garment or product, the evolution of consumer habits, lifestyles and the needs of the market. They understand techniques of sales and marketing, the target audience and setting a price range, and are skilled in coordinating business partners and employees.

The overall aim of the Fashion Business program is to provide students with an in depth understanding of the principles of business practice, management and marketing, via an in-depth exploration of how these principles operate within the confines of fashion and luxury.

### Program Description

This program addresses all issues related to the marketing and development strategies of a brand, identifying the values that characterize the fashion identity of a company (equity).

From a strategic and market-oriented blend of the main perspectives in fashion business, the program covers business strategy, budgeting, finance, product development, fashion marketing, communication, branding, retail operations management, global distribution channels, as well as customer relationship management and CSR.

Fashion is an industry in constant evolution; therefore, both time-tested and contemporary marketing strategies are analyzed in order to achieve business goals. Students learn brand marketing and development strategies, identifying the values that characterize the identity and 'signature' of a product or brand. By studying cultural, sociological and historical dynamics in fashion, they understand the influence of trends in different countries and realities and their impact on sales performance. The course looks at current issues in the industry including sustainability and new media digital marketing (virtual platforms, e-commerce, social media) working to define a commercial proposal that meets the demands of the fashion industry of today. Key focus is also given to competitor evaluation and analysis techniques. Through the principles of economics and finance, students are able to measure profitability, ensure compliance with budgets and strategies, and implement specific cost control systems.

At the end of the program, students undertake a research project resulting in a business plan for a start-up, or for existing brand development. This course teaches real-world business skills.

## Bachelor of Fine Arts in Fashion Business

Total Semester Hours Required: 120

Total Clock Hours Required: 1800

Course Code	Course Title	Semester Credits	Clock Hours
BUS100	Principles of Business I	3	45
BUS105	Fashion Branding Fundamentals	3	45
BUS110	Principles of Business II	3	45
BUS200	Fashion Marketing: Principles and Practices	3	45
BUS205	Fashion Communication	3	45
BUS210	The Buying Arena	3	45
BUS215	Production 360	3	45
BUS220	Product Development	3	45
BUS315	Digital Branding Strategies	3	45
BUS320	Fashion Buying	3	45
BUS325	Supply Chain Management	3	45
BUS330	Luxury Business Models	3	45
BUS401	Omnichannel Distribution	3	45
BUS405	Fashion Retail Management	3	45
BUS410	Finance and Management Control	3	45
BUS415	Strategic Management in Fashion	3	45
BUS426	Value & Green Marketing Planning	3	45
Com100	Digital Design	3	45
COM200	Advanced Digital Design	3	45
COM430	New Digital Media and E-Commerce	3	45
FAS200	Fashion, Art, and Cultural Context	3	45
PRO420	Fashion Entrepreneurship - Thesis	3	45
TEX200	Fabrics & Materials	3	45
TRE100	Trend Forecasting	3	45
VME400	Visual Merchandising	3	45
ARH100	History of Art	3	45
HIS100	History of Dress and Costume	3	45
BCS105	Biology	3	45
ECO200	Principles of Economics	3	45
ECO210	Microeconomics	3	45
ENC101	English Composition I	3	45
ENC102	English Composition II	3	45
ENV209	Environmental Science	3	45
MAC105	College Mathematics I	3	45
MAC114	College Mathematics II	3	45
PHI300	Ethics	3	45
PHI305	Critical Thinking	3	45
PSY201	Psychology	3	45
SPC201	Speech	3	45
WHO100	World History	3	45
<b>Total Hours:</b>		<b>120</b>	<b>1800</b>

Courses above are listed alphabetically by course number.

Course numbers with an asterisk (\*) denotes general education course

General education requirements for the BFA in Fashion Business is 45 semester credits

## BACHELOR OF FINE ARTS IN FASHION DESIGN

### Program Length

The program takes eight (8) semesters to complete and can be completed in approximately 3 years of full time continuous enrollment. The program is comprised of 120 semester credit hours.

### Program Objective

The Bachelor of Fine Arts in Fashion Design aims to form future professionals for the engaging fashion industry.

Today's fashion designers are catalysts of creativity, forming new trends, responding to consumer demands, industry developments and new technology, from initial design right through to the finished garment. Students learn a breadth of skills and knowledge in design, pattern cutting and garment technology, for womenswear, menswear, and elements of fashion accessories design. The program encourages students to develop an individual style, necessary to build a solid future in fashion.

Graduates will be equipped to deal with existing and emerging technologies in today's apparel manufacturing and retailing environments and have an understanding of business practices within the global clothing industry. In the final year students work as independent practitioners, completing the course with the necessary skills to progress onto industry placement, postgraduate study, or as independent self-employed professionals.

### Program Description

This program trains skilled fashion designers capable of using techniques in clothing manufacture, as well as being able to respond to new demands in the fashion and luxury industry. The fashion designer is the source of creative ideas and new trends, not only in clothing, but also in textiles, fabrics and accessories.

Starting with skills in sketching and fashion drawing, this course moves on to address key notions and advanced techniques in fashion design and fabric and clothing manufacturing, as well as cultural studies in the history of dress, and the fashion system. Working directly from their own illustrated ideas, students progress on to collection design and garment making; selecting the most appropriate materials, analyzing fabrics, applying draping and pattern cutting techniques, and final garment construction.

Students learn how to create collections and work on an accurate analysis of materials and fabrics, integrating communication codes and influences that may come from personal experiences, art, cinema and design to name just a few. Research approaches to creative and original product development are key throughout.

Students are also encouraged to experiment with new approaches in the industry that are evolving today, including renewable and sustainable resources, innovative materials and new technologies, building an individual style and nurturing creative and professional abilities to design womenswear and menswear collections, with an eye constantly attuned to new style codes, key production methods are also covered. They understand the fashion business and know how to calculate production costs to meet the needs of the target consumer and anticipate trends, while respecting the brand's image or client brief.

The study of trends encourages students to create an innovative and contemporary individual collection. In the final year of the course, the best collections may be showcased.

## Bachelor of Fine Arts in Fashion Design

Total Semester Hours Required: 120

Total Clock Hours Required: 1800

Course Code	Course Title	Semester Credits	Clock Hours
BUS200	Fashion Marketing: Principles and Practices	3	45
BUS220	Product Development	3	45
COM100	Digital Design	3	45
COM200	Advanced Digital Design	3	45
COM402	Portfolio and Personal Brand Identity	3	45
DRA105	Fashion Drawing Fundamentals	3	45
DRA205	Fashion Illustration Fundamentals	3	45
FAS200	Fashion, art and Cultural Context	3	45
FAS205	Fashion Research & Collection Fundamentals	3	45
FAS315	Fashion Brand Exploration	3	45
FAS320	Contemporary Fashion Analysis	3	45
PAT100	Pattern Cutting Fundamentals I	3	45
PAT105	Pattern Cutting Fundamentals II	3	45
PAT115	Digital Pattern Cutting I	3	45
PAT200	Pattern Cutting Fundamentals III	3	45
PAT305	Digital Pattern Cutting II	3	45
PAT310	Experimental Cutting	3	45
PAT402	Construction Research & Development	3	45
PAT404	Final Project Construction I	3	45
PAT406	Final Project Construction II	3	45
PRO412	Final Collection Development I	3	45
PRO414	Final Collection Development II	3	45
RES400	Research & Concept Development	3	45
TEX200	Fabrics & Materials	3	45
TRE100	Trend Forecasting	3	45
ARH100	History of Art	3	45
HIS100	History of Dress and Costume	3	45
BCS105	Biology	3	45
ECO200	Principles of Economics	3	45
ENC101	English Composition I	3	45
ENC102	English Composition II	3	45
ENV209	Environmental Science	3	45
MAC105	College Mathematics I	3	45
MAC114	College Mathematics II	3	45
PHI300	Ethics	3	45
PHI305	Critical Thinking	3	45
PSY201	Psychology	3	45
SOC200	Sociology	3	45
SPC201	Speech	3	45
WHO100	World History	3	45
		<b>Total Hours: 120</b>	<b>1800</b>

Courses above are listed alphabetically by course number.

Course numbers with an asterisk (\*) denotes general education course

General education requirements for the BFA in Fashion Design is 45 semester credits

## BACHELOR OF FINE ARTS IN FASHION STYLING

### Program Length

The program takes eight (8) semesters to complete and can be completed in approximately 3 years of full time continuous enrollment. The program is comprised of 120 semester credit hours.

### Program Objective

The Bachelor of Fine Arts in Fashion Styling forms future professionals and 'creatives' with the ability to work within the fashion system in areas of visual communication such as publishing, advertising, visual merchandising, trend or style forecasting and blogging.

The fashion stylist is an expert in fashion communication and must be able to define and produce a winning combination of component parts in order to create an image or 'look' to emphasize the style of a brand, a magazine or a person.

This can be achieved through the careful use of clothes, accessories, hair and make-up, through atmosphere and location and through the knowledge and analysis of contemporary and future trends. The skills lie in interpreting the soul of an article of clothing, or product, and communicating it through a unique style.

The Fashion Styling program aims to provide students with creative, transferable skills and subject specific expertise in trend forecasting, analysis and interpretation of style and brands, visual communication and merchandising; they will learn to apply these skills to the present and emerging technologies in today's fashion communication industry, while also gain an understanding of operations and business practices within the global fashion, luxury and design industry.

### Program Description

Presenting contemporary and future trends, enhancing the collections of designers, informing and inspiring their readers: this is the exciting mission of the fashion stylist. By the end of the program students will gain the ability to recognize different styles and trends, clearly define their personal vision of a product, and propose innovative and professional ideas successfully.

By understanding, the role and responsibilities of the professional stylist students learn how to pull together, organize and lead a team of experts to ensure the direction of what goes in the fashion magazines, appears online, or on the catwalk, communicates the right messages, at the right time, and to the right target audience.

From a solid base in styling, this course moves onto explore multiple areas of the fashion industry where management of the creative process is core practice. Students are encouraged to develop their own ideas and experiment in producing a different variety of visual outcomes, such as fashion editorials, viral videos, brand image and restyling proposals, interactive and print advertising campaigns, and social media visual contents. The course covers key skills in fashion copywriting, PR and media planning, fashion production management, business planning, time management, and advertising deadlines and budgets. Cultural studies in the history of design, dress and fashion culture provide the necessary skills to make a critical assessment of a brand or client's lifestyle and legacy.

Students are encouraged to decode stereotypes and to think about image positioning from a different perspective in order to discover their own unique personal style. The ultimate goal is the independent creation of a professional styling portfolio that fully expresses the personality and skills of the student.

## Bachelor of Fine Arts in Fashion Styling

Total Semester Hours Required: 120

Total Clock Hours Required: 1800

Course Code	Course Title	Semester Credits	Clock Hours
ADV100	Visual Merchandising & Advertising in Styling	3	45
ADV310	Advertising Art & Direction	3	45
BUS200	Fashion Marketing: Principles and Practices	3	45
COM100	Digital Design	3	45
COM200	Advanced Digital Design	3	45
COM210	Interactive Design	3	45
COM310	Graphic Design	3	45
COM405	Digital and Graphic Web Design	3	45
COM410	New Image Frontiers	3	45
COM417	Videomaking: Fashion Film	3	45
FAS105	Fashion Styling Fundamentals	3	45
FAS110	Business of Styling	3	45
FAS200	Fashion, Art and Cultural Context	3	45
FAS210	Fashion Styling Visual Research	3	45
FAS305	Fashion Styling Production	3	45
FAS310	Editorial Styling & Photography	3	45
FAS325	Fashion Campaign & Photography	3	45
FAS402	Creative & Art Direction	3	45
PHO100	Photography Fundamentals I	3	45
PHO200	Photography Fundamentals II	3	45
PRO410	Final Major Project: Styling & Creative Direction	3	45
TEX200	Fabrics & Materials	3	45
TRE100	Trend Forecasting	3	45
WRI100	Fashion Writing	3	45
WRI200	Social Media & Digital Writing	3	45
ARH100	History of Art	3	45
HIS100	History of Dress and Costume	3	45
BCS105	Biology	3	45
ECO200	Principles of Economics	3	45
ENC101	English Composition I	3	45
ENC102	English Composition II	3	45
ENV209	Environmental Science	3	45
MAC105	College Mathematics I	3	45
MAC114	College Mathematics II	3	45
PHI300	Ethics	3	45
PHI305	Critical Thinking	3	45
PSY201	Psychology	3	45
SOC200	Sociology	3	45
SPC201	Speech	3	45
WHO100	World History	3	45
<b>Total Hours:</b>		<b>120</b>	<b>1800</b>

Courses above are listed alphabetically by course number.

Course numbers with an asterisk (\*) denotes general education course

General education requirements for the BFA in Fashion Styling is 45 semester credits



## MASTER OF ARTS IN FASHION & LUXURY BRAND MANAGEMENT

### Program Length

This program is 36 semester credits and takes four (4) semesters to complete and can be completed in 1.5 years of full time and continuous enrollment. Courses are either one, two or three semester credits and the total program is 36 semester credits.

Upon completion, graduates will receive a Master of Arts in Fashion & Luxury Brand Management.

### Program Description

The task of the brand manager is not only to attract and retain consumers, but also to improve the practical and organizational management of a brand within the fashion organization - this course addresses both areas; luxury branding together with business management and organization skills.

Participants learn how to adapt communication, marketing and promotional techniques to reach goals and sales targets, and fully apply the key strategies of luxury businesses. As well as concentrating on the intangible elements: customer relationships, the impact of social media and the consumer 'experience', the course makes a critical analysis of the more tangible elements of branding; product attributes (quality, features, and design), and the difference between brand image and brand identity, packaging and labelling.

A successful brand manager works on all these aspects. They become experts in making key branding decisions including brand extension and brand repositioning and learn how to detect any weaker products in a collection. Analysis of the target audience and marketing mix provides a solid grounding for brand strategy development together with research on how companies in the fashion and luxury market develop their own interpretation of brand positioning and devise innovative strategies.

The impact of social media has changed the face of communication and this course looks at finding the right balance between corporate brand image, enabling participants to network through new media and viral platforms – key to the success of luxury brands today. Along with the study of past styles and the analysis of current trends and forecasts related to “future-fashion”, participants are able to question how aesthetic expressions and interpretations of social and cultural trends influence positioning and brand image.

This stimulating course prepares participants with specialized knowledge in Brand Management to support a future career in the fashion, luxury and creative industries.

At the master's degree level, intensive coursework and home study may be assigned.

Areas of study include:

- Luxury brand analyses and marketing strategies
- Strategic branding and innovation management
- Media planning and digital communication
- Product creativity and production
- Contemporary issues in fashion
- Performance management, growth and market entry
- Commercialization and retail in luxury
- Research methodologies

### Program Objective

The Master of Arts (MA) program in Fashion & Luxury Brand Management aims to provide in-depth knowledge of management and branding, specifically for the fashion and luxury goods industries.

This program is for participants that have previous undergraduate bachelor degree, completing the program with advanced branding and management skills for various positions within the fashion, luxury and creative industries.

Over the course of two years participants are taught how to motivate, create desire, and build consumer loyalty through various channels in merchandising, marketing and communication in order to meet the expectations of a luxury brand's vision and strategy.

## Master of Arts in Fashion & Luxury Brand Management

Total Semester Hours Required: 36

Total Clock Hours Required: 630

Course Code	Course Title	Semester Credits	Clock Hours
LBM511	Future & Fashion	2	30
LBM512	Strategic Marketing & Retail Analysis	3	45
LBM513	Communication Strategies	3	45
LBM514	Research Methods	2	30
LBM515	Developing Brand Identities	1	15
LBM516	Role of Design & Creativity	2	30
LBM517	Fashion Product Development	3	45
LBM518	Commercialization & Retail	1	15
LBM519	Brands & Branding Strategies	3	45
LBM521	Intellectual Property Rights	1	15
LBM522	Business of Luxury	3	45
LBM523	Managing Luxury	3	45
LBM524	Creating, Communicating & Luxury	1	15
LBM525	Fashion Entrepreneurs	2	30
LBM601	Capstone Project	6	180
<b>Total Hours: 36</b>			<b>630</b>

**This program is offered face to face.**

**MASTER OF ARTS IN DIGITAL COMMUNICATION & SOCIAL MEDIA STRATEGY**

**Program Length**

This program takes four (4) semesters to complete and can be completed in approximately 1.5 years of full time continuous enrollment. Courses are either one, two or three semester credits. The program is comprised of 36 semester credit hours.

**Program Objective**

The Master of Arts in Digital Communication & Social Media Strategy degree aims to provide an advanced and up-to-date knowledge of the role of social media platforms and how they are changing engagement between brands and consumers, specifically for the fashion and luxury goods industries.

This program is aimed at participants that have previous undergraduate level study or similar, or proven work experience, completing the course with skills in social media management for the fashion and luxury industries, with the ability to apply key digital communication channels and theories across all written, virtual and social media campaigns.

Over the course of 1.5 years participants are taught how to motivate, create desire, and build consumer engagement through omni-channel strategies channels in social media, digital campaigns, and communication in order to meet the expectations of a luxury brand’s global vision and strategy.

**Program Description**

The Master of Arts in Digital Communication & Social Media Strategy is for professionals who are involved in many areas of the fashion system and those playing a very important role inside Fashion Houses, from creative direction, strategic positioning, communication planning and social media management.

The Digital Revolution is strongly impacting the Fashion Industry, generating a strong increase in professionalism, attention to engagement measurement and an incredible fragmentation of the traditional touch points, creating new, challenging, professional opportunities. This postgraduate level course trains participants to anticipate and respond to developments in social media management, immersive digital experiences, creative direction and new digital consumer behaviors.

Through the exploration of the major theories and debates that dominate the contemporary fashion industry, they learn how the impact of digital technologies has changed the face of consumer engagement and this program looks at finding the right balance between different strategic and immersive activities, together with tools including viral platforms, social media, and using video and virtual reality to engage with final clients and intermediaries.

With a mix of lectures, real simulation projects, industry testimonials and written and oral practice, students will get an advanced and up-to-date knowledge of the digital languages, tools and process. Participants will develop the intellectual skills to understand how technological advances and emergence of new platforms are changing the way brands and consumers communicate and interact, as well as being encouraged to evaluate the role of creativity in digital advertising and assess creative strategies and execution choices of different campaigns on a variety of social media platforms. Along with professional direct links with fashion companies, industry projects and guest speakers all contribute to provide a detailed insight into the realities, and the opportunities, of social media management and digital communication.

**Master of Arts in Digital Communication and Social Media Strategy**

Total Semester Hours Required: 36

Total Clock Hours Required: 630

Course Code	Course Title	Semester Credits	Clock Hours
DCS526	Internet Law & Ethics	1	15
DCS527	Experiential Consumer Behaviors	2	30
DCS528	Social Media Management & Analytics	3	45
DCS529	Communication Strategies	3	45
DCS530	The Evolution of Fashion Media	1	15
DCS531	Research Methods	2	30
DCS532	Digital Technologies & Creative Direction	3	45
DCS533	Digital Advertising & Online Media	3	45
DCS534	Email Marketing Strategies	1	15
DCS535	New Digital Tools	2	30
DCS536	Creative Content & Digital Writing	3	45
DCS537	Graphic Design, Layout and Post Productions	3	45
DCS538	Experiential Media	3	45
DCS602	Capstone Project	6	180
		<b>Total Hours: 36</b>	<b>630</b>

**This program is offered face to face.**



# COURSE DESCRIPTIONS

## COURSE NUMBERING SYSTEM

The number by which a course is designated indicates the level of the course:

100-299: Lower-division courses

Courses for associate's and bachelor's degree students in first and second year of study. These are primarily introductory and beginning courses without prerequisites.

300-499: Upper-division courses

Courses for bachelor's degree students in their third and fourth year of study that typically require the completion of prerequisite courses.

500-599: Graduate courses.

Courses for master's degree students, not open to undergraduate students

- Course Prefixes
- ADV Advertising
- ARH Art History
- BSC Biology
- BUS Business/Fashion
- COM Communications
- DCS Digital Communications/Social Media
- DRA Drawing
- ECO Economics
- ENC English Composition
- ENV Environmental Science
- FAS Fashion Styling
- HIS History
- LMB Fashion/Luxury Brand Management
- MAC Mathematics
- PAT Pattern Cutting/Atelier
- PHI Philosophy
- PHO Photography
- PRO Project
- PSY Psychology
- RES Research
- SOC Sociology
- SPC Speech
- TEX Textiles
- TRE Trends
- VME Visual Merchandising
- WHO World History
- WRI Writing/Thesis

Course descriptions are in alphabetical order by Course Number. The credit hours awarded for each course are noted.

### **ADV100 VISUAL MERCHANDISING & ADVERTISING IN STYLING**

Three (3) semester credits

Students will also explore the idea of visual merchandising aligned to the subject of fashion styling, contextualizing and using relevant processes in visual branded design for VM installations and outcomes. This course also analyses the most important advertising campaigns in the luxury and mass-market fashion sectors, through the study of the fundamentals of contemporary communication. Students will learn all concepts related to developing, promoting and selling an idea through styling.

Prerequisite(s): None

### **ADV310 ADVERTISING ART & DIRECTION**

Three (3) semester credits

This course explores the differences between advertising versus advertorials and understanding the contemporary art direction scene of the fashion industry. Students understand and apply concepts related to developing, promoting, and selling an idea through styling. They will research, develop, and plan industry standard campaign and catalogue pages proposals from ideation to editing for hypothetic clients in reaction to advertising briefs.

Prerequisite(s): None

### **ARH100 HISTORY OF ART**

Three (3) semester credits

This course introduces students to the historical and intellectual content of western art through an evolution of History of Art from ancient times to the end of Late Middle Ages in Europe. The analysis is set in an extended historical, social, political and cultural context. The relationship between art and society, in centuries, is also studied to elaborate comparisons between history and the contemporary cultural world.

Prerequisite(s): None

### **BSC105 BIOLOGY**

Three (3) semester credits

This course is for non-science majors to provide students with the basic biology concepts; selected topics will include cell concept, evolution, genetics and ecology. The students are expected to use the scientific method of thinking to analyze and make informed decisions about the environment.

Prerequisite(s): None

### **BUS100 PRINCIPLES OF BUSINESS I**

Three (3) semester credits

During this course, the students will recognize the importance of the principles of fashion business and be able to analyze a variety of factors affecting the industry structure as well as understanding the current global economic situation. They will also be introduced to market structures, assumptions and characteristics.

Prerequisite(s): None

### **BUS105 FASHION BRANDING FUNDAMENTALS**

Three (3) semester credits

The course introduces students to the world of brands; to branding strategies and their application within the world of fashion and luxury. During the course students will examine the different theoretical frameworks and complex nature of brands, gaining a solid understanding of brand management, and analyzing the influence that brands have on the success of a fashion organization, from mass markets and fast fashion, through to luxury.

Prerequisite(s): None

### **BUS110 PRINCIPLES OF BUSINESS II**

Three (3) semester credits

This course introduces the students to the key factors of success for businesses by understanding the economic challenges, exploring the different markets in relation with supply and demand, and by presenting a general overview of the success scenario. By the end of the course the students will know how to adopt key business principles and understand the development of business strategies, as well as be able to discuss the vital factors specific to luxury business

Prerequisite(s): BUS100

### **BUS200 FASHION MARKETING: PRINCIPLES AND PRACTICES**

Three (3) semester credits

Through the recognition and understanding of the principles and practices of the main marketing tools, students develop a professional approach to the various marketing communications strategies that are applied in the fashion industry. The course looks at creative marketing in the contemporary fashion industry, considering traditional methods to online digital techniques in advertising and promotion.

Prerequisite(s): None

### **BUS205 FASHION COMMUNICATION**

Three (3) semester credits

This course provides an in-depth explanation of the principles and practices of the main communication tools used in the fashion and luxury industry today. Following on from the Fashion Marketing Principles and practices, students develop a more professional and systematic approach to the communication strategies that are applied in industry, as well as the influence of communication tools in fashion and luxury marketing.

Prerequisite(s): BUS200

### **BUS210 THE BUYING ARENA**

Three (3) semester credits

This course looks at the buying process, working from 'concept to consumer' in relation to varied customer and market environments. Students analyze the buying function, looking at different buyers' responsibilities; learning how to determine what assortments to buy and which resources to select to produce a successful buying strategy. At the end of the course, they will understand the role of buyers and their importance within the fashion industry.

### **BUS215 PRODUCTION 360**

Three (3) semester credits

This course introduces the students to the world of the Fashion Production processes, by means of exploring product creation, textiles, Sustainable marketing, Ethic and corporate responsibilities. The students will understand the basic elements of textiles and materials necessary to create a fashion product and analyse production processes as well as understanding the manufacturing process, artisanal versus industrial and global versus local production.

Prerequisite(s): None

### **BUS220 PRODUCT DEVELOPMENT**

Three (3) semester credits

This course teaches students how different types of fashion organizations manage product design and development through studying supply chain and logistics, manufacturing processes and technology, and distribution and retailing. They will become familiar with different steps in supply chain management for the production of a fashion product

and will identify and manage critical business factors in the design, planning, development and production of a fashion collection.

Prerequisite(s): None

### **BUS315 DIGITAL BRANDING STRATEGIES**

Three (3) semester credits

As part of this course, students will be learning the appropriate digital visual frameworks used to explain the complex nature of brands, branding and communication in line with emotional branding. They will also evaluate the elements of different types of brand marketing campaigns with a particular focus on fashion brands and innovative branding, such as sustainability, diversity and responsible fashion.

Prerequisite(s): BUS205

### **BUS320 FASHION BUYING**

Three (3) semester credits

This course provides students with an advanced knowledge and understanding of the role and responsibilities of the Fashion Merchandiser within different fashion organizations. Students are introduced to the terminology of operating statements, inventory retail methods, planning seasonal purchases, calculating markups, turnover, stock-sales ratios, open-to-buy, markdowns and terms of sale.

Prerequisite(s): BUS210

### **BUS325 SUPPLY CHAIN MANAGEMENT**

Three (3) semester credits

Building on an understanding of fashion theory, innovation and digitization in the buying and product development process, this course provides an understanding of supply chain management strategies for luxury brands and fashion products. Students investigate the design, planning, execution, control, and monitoring of supply chain activities, and by understanding the role of the supply chain manager they learn how products travel from the design studio, to the showroom and store.

Prerequisite(s): None

### **BUS330 LUXURY BUSINESS MODELS**

Three (3) semester credits

In this course students explore the new luxury business markets and their strategies for the creation, communication and delivery of contemporary luxury products and services. Participants learn the relationship between digital and innovative business models, the integration of AI and VR as well as sustainability into luxury business models. Students explore new communication, marketing, and promotional techniques to reach sales goals and apply the key strategies of luxury businesses.

Prerequisite(s): None

### **BUS401 OMNICHANNEL DISTRIBUTION**

Three (3) semester credits

This course explores the Omni channel world and system that enables customers to complete a purchase and receives orders from any channel they choose. They will understand the needs necessary to meet the demand of Omni channel shopping and the compatible delivery system with all channels. They will explore how the e-commerce sector has evolved and why the Omni channel distribution model has come out as an effective solution for any retailer.

Prerequisite(s): None

### **BUS405 FASHION RETAIL MANAGEMENT**

Three (3) semester credits

This course provides students with an advanced knowledge

and understanding of the role and responsibilities of the retailer by analyzing successful retail strategies across varied fashion organizations. Students will develop astute commercial awareness of retail theories and practices required in the management of fashion products for today's markets.

Prerequisite(s): None

### **BUS410 FINANCE AND MANAGEMENT CONTROL**

Three (3) semester credits

This course provides an in-depth understanding of Business Finance and Management Control, with the aim of developing students' skills in financial analysis, and their ability to relate accounting, finance, and costings within a fashion context. The topics discussed capitalize on the principles of business, of economics and accounting, with a more in-depth focus on finance and management control.

Prerequisite(s): ECO210

### **BUS415 STRATEGIC MANAGEMENT IN FASHION**

Three (3) semester credits

This course provides students with the tools to critically examine the impact of evolving macro and micro environmental factors, on the competitive strategies of fashion organizations. Students will analyze the key stages in formulating, developing and implementing various strategies in marketing, operations, finance, and human resources, and plan and recommend an appropriate course of action within a given scenario as part of an assessed group project.

Prerequisite(s): None

### **BUS426 VALUE & GREEN MARKETING PLANNING**

Three (3) semester credits

This course helps the students develop an awareness of green marketing and new guerilla marketing strategies that form part of the current fashion industry panorama.

Prerequisite(s): None

### **COM100 DIGITAL DESIGN**

Three (3) semester credits

This course teaches the basic notions of digital graphics for the field of Fashion Design. Through the study and the use of a variety of computer applications, students acquire the tools to work on photographic retouching and elaboration of images, with the purpose of presenting their creative ideas to a client or professional public. Students also learn how to use key software packages to create visual documents and presentations.

Prerequisite(s): None

### **COM200 ADVANCED DIGITAL DESIGN**

Three (3) semester credits

This course teaches students the basics of visual design communication and presentation skills using Photoshop and InDesign software to create and present their ideas

Prerequisite(s): COM100

### **COM210 INTERACTIVE DESIGN**

Three (3) semester credits

During this course, the students will apply a range of graphic and CAD design skills to develop and build a personal online digital visual research journal and mini magazine.

Prerequisite(s): None

### **COM310 GRAPHIC DESIGN**

Three (3) semester credits

This course teaches students how to create a magazine that encompasses their own graphic vision; by providing an understanding of how digital publishing is changing

magazine design, learning how to retouch and edit images and how to output the magazine to print and/or digital media. Students will be proficient in the use of computer aided design software, e.g., Photoshop, Illustrator and InDesign and will become skilled in producing a professionally fashion magazine layout. Final work produced during the Editorial Styling & Photography course will also be retouched and edited in this course.  
Prerequisite(s): None

#### **COM402 PORTFOLIO AND PERSONAL BRAND IDENTITY**

Three (3) semester credits  
The course discusses the creation of a Personal Portfolio based on the student's visual identity. According to their career objectives, projects are selected, and presentation methodologies are defined. They study their own personal brand identity as well as the design of appropriate packaging. Materials, formats and different methodologies of print are analyzed with the aim of presenting work to a professional level.  
Prerequisite(s): None

#### **COM405 DIGITAL AND GRAPHIC WEB DESIGN**

Three (3) semester credits  
This course helps students extend their knowledge of multimedia; web and digital design, analyzing the basic components of digital design tools, among which vector graphics and animation. By combining an overall creative vision and web design techniques, students will be able to produce a final project consisting in the creation of their own home page. The magazine will contain all the final project outcomes created by the students.  
Prerequisite(s): None

#### **COM410 NEW IMAGE FRONTIERS**

Three (3) semester credits  
During this course, students will edit and explore fashion images by exploring contemporary visual frontiers such as 2D & 3D combinations, AI and VR and video storytelling as well as developing innovative and creative approaches for producing a final visual body of work.  
Prerequisite(s): None

#### **COM417 VIDEOMAKING: FASHION FILM**

Three (3) semester credits  
This course introduces students to the basic elements of visual storytelling. The focus is on understanding the mechanisms of narration as much as on the knowledge that is required to produce a convincing narrative. Through an in-depth analysis of the different aspect of storytelling, students will explore the world of moving images, aiming to understand what it is needed to create a coherent, meaningful and aesthetic work. This course allows students to develop their own fashion styling subject and encourages personal direction using contemporary media. On this course, students will edit short fashion videos.  
Prerequisite(s): None

#### **COM430 NEW DIGITAL MEDIA AND E-COMMERCE**

Three (3) semester credits  
This course critically analyses the role of digital marketing within business strategies of organizations operating in the fashion and luxury industries. Students will learn the latest E-commerce theories and practices that has changed the face of today's retail business and will look at digital marketing's influence on product sales, and consumer behavior.  
Prerequisite(s): None

#### **DCS526 INTERNET LAW & ETHICS 1CR**

One (1) semester credit hour  
Essential to the contemporary fashion industry, internet law and ethics is related to computer and information ethics and the key processes and institutions shaping the technology landscape, and how brands are adapting to accommodate emerging technologies and practices. The course explores issues such as participant knowledge and consent, online privacy and, cybersecurity, intellectual property issues, domain name, copyrights, and social media regulations.  
Prerequisite(s): None

#### **DCS527 EXPERIENTIAL CONSUMER BEHAVIORS**

Two (2) semester credit hours  
The aim of this course is for participants to understand more about the ultimate customer experience in a new phygital (physical place and digital space) context. They are introduced to new customer experience frameworks by exploring the concept of the 7Es (Experience, Exchange, Extension, Emphasis, Empathy, Emotional touchpoints, Emic/Etic process) as well as strategies using online surveys, contests, quizzes, and HTML5 games.  
Prerequisite(s): None

#### **DCS528 SOCIAL MEDIA MANAGEMENT & ANALYTICS**

Three (3) semester credit hours  
The Social media management and analytics course introduces participants to tools and practices used by social media, marketing, and communications teams to identify successful practices, target demographics, and analyze real-time consumer practices. The course explores how to grow businesses by measuring the effectiveness of social media campaigns, A/B testing and to compare data from individual campaigns, posts, or pages.  
Prerequisite(s): None

#### **DCS529 COMMUNICATION STRATEGIES**

Three (3) semester credit hours  
This course explores the ever-evolving world of marketing communication strategies, drawing on fashion industry case studies to help students to develop a deeper understanding of success factors. Media planning and strategy, public relations, sales promotions, direct marketing, CSR, the digital landscape of communications, fashion advertising and creative communication strategies, as well as laws and regulations associated with marketing communications are included amongst the topics.  
Prerequisite(s): None

#### **DCS530 THE EVOLUTION OF FASHION MEDIA**

One (1) semester credit hour  
The evolving landscapes of media and fashion communication environment are explored by examining the most relevant mass media such as: print (magazines, newspapers, catalogs); broadcast (TV, radio, video, film); and the Internet (Web sites, blogs, podcasts, social media, YouTube). Through analysis, participants will also understand the evolution of the digital landscape and its impact on fashion media.  
Prerequisite(s): None

#### **DCS531 RESEARCH METHODS**

Two (2) semester credit hours  
Research Methods supports students in developing the core competencies and academic rigor required for study at postgraduate level. Through a series of lectures and activities, students will be able to gain the theoretical and practical understanding needed to create effective coursework and capstone project proposals. Lectures

will cover the reflective process, the review of literature, research methodologies, structuring research.  
Prerequisite(s): None

#### **DCS532 DIGITAL TECHNOLOGIES & CREATIVE DIRECTION**

Three (3) semester credit hours  
This course explores proven techniques from both brand and agency perspectives. Learn to develop strategy and to plan, execute, and manage campaigns from ideation through results analysis. Study how creative strategy is executed across all elements of the marketing mix, including interactive marketing, promotion, advertising, traditional media, digital media, social media, and experiential events. Learn to manage all elements effectively for consistent strategy and branding and for successful integration. During this course, engage in the creative process by building a cohesive campaign.  
Prerequisite(s): None

#### **DCS533 DIGITAL ADVERTISING & ONLINE MEDIA**

Three (3) semester credit hours  
Participants explore the world of Digital Advertising & Online Media by investigating the various distribution options of promotional content and by understanding the process of utilizing promotional material for online platforms such as social media, search engines, websites, and any other digital platforms. Students learn how to digitally take the business directly to where the consumer is, how to purchase advertising space for campaigns (pay-per-click), how to search engine optimize (SEO), how to integrate digital into traditional marketing strategies, as well as how to create web banner ads, mobile ads, landing pages, interactive look books and digital media kits.  
Prerequisite(s): None

#### **DCS534 EMAIL MARKETING STRATEGIES**

One (1) semester credit hour  
Email marketing is the highly effective digital marketing strategy of sending emails to prospects and customers. This course will show how effective marketing emails convert prospects into customers, and turn one-time buyers into loyal, raving fans. This course will further explore how to build an email list full of targeted customers, how to optimize your emails for the highest open rates and click-through rates (CTR), and how to automate the email marketing process of nurturing your leads and turning prospects into customers.  
Prerequisite(s): None

#### **DCS535 NEW DIGITAL TOOLS**

Two (2) semester credit hours  
The main focus of this course is to get participants to identify the right digital tools and platforms necessary for businesses to succeed. Students will understand which tools are used for different tasks and how to apply them in an everyday environment. This is achieved by exploring programs, websites or online resources including Hubspot, Ahrefs, Google Adwords and Google Analytics.  
Prerequisite(s): None

#### **DCS536 CREATIVE CONTENT & DIGITAL WRITING**

Three (3) semester credit hours  
Digital culture describes how technology and the internet are shaping the way that we interact as humans, and writing on social networks and messaging systems is very different from the traditional literary methods of the past. Today, a large part of a writer's work is no longer based on copyright. All of the productions circulating on proprietary social networks live on the basis of an economic model based on advertising, customer centricity, transparency

and brevity. This course will help students make the transition from traditional to digital writing, paying special attention to providing relevant content for specific target audiences and websites, and content containing keywords aimed towards improving a website's SEO.  
Prerequisite(s): None

#### **DCS537 GRAPHIC DESIGN, LAYOUT AND POST PRODUCTIONS**

Three (3) semester credit hours  
Graphic design is all around us, in a myriad of forms, both on screen and in print, always made up of images and words to create a communication goal. This course exposes students to the fundamental skills required to make sophisticated graphic design: process, context, and communication through image-making and typography. The goal of this course is to equip learners with a set of transferable formal and conceptual tools for "making and communicating" in the field of graphic design. This core skill set will provide a starting point for further work in interface design, motion graphics, and editorial design  
Prerequisite(s): None

#### **DCS538 EXPERIENTIAL MEDIA**

Three (3) semester credit hours  
Experiential Media, best described as an immersive experience, allows brands and businesses to form long-term connections with consumers. This course will take you through the process of how to use experiential media to bring a product to life by reaching consumers in more innovative, authentic, and sharable ways. A key objective of this course is to the development of an Experiential media campaign, one that gives customers the up-close-and-personal brand experiences they crave; something traditional marketing efforts cannot always achieve.  
Prerequisite(s): None

#### **DCS602 CAPSTONE PROJECT**

Six (6) semester credit hours  
The capstone project represents the culmination of a student's academic learning and may take a variety of forms. Students may select a course of personal and professional interest and relevance and conduct and document an in-depth investigation into the topic. Students will meet with a designated supervisor to support them through the development of their project. Outcomes may be a final collection, a product, a presentation, a short film or an academic paper that will be presented and orally defended to a panel of tutors and experts in the field.  
Prerequisite(s): All DCS 500-level courses.

#### **DRA105 FASHION DRAWING FUNDAMENTALS**

Three (3) semester credits  
The course analyses how to draw the human figure, both female and male with particular focus on anatomy analysis, proportions and the stylized drawing of the selected figure. Details of the body and its movement in space are further elements of study. Students are supplied with the fundamental tools to communicate and develop a fashion drawing, using different methods of hand illustration. This course introduces students to coloring techniques used for the communication of ideas, concepts and details in a fashion product.  
Prerequisite(s): None

#### **DRA205 FASHION ILLUSTRATION FUNDAMENTALS**

Three (3) semester credits  
The study and analysis of the main methodologies of manual rendering allows for a correct representation of matt and glossy effects, transparencies and textures of several fashion

fabrics. By means of practical examples and a study based on observation of photographic images, fashion shows and illustrations, students acquire the fundamental techniques of fashion drawing using a variety of tools. The use of coloring techniques and further experimentation with proportions allow students to build on their own individual illustration style. Prerequisite(s): DRA105

### **ECO200 PRINCIPLES OF ECONOMICS**

Three (3) semester credits

The class has the aim of studying the Production Companies as subjects, which develop an economic activity of market transformation, showing their structural and functioning aspects. In order to do so, there will be illustrated the prevalent and innovative methods of Organization, Management tools and Control principles. At the end of the class, the student will have learnt main knowledge about Manufacturing Company System, which will help him to develop insights in topics of sectorial interest. There will be in-depth analysis through the "Case Study". Prerequisite(s): None

### **ECO210 MICROECONOMICS**

Three (3) semester credits

This course introduces students to the world of business and economics in a fashion business context. Students learn key business and economic theories, looking at their influences and application via a Micro economic analysis of the fashion business and its industrial environments. Prerequisite(s): None

### **ENC101 ENGLISH COMPOSITION I**

Three (3) semester credits

This first required college level-writing course introduces students to effective written communication through mastery of the writing process to include personal and professional contexts to include strategies for discussing, reviewing, development and structure, rhetorical strategies, organizational approaches, interpretive modes, of various written forms. Students will begin academic research skills to connect to their own writing and interests. This course fulfills a Gordon Rule requirement. Prerequisite(s): None

### **ENC202 ENGLISH COMPOSITION II**

Three (3) semester credits

This second required college level writing course focuses on the research process and advanced strategies for the analysis and evaluation of sources. Students will increase their knowledge of the writing process by composing informative and persuasive essays using a research process. Additionally, this course will emphasize the need for writing accuracy and the revision process using the conventions of standard edited American English. This course fulfills a Gordon Rule requirement. Prerequisite(s): ENC101

### **ENV209 ENVIRONMENTAL SCIENCE**

Three (3) semester credits

This course provides students with an introduction to environmental factors and provides a foundation for real life issues for the scientific aspects affecting sustainability, environmental policies, economics and the awareness of personal choices. Prerequisite(s): None

### **FAS105 FASHION STYLING FUNDAMENTALS**

Three (3) semester credits

Students will be provided with an introduction to professional

aspects of the fashion styling industry. They will gain a real understanding of the diversity of professional roles undertaken by a stylist. Students will get their first experience of organizing a fashion photo- shoot. The course also includes an introduction to the basic style 'wardrobe' through an historical and cultural analysis of information. Prerequisite(s): None

### **FAS110 BUSINESS OF STYLING**

Three (3) semester credits

Students are introduced to learning about the professional aspects of the fashion styling industry, career and employment opportunities. By the end of this course, the students will gain an in depth understanding of the creative and production process, and professionalism within the fashion industry. Prerequisite(s): None

### **FAS200 FASHION, ART AND CULTURAL CONTEXT**

Three (3) semester credits

This course will present students with a comprehensive critical analysis and evaluation of fashion intended as a socio-cultural global phenomenon and provide them with the theoretical knowledge necessary to interpret fashion practices in relation to art movements and other cultural manifestations. On completion of the course students will have attained a sense of the cultural and global dimension of the fashion industry, of the challenging yet close relation it has established with art and have developed an informed sensibility with regards to all the above. Prerequisite(s): None

### **FAS205 FASHION RESEARCH & COLLECTION FUNDAMENTALS**

This course discusses the basic steps involved in the design of a fashion idea. Starting with an accurate analysis of international fashion trends, students will learn how to plan and develop a range of products built on a deep secondary and primary research. Students are encouraged to research materials, to manipulate fabrics and to study color palettes. On completion of the course, students are able to organize a collection. Prerequisite(s): None

### **FAS210 FASHION STYLING: VISUAL RESEARCH**

Three (3) semester credits

Style and research, key to innovative design and creative ideas, is paramount throughout the course. Students are introduced to the role of the fashion stylist, and to visual representation as an 'art'; presenting products or communicating a vision in order to attract and engage the fashion consumer. Through creative and visual research, students discover the world of trends and the role and influence of visual representation. The course will develop the students' ability to analyze, interpret and reference visual information, which is essential within the fashion industry. Prerequisite(s): None

### **FAS305 FASHION STYLING PRODUCTION**

Three (3) semester credits

This course is a learning and practice platform that allows students to research, plan and organize photo shoots inspired by individual interests in the social, and/or cultural spheres. Students will work through a series of 'styling challenges' in a highly critical and exciting context learning how to question, reflect, provoke, work on error, and produce, through an often-surprising process of personal and creative development. Students will take inspiration

from a variety of different sources such as exhibitions, films, music, politics, society etc., and transform this inspiration into concepts for their fashion 'stories'. This course also introduces other professional aspects of the fashion styling industry including client awareness, competitors, markets and consumers. Prerequisite(s): None

### **FAS310 EDITORIAL STYLING & PHOTOGRAPHY**

Three (3) semester credits

This course gives students the possibility to work from a self-initiated brief, which in turn provides an opportunity to display to their personal skills and knowledge. Independence at this level is essential and collaborating in a team is crucial for students wishing to work in the area of styling within the fashion industry. The variety of outcomes required presents a unique opportunity for the student to create a portfolio of work expressing their individualism and professionalism. Students will plan, organize and realize contemporary fashion editorials; all edited and presented in their final portfolio. Prerequisite(s): None

### **FAS315 FASHION BRAND EXPLORATION**

Three (3) semester credits

This course they study an existing brand from a social, economic, global and ethic perspective. Students will learn how to design and develop a collection for a brand taking into account their DNA, customer, market segmentation and aesthetic. On completion of the course, students are able to design a collection for a brand. Prerequisite(s): None

### **FAS320 CONTEMPORARY FASHION ANALYSIS**

Three (3) semester credits

The objective of this course is to give students insights or references that can complement and enrich their creative research by looking at contemporary cultural, sustainable and ethical issues and through surface exploration, manipulations and enhancement. They will be able to compose a range of ideas, concepts, solutions and arguments in response to a self-initiated contemporary concept, while critically assessing information from a variety of sources. Prerequisite(s): None

### **FAS325 FASHION CAMPAIGN & PHOTOGRAPHY**

Three (3) semester credits

Students explore a variety of areas within the Fashion advertising industry to develop a multi-channel campaign. By the end of the course, the students will be able to finalize a complete multi-channel campaign involving holistic communication strategies (i.e., editorial, advertorial, press release, stop motion, etc.) Prerequisite(s): None

### **FAS402 CREATIVE & ART DIRECTION**

Three (3) semester credits

In this course, the students will understand how to elucidate brand messages and values through written and visual elements and to tap into the cultural zeitgeist and establish a brand vision that translates globally. Prerequisite(s): ADV310

### **HIS100 HISTORY OF DRESS AND COSTUME**

Three (3) semester credits

This course covers the evolution of the History of Dress from ancient times to the present. Students study a wide historical, political, social and cultural context looking at

aspects involved in sartorial cutting and construction, as well as the development of the productive systems of materials, accessories, jewels, hairstyles and makeup. The relationships between art and fashion are analyzed though the course of history, to make a comparison between past and contemporary fashion, dress and costume. Prerequisite(s): None

### **LBM511 FUTURE OF FASHION**

Two (2) semester credit hours

It is essential for students who study Fashion and Luxury Brand Management to be aware of the context in which the industry operates and the key drivers that impact that industry. This forward-looking course supports a core understanding of the world of luxury fashion, from micro and macro trends and forecasting, to the significant social and cultural movements that affect the industry, such as digitality, innovation, sustainability and ethical considerations, as well as emerging international fashion centers. Prerequisite(s): None

### **LBM512 STRATEGIC MARKETING & RETAIL ANALYSIS**

Three (3) semester credit hours

This course provides a strong theoretical framework from which to understand and apply fashion marketing techniques. Students will study marketing segmentation, targeting, positioning, planning and the marketing mix with particular reference to the retail environment, as well as analyzing fashion consumer markets and the principles of consumer behavior. Students will develop an understanding of different perspectives to fashion marketing and apply these to real world situations through project work. Prerequisite(s): None

### **LBM513 COMMUNICATION STRATEGIES**

Three (3) semester credit hours

This course explores the ever-evolving world of marketing communication strategies, drawing on fashion industry case studies to help students to develop a deeper understanding of success factors. Media planning and strategy, public relations, sales promotions, direct marketing, CSR, the digital landscape of communications, fashion advertising and creative communication strategies, as well as laws and regulations associated with marketing communications are included amongst the topics. Prerequisite(s): None

### **LBM514 RESEARCH METHODS**

Two (2) semester credit hours

Research Methods supports students in developing the core competencies and academic rigor required for study at postgraduate level. Through a series of lectures and activities, students will be able to gain the theoretical and practical understanding needed to create effective coursework and capstone project proposals. Lectures will cover the reflective process, the review of literature, research methodologies, structuring research. Prerequisite(s): None

### **LBM515 DEVELOPING BRAND IDENTITIES**

One (1) semester credit hour

Well produced, brand-appropriate presentation of work is considered a benchmark of professionalism in the luxury fashion industry. This course will support students in developing the ability to make sound judgements about how work may be persuasively presented and the different

visual strategies that may be employed. An understanding of the principles of visual communication for a specialist and non-specialist audience are addressed through workshops in Adobe Photoshop, Illustrator and InDesign.  
Prerequisite(s): None

#### **LBM516 ROLE OF DESIGN AND CREATIVITY**

Two (2) semester credit hours  
Creative flair coupled with market awareness are advantageous in luxury brand management. This course supports students' ability to think critically and creatively in the proposal of innovative fashion products for a specified luxury brand. Based on in-depth brand and market research, students will generate and justify a well devised, brand-appropriate collection, building on trend forecasts and the application of personal design research, collection of fabric samples, developing a color story and mood board and producing technical information for the range.  
Prerequisite(s): None

#### **LBM517 FASHION PRODUCT DEVELOPMENT**

Three (3) semester credit hours  
In order to develop a successful branded product and take it to market, students need a good understanding of the processes involved. In this course, they will develop essential product development skills for a given market. This course works in conjunction with The Role of Creativity to form a cohesive package of specialist learning. The range will be presented from concept to consumer, enabling students to further develop their understanding of the application of creative thinking, brand analysis and the interpretation of key brand aesthetics, through to product development and production. The importance of developing effective strategies for supply chain management will also be addressed, and the growing imperative for sustainable sourcing.  
Prerequisite(s): None

#### **LBM518 COMMERCIALIZATION & RETAIL**

One (1) semester credit hour  
New and evolving landscapes of the fashion retail environment are explored, through the analysis of innovative visual merchandising strategies for online retailing, bricks and mortar retailing and omni-channel retailing, as key to contemporary commercialization strategies.  
Prerequisite(s): None

#### **LBM519 BRANDS & BRANDING STRATEGIES**

Three (3) semester credit hours  
Students will study the strategic brand management process. This starts with conducting brand audits to identify strengths and weaknesses of brands, developing brand strategies, setting key performance indicators and defining execution plans. Branding topics such as brand equity, brand personality, brand identity and brand extensions will be studied, and students will be given the opportunity to research and critically analyze the application to luxury brands identifying key success factors and pitfalls. The Unit also explores contemporary branding topics such as digital branding, brand experience as well as rebranding, corporate social responsibility and globalization. The application of branding by fashion and luxury brands is an art which students will be able to master by being exposed to various frameworks, theories, case-studies and live projects. Students will develop their analytical, critical, research and communications skills but most importantly become creative problem solvers.  
Prerequisite(s): None

#### **LBM521 INTELLECTUAL PROPERTY RIGHTS**

One (1) semester credit hour  
Essential to the contemporary fashion brand, the concept of authorship is explored, as well as licensing rights and the protection of intellectual property. Other contractual instruments for developing brands are explored: joint ventures agreements, co-operation agreements, distribution and agency, agreements, other relevant provisions. The challenges of counterfeiting are also expounded.  
Prerequisite(s): None

#### **LBM522 BUSINESS OF LUXURY**

Three (3) semester credit hours  
This course investigates the various meanings of luxury and provides an in-depth analysis of the main pitfalls, similarities and differences between Premium and Luxury concepts. The course looks at how luxury brands evolve to respond to changing habits and trends in consumption, without losing their DNA and their codes. Using examples and cases from the world of luxury, there is a strong focus on the main business models adopted by various luxury brands to grow within a global conglomerate or as independent.  
Prerequisite(s): None

#### **LBM523 MANAGING LUXURY**

Three (3) semester credit hours  
This course covers various aspects of luxury brand management, through understanding the concepts and strategies of brand valuations, performance management, growth, and market entry. A range of tools, methods and techniques will be discussed and analyzed in the context of their usefulness to integrate theory into real life examples and cases from the luxury world. Together with the Business of Luxury, this course assesses the current opportunities and challenges facing luxury brands through a deep understanding of the critical success factors needed to succeed and grow in the luxury industry.  
Prerequisite(s): None

#### **LBM524 CREATING, COMMUNICATING & DELIVERING LUXURY**

One (1) semester credit hour  
This course will apply strategies for the creation, communication and delivery of luxury, based on a critical analysis of the visual and experiential language of luxury. Students will explore the main ingredients required to create luxury, identify brand codes for communications strategies as well as formulating operating procedures to deliver coherent brand experiences at every touch point. How the luxury service culture strives to deliver wow experiences online and offline will be analyzed. Furthermore, students will examine the strong links between luxury brands, the arts and philanthropy. Here students will be given the opportunity to be entrepreneurial and revive or create a luxury brand.  
Prerequisite(s): None

#### **LBM525 FASHION ENTREPRENEURS**

Two (2) semester credit hours  
Complementing the course in Creating, Communicating and Delivering Luxury, this course supports the development of entrepreneurial skills. The ability to identify and exploit professional opportunities is essential to work with luxury brands or for those who wish to establish their own brands. Concepts of self-branding and the strategic development of professional networks is also covered in this course.  
Prerequisite(s): None

#### **LBM601 CAPSTONE PROJECT**

Six (6) semester credit hours  
The capstone project represents the culmination of a student's academic learning and may take a variety of forms. Students may select a course of personal and professional interest and relevance and conduct and document an in-depth investigation into the topic. Students will meet with a designated supervisor to support them through the development of their project. Outcomes may be a final collection, a product, a presentation, a short film or an academic paper that will be presented and orally defended to a panel of tutors and experts in the field.  
Prerequisite(s): All LBM 500-level courses.

#### **MAC105 COLLEGE MATHEMATICS I**

Three (3) semester credits  
This course introduces students the basic concepts of college mathematics to include algebra and will follow a logical sequence for students to gain confidence in polynomials, equations, inequalities, the straight line, Cartesian coordinates, functions and graphs, systems of linear equations, logarithms and exponentials, matrix algebra, limit of a function, and derivative of a function and integral.  
Prerequisite(s): None

#### **MAC114 COLLEGE MATHEMATICS II**

Three (3) semester credits  
This course introduces the basic concepts of Euclidean geometry and non-Euclidean geometry utilizing a problem-solving approach relevant to all majors. Students will explore the inductive method and review the foundations of geometric points, lines, segments; coverage of all 2-D figures; and an analysis of coordinates, vectors, and trigonometric relations.  
Prerequisite(s): MAC105

#### **PAT100 PATTERN CUTTING FUNDAMENTALS I**

Three (3) semester credits  
This course encourages students to understand the importance of research in the field of fashion design and pattern making. They learn the fundamental methods of creative research and gain the key skills to interpret, develop and elaborate their own research in order to create silhouettes and design details. Students work with a variety of tools to create two-dimensional ideas and transform them in 3-D shapes. The basic techniques of pattern making applied to the construction of simple garments such as skirts, trousers or dresses, provide a more technical understanding to the design approach.  
Prerequisite(s): None

#### **PAT105 PATTERN CUTTING FUNDAMENTALS II**

Three (3) semester credits  
This course aims to analyze all the phases involved in the construction and production of a fashion garment. Initially the course focuses on the basic techniques of pattern making for the creation of shirts and jackets, on the analysis of shape, proportion and detail. Subsequently, all aspects involved in garment making are considered both at artisanal and industrial level. Analysis of new production technologies, which characterize contemporary industry, is also undertaken.  
Prerequisite(s): PAT100

#### **PAT115 DIGITAL PATTERN CUTTING I**

Three (3) semester credits  
This course aims to introduce the students to Digital Garment Making. Using CLO3D (visual third CAD software), the student will be able to reproduce and apply the techniques learned in the previous conventional garment-making

classes. Initially, the course focuses on the mere software familiarization to evolve in practical application and problem solving through the development of exercises taken for pictures or their own designs. Principles of rendering and animation will be overviewed  
Prerequisite(s): None

#### **PAT200 PATTERN CUTTING FUNDAMENTALS III**

Three (3) semester credits  
This course aims to finalize the student pattern-making technical preparation. In this semester, we will study and examine Raglan sleeves, Kimono Sleeves, Jackets, and Coats. Proportions, Volumes, and details are analyzed for a professional representation of garments in 2D or paper. The student will learn how to identify, evaluate and develop any type of different bodice present in a collection. The development of different sleeves, as a typology or shape is considered the most demanding subject in construction and consequently has to be faced in the last theoretical semester of this subject.  
Prerequisite(s): PAT105

#### **PAT305 DIGITAL PATTERN CUTTING II**

Three (3) semester credits  
This course encourages students to understand the importance of Digital Sampling. Using the knowledge developed in the previous session, the student will develop 3D samples of his collection, combining them with appropriate material, trims, and prints. Proportions and details are analyzed for the professional representation of garments in 3D. The student will be also introduced to the concepts of Colorway, Tech Spec, Nesting and Cost Sheet, to not only become a better pattern maker but also a better product manager.  
Prerequisite(s): PAT115

#### **PAT310 EXPERIMENTAL CUTTING**

Three (3) semester credits  
On this course students independently experiment with garment creation based on their own interpretation of a fashion theme. They start experimenting with shapes and materials, with the aim of designing innovative outfits with a particular focus on individual image and style. Throughout the creative process, they develop a fashion 'taste' and style, suitable for contemporary trends, and strengthen their own 'creative personality'.  
Prerequisite(s): RES305

#### **PAT402 CONSTRUCTION RESEARCH & DEVELOPMENT**

Three (3) semester credits  
This course has the objective to encourage students to experiment innovative shapes and silhouettes, using traditional construction techniques, as well as alternative methods. These are the bases for the study of the silhouettes for the creative personal project, which will be the starting point for the construction of final outfits. Students acquire independence in the making of toiles and participate in the different fitting phases.  
Prerequisite(s): PAT310

#### **PAT404 FINAL PROJECT CONSTRUCTION I**

Three (3) semester credits  
This course moves forward on the development of silhouettes. Silhouettes are used as a base for the construction of the garments that compose the student's final creative individual project. After the phases of pattern making, prototypes, and the various phases of fitting, final garments are made in fabric with the help of professional dressmakers and atelier workshops.  
Prerequisite(s): PAT402

**PAT406 FINAL PROJECT CONSTRUCTION II**

Three (3) semester credits

This course evolves from the development of garment prototypes. Through a reorganization of their design work, students are encouraged to perfect and develop their pattern making techniques and creative ideas, resulting in the creation of a professional design collection that is suitable for presentation to the public.

Prerequisite(s): PAT404

**PHI300 ETHICS**

Three (3) semester credits

This course will provide students with critical thinking skills while studying major theories of ethics. Ethics will be defined and analyzed to understand different points of view to include values, cultural, socio-economic and other influences allowing students to demonstrate effective reasoning skills to make decisions.

Prerequisite(s): None

**PHI305 CRITICAL THINKING**

Three (3) semester credits

This course, students will explore and help develop strategies for “learning to think” and “thinking for learning” using the process of deductive argument and the notion of validity. Students are expected to use methods for analyzing and evaluating their beliefs by developing an ideological framework.

Prerequisite(s): None

**PHO100 PHOTOGRAPHY FUNDAMENTALS I**

Three (3) semester credits

This course introduces the fundamentals of fashion photography highlighting photographic compositions, lighting and the use of the environment (studio) as well as discover key periods and styles in photographic history and analyze important and emerging fashion photographers. Students will also work on and create different visual assignments (editorials).

Prerequisite(s): None

**PHO200 PHOTOGRAPHY FUNDAMENTALS II**

Three (3) semester credits

Students will plan, organize and realize fashion photo shoots and learn how to collaborate effectively with photographers, makeup artists, hair stylists, and model agencies in managing and coordinating their projects. Students will also learn how to move forward in unfamiliar and unpredictable situations, model agencies cancelling models, changes in location availability, and will understand how to manage workloads and meet deadlines.

Prerequisite(s): PHO100

**PRO410 FINAL MAJOR PROJECT: STYLING & CREATIVE DIRECTION**

Three (3) semester credits

This course gives the student the opportunity to critically research, thoroughly investigate, and gain expert knowledge of a specialist area within their subject practice. It is expected that the choice of subject will be able to sustain sufficient breadth and depth of enquiry, to review elements of the social, economic, cultural, and historical implications of their area of study. During this course, students will be applying the core skills taught throughout the program with intrinsic knowledge and expertise to enhance abilities in self-direction, problem solving, planning and production of multiple visual supports. The dissertation will be supported by a portfolio, which includes edited fashion images and videos exploring visual frontiers as well as a website

Prerequisite(s): None

**PRO412 FINAL COLLECTION DEVELOPMENT I**

Three (3) semester credits

The course assists students in the planning of a project that mirrors the needs of the fashion industry. By means of an accurate research, the student must be able to analyze markets and trends, elaborate the correct connections and conceptualize the creative development. The final objective of the process is to create personalized collections, with a style that can be associated to the brand DNA. Students will work on the principles of time management, work organization, problem solving, multi-disciplinary collaborations, and teamwork.

Prerequisite(s): RES400

**PRO414 FINAL COLLECTION DEVELOPMENT II**

Three (3) semester credits

This course allows students to develop an individual and professional collection for a Fashion Show. Through research, they work on evolving and completing their final collection, making it highly professional and contemporary on the base of critical analysis. The project must include innovative and original creative solutions with an eye to the future. The subject prepares students for a profession in the fashion industry, allowing them to acquire the skills to manage a workload in an independent and organized way.

Prerequisite(s): PRO412

**PRO420 FASHION ENTREPRENEURSHIP - THESIS**

Three (3) semester credits

The aim of this course is to develop and launch a new brand or business concept within the fashion industry; to identify a gap in the market and apply appropriate business theories and processes in order to develop a suitable business plan. The structure and content of a business plan depends on the nature of the business initiative and the target audience of the document. Students will undertake and manage a self-directed business project as a major component of their degree in Fashion Business.

Prerequisite(s): None

**PSY201 PSYCHOLOGY**

Three (3) semester credits

This introductory course will provide students with engaging research and experiential knowledge. Individual focused topics will include learning and memory, emotions, perception, personality, motivation, and behavior.

Prerequisite(s): None

**RES400 RESEARCH & CONCEPT DEVELOPMENT**

Three (3) semester credits

The main purpose of the course is to create an original collection with a strong individual imprint and personality by means of research and innovative creative experimentation. Importance is given to the aspects of aesthetic and image study. With an orientation towards marketing, students become conscious of markets and international trends, making their project highly professional and concrete.

Prerequisite(s): FAS320

**SOC200 SOCIOLOGY**

Three (3) semester credits

This course will provide students with a basic understanding of how society functions. It will examine social phenomena in terms of social forces, group relations and social structures. Sociological topics will include the social construction of knowledge, socialization and culture.

Prerequisite(s): None

**SPC201 SPEECH**

Three (3) semester credits

This course provides students with oral communication skills needed to develop stronger personal, professional and educational presentation and experiential use of speaking. Students will apply theory and techniques to individual and group settings. Fulfills a Gordon Rule requirement.

Prerequisite(s): None

**TEX200 FABRICS & MATERIALS**

Three (3) semester credits

Students learn how to recognize, manipulate and ‘read’ the materials and fabrics used in the fashion industry. Fibers are classified and studied together with the main techniques of fabric manufacturing. The knowledge of their intrinsic properties including weaving, finishing and printing techniques, allows students to acquire the basic skills in order to identify a fabric and apply it to works in the fashion industry. The world of yarns, leather and materials are explored, with the aim of understanding the variety of technical/creative possibilities

Prerequisite(s): None

**TRE100 TREND FORECASTING**

Three (3) semester credits

This course introduces students to the role of the trend forecaster, looking at trend prediction, as well as the various methods of forecasting in the Fashion and luxury industries. The theories, concepts and methods constitute a framework that will facilitate the student to understand, interpret and anticipate developments and change for the near future. Researching seasonal trends, color, social and economic trends, consumer preferences and cultural indicators increase student’s ability in successful analysis and review.

Prerequisite(s): None

**VME400 VISUAL MERCHANDISING**

Three (3) semester credits

This course covers Visual Merchandising within a fashion retail context, its strategies and purpose. Students will also explore the idea of visual merchandising aligned to the

subject of fashion styling, contextualizing and using relevant processes in visual branded design for VM installations and outcomes. Students will research, design and present a Fashion Retail Window Concept and an In-store Retail Concept.

Prerequisite(s): None

**WHO100 WORLD HISTORY**

Three (3) semester credits

This course provides students with a general understanding of the changes that have taken place in the world since the appearance of humankind. This course covers the breakup of the Old World, the events of the Middle Ages in Europe, the rise of industrialization, the growth of imperialism, the two world wars, the changes in the post war world, and globalization. This course also introduces students to the economic, political and social processes in the world of today.

Prerequisite(s): None

**WRI100 FASHION WRITING**

Three (3) semester credits

Students in this course gain a historical overview of the emergence of ‘critique’, or disciplined, systematic analysis of a written or oral works. They will be introduced to the practical side of the critic (blogger, national press, and fashion and art magazines) and learn key tools of the trade in order to put together a well-researched written critique. They will learn how to research, plan and produce articles, fashion reviews, reportages, profiles (interviews) and press releases for exhibitions and fashion

Prerequisite(s): None

**WRI200 SOCIAL MEDIA & DIGITAL WRITING**

Students gain an in depth understanding of the new media environments and their contemporary applications. They study and use semiotics as an analytical tool to understand what is conveyed in a visual image, and will create a personal blog, supported by a digital research journal, using visual communication and presentation skills. In addition, the students focus on their own editorial policy, on categories and sub-categories which will be supported by writing pieces, images and videos.

Prerequisite(s): WRI100





# ACADEMIC POLICIES

## ACADEMIC YEAR

An academic year is defined as three consecutive semesters and is comprised of 45 weeks of instruction.

## SEMESTER CREDIT SYSTEM

Istituto Marangoni Miami operates on a semester credit system and offers three semester starts per calendar year. Each semester is 15 weeks in length.

## ACADEMIC INTEGRITY POLICY

Integrity is essential to an educational institution and to the entire educational experience. Individual students, faculty, and staff members must affirm this quality. The importance of integrity and ethics is an integral part of life at Istituto Marangoni Miami.

The Academic Integrity Policy requires that all members of the School conduct themselves honestly in all endeavors. Therefore, cheating, plagiarism and other acts contrary to academic integrity are unacceptable and will not be tolerated at Istituto Marangoni Miami. Appropriate action will be taken against dishonest students, faculty, staff, and administrators.

Self-expression is also an essential component to a rewarding and fulfilling educational experience. A school setting is an ideal forum for self-expression, voicing disagreement and challenging accepted traditions. However, while the goal of the School is to educate and encourage, it also must curtail behavior that adversely affects others. As such, Istituto Marangoni Miami's policies require that such self-expression, although encouraged, must be delivered in a civil manner, exhibiting respect for others at all times.

## Academic dishonesty cheating and plagiarism

Istituto Marangoni Miami refers to the Turnitin Online Platform. Turnitin's Originality Check helps instructors check students' work for improper citation or potential plagiarism by comparing it against the world's most accurate text comparison database. All student work will be verified for authenticity before it is submitted to the professor. Cheating is defined as the attempt, successful or not, to give or obtain aid and/or information by illicit means in meeting any academic requirements, including examinations. Cheating includes falsifying reports and documents. Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws.

An incident of cheating or plagiarism upon which a faculty member may take action will be an event which the faculty member witnesses or has written evidence to support. A faculty member must observe this evidence directly and may not take action solely on the report of another party.

Academic misconduct refers to any form of academic cheating and collusion. Examples include:

- Plagiarism (presenting the work of others as if it were your own).
- Submitting assignments downloaded from the internet.
- Commissioning another person to produce a piece of work without acknowledgement.
- Cheating in examinations.
- Colluding with others to submit work (including friends or family).
- Plagiarism is the most common form of cheating and is defined as stealing another person's ideas and presenting them as though they were your own. Some examples include:
  - Copying from a textbook, journal article, thesis, essay or website without providing adequate reference to the author.
  - Reproducing original artwork, designs, film, sound or performance and presenting them as though they were your own.
  - Copying someone else's program, database, webpage or multimedia presentation without acknowledging their work.

Throughout studies, students will be encouraged to reference the work of other artists, writers, designers or performers.

Faculty will expect to find reference to the sources of your ideas in supporting documentation, such as sketchbooks or initial drafts. This is an essential and valuable part of your education. As long as the source of the ideas is acknowledged, this is not plagiarism. There are different ways of doing this, for example:

- In an essay or assignment, when quoting another person's words "put their words in quotation marks" and properly reference the author within the text and in the bibliography.
- In computer software show where the information has come from in the acknowledgements or credits, e.g. 'program design - A. Brown', or 'graphics - J. Smith'.
- When using an artifact, put a caption against the object, e.g. 'original photograph by Cartier-Bresson'.
- If presenting an original piece of work based on an existing design or work of art, quote the source, e.g. 'after Rodin', 'after Eckersley'.
- If using a strategy of 'appropriation' (i.e. the deliberate and conscious use of the style and images of another artist) make sure you tell your Faculty what you are doing and why and acknowledge the strategy when submitting work for assessment.
- In a group project make sure all the members of the group are listed. If individuals undertake specific work within the project, make sure that this is acknowledged.
- In examinations do not copy another person's work.
- Do not quote passages from a textbook or journal without acknowledging the source.

Failure to acknowledge the use of another person's ideas in your work may be considered a breach of the School's Academic Regulations; it may also constitute a breach of intellectual property rights, e.g. copyright. Such an offense is likely to lead to failure of that assignment and/or unit and serious or repeated offenses may lead to failure of the whole stage of the course, suspension or even expulsion. In addition, a breach of copyright may lead to legal action.

#### **Procedures for Handling Cheating and Plagiarism**

Any faculty member discovering a case of suspected cheating or plagiarism should make a responsible effort to confront the student with the evidence within five (5) working days. If the student can explain the incident to the satisfaction of the faculty member, no further action is warranted.

If the student denies cheating and the faculty member continues to believe cheating has occurred, the faculty member will send an Academic Dishonesty Form to the Program Leader (or academic leadership) of the appropriate area of study. This form is available in the office of the Academic Leadership. The Academic Leadership will hold a hearing in which the faculty member will present the evidence against the student, the student will also be present at the meeting. The Academic Leadership will decide who, in addition to the above, may be present at the hearing. The Academic Leadership will determine whether or not the evidence indicates that cheating/plagiarism has taken place.

If the student has admitted or has been found guilty of cheating or plagiarism, the following records will be kept:

- The faculty member will send an Academic Dishonesty Form to the Academic Leadership.
- The Academic Leadership will inform the student in writing that these forms have been sent.
- Records of the incident will be kept in the Office of the Academic Leadership.

This record shall be destroyed upon graduation or other forms of separation from the School if no further incidents of cheating or plagiarism occur.

If the records, in the Office of the Academic Leadership, indicate that the student has committed two offenses, both incidents become part of the student's permanent academic record.

The faculty member shall decide how the student will be graded for the course in which cheating, or plagiarism occurred. The student may be required to resubmit the assignment or take a new examination. The student may receive a failing grade on the assignment or examination in question. The student may receive a failing grade for the course.

For a second or subsequent offense, the student shall be subject to suspension or dismissal from Istituto Marangoni Miami.

The student may appeal any of the above decisions in writing to the Academic Leadership within ten (10) working days.

#### **Student Responsibilities Concerning Academic Dishonesty**

Students are responsible for knowing the policies regarding cheating and plagiarism and the penalties for such behavior. Failure of an individual faculty member to remind the student as to what constitutes cheating and plagiarism does not relieve the student of this responsibility. Students must take care not to provide opportunities for others to cheat. Students must inform the faculty member if cheating or plagiarism is taking place.

#### **Course Attendance Policy**

- Student Responsibility: Students are expected to attend and actively participate in all registered classes and sessions. They must be aware of and comply with each course's attendance policy as outlined by the respective instructor in the course syllabus provided on the first day of class.
- Instructor Responsibility: Instructors hold the right to set an attendance policy for their courses. They are required to record attendance and can factor in absences when determining grades, as per their course policy.
- Communication: Students must reach out to their instructors for any questions or clarification on course requirements, assignments, exams, attendance records, progress, or grades.
- Content Responsibility: Regardless of attendance, students are responsible for understanding all class content and completing all assignments, even if missed.
- Make-up Work: Students may be given an opportunity to make up for the work missed during their absence.
- Notification: In case of foreseeable absences, students should inform their instructor in writing in advance. If the missed content can't be replicated, the instructor may assign equivalent alternative coursework.

#### **Attendance Exceptional Factors**

Istituto Marangoni Miami defines exceptional factors as a serious illness or other exceptional and unpredictable cause of absence that may generate a negative effect on the student's academic performance concerning his/her attendance or evaluation.

Examples of Exceptional Factors:

- Serious illness, injury, or hospitalization of the student (official medical documentation required)
- Bereavement (immediate family member)
- Victim of a crime or mandatory court attendance

Daily life presents minor difficulties that student have to cope with during his/her studies. This does not excuse you from missing class.

The following are NOT excused absences:

- Time management problems (missing a deadline, oversleeping)

- Daily transportation problems
- Non-availability of books or other resources
- Loss of coursework
- Financial problems
- Moving one's home
- Family celebrations, medical appointments or other events that the student can plan in advance
- Work Commitments
- Mis-interpretation of the class or exam timetable
- Colds, headaches and other minor conditions

#### **Leave of Absence**

Students are expected to maintain continuous enrollment from the time they start their program until graduation. Students should consult with the Academic Leadership if a situation arises requiring them to interrupt their education to take a leave of absence. A student could interrupt their education by either withdrawing from the college or taking a Leave of Absence (LOA) for one semester. If there is a reasonable expectation the student will return when the LOA expires and after the request form has been submitted along with the supporting documentation, a LOA may be granted for the following reasons:

- Medical;
- Military;
- Death of an immediate family member; or
- Illness of a family member (spouse, child or parent)

A student requesting a LOA needs to be aware that:

1. A leave of absence has no effect on the student's standards of progress. However, a leave of absence will have an effect on financial assistance and will extend the program completion time.
2. A student may start the process to request a LOA prior to the semester the student is requesting the leave. The request for the LOA should be received and approved prior to the last day of the Drop/Add period of the semester the student is requesting the leave.
3. Students who follow the college process and whose leave is approved in accordance with the policy need not apply for re-admission when they return. Re-admission may be denied based on crimes or other serious misconduct occurring during the leave that would have been grounds for suspension or expulsion had the student engaged in the conduct while enrolled.
4. Only one leave of absence may be granted to a student in a 12-month period and cannot exceed 180 days during a consecutive 12-month time frame.
5. A student returning from an LOA must attend classes within the first 7 (seven) days of the semester of return.

Failure to return from an approved leave of absence will result in withdrawal from the school.

#### **COURSE LOAD**

##### **Undergraduate Students**

Full time students are those students who are registered for at least 12 credit hours in a semester.

Three quarter time students are those who are registered for a minimum of 9 credits and a maximum of 11 credits.

Half time students are those who are registered for a minimum of 6 credits and a maximum of 8 credits.

Less than half time students are those who are registered for less than five (5) credits.

Students who drop courses during a semester and reduce their course load will be re-classified in accordance with their reduced course load.

##### **Graduate Students**

Full time students are those students who are registered for at least 8 credit hours a semester.

Half time students are those who are registered for a minimum of 4 credit hours.

Less than half time students are those who are registered for a minimum of 1 credit and a maximum of 3 credits.

#### **CREDIT HOUR DEFINITION**

Istituto Marangoni Miami awards credit in the form of, a credit hour, as defined as an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each class for the duration of the semester; or
2. At least an equivalent amount of work as required by academic standards to meet compliance of other academic activities as established by the institution including laboratory work, internships, practical, studio work, presentations, research, and other academic work leading to the award of credit hour completion.

One semester credit hour equals

15 Classroom hours of lecture OR 30 Laboratory hours OR

45 hours of practicum.

The formula for calculating the number of semester credit hours for each course is: (hours of lecture/15) + (hours of lab/30) + (hours of practicum/45).

### ADD/DROP PERIOD

Istituto Marangoni Miami has established an Add/Drop Period which is defined as one week (five scheduled class days) from the first day of the semester. The Add/Drop Period is published on the Academic Calendar.

Students may make schedule changes during the Add/Drop Period by completing an Add/Drop Request Form and filing it with the Academic Office during the Add/Drop period. Following the last day of the Add/Drop Period, adding and changing courses may have financial implications. Courses that are dropped during the drop/add period will be removed from the student transcript. Please see the Academic Calendar for specific dates and the Refund Policy for more information.

### GRADING SCALE AND POLICY

The grading scale for academic performance appears below. Unless otherwise indicated, each grade earned is calculated into the student's cumulative grade point average (CGPA) and the credits assigned for the course taken are included in the calculation of total credit hours attempted.

#### Grading system

the grading system for academic performance appears on the following page. Unless otherwise indicated, each grade earned is calculated into the student's cumulative grade point average (CGPA) and the credits assigned for the course taken are included in the calculation of total credit hours attempted.

Please note that the highest letter Grade a student may receive is an A.

Letter Grade	Numerical Value	GPA
A	94 -100%	4
A-	90 - 93%	3.7
B+	87 - 89%	3.33
B	83 - 86%	3
B-	80 - 82%	2.7
C+	77 -79%	2.3
C	73 - 76%	2
C-	70 - 72%	1.7
D+	67 - 69%	1.3
D	60 - 66%	1
F	0 - 59%	0

#### Other Grades

**I/Incompletes:** At the discretion of the instructor, a student may be assigned a temporary grade of incomplete (I) to allow the student more time to complete missing coursework or to take a required exam. Upon completion of the work or exam, the earned grade replaces the grade of "I" and is calculated into the grade average for the level and for the CGPA. If the missing work or exam is not completed within two weeks from the last day of the course, a grade of "F" will be assigned and computed into the final grade average for the course and into the CGPA.

**TR/Transfer:** A grade of TR is assigned for a student's successful transfer of credits earned from an accredited institution. A grade of TR is not calculated in the CGPA but will be included in both credits attempted and completed hours for completion rate.

**W/Withdraw:** A student who withdraws from the institution after the drop/add period but before the mid-point (50% or half-way point) of a course will be assigned a grade of W for the course. The W grade is not included in the calculation of the CGPA but will be considered attempted but not earned hours for completion rate.

**W/Withdraw Passing:** A student who withdraws from the institution after the mid-point of a course and who had earned a passing grade by the time of the withdrawal will be assigned a grade of WP for the course. The WP grade is not included in the calculation of the CGPA but will be considered attempted but not earned hours for completion rate.

**WF/Withdraw Failing:** A student who stops attending after the mid-point of a course and or who withdraws after the mid-point of a course and who has earned a failing grade by the time of the withdrawal will be assigned a grade of WF for the course. The WF grade is not included in the calculation of the CGPA but will be considered attempted but not earned hours for completion rate.

**Prerequisite and Core Courses:** Students must earn a grade of C (2.0) to successfully complete prerequisite courses and core fashion courses. Any grade lower than a C (2.0) will require the course to be retaken.

**Course Substitution:** Istituto Marangoni Miami may, on rare occasion, allow a student to substitute a course in their program of study for another similar course. The student should request a course substitution in writing with the Academic Leadership. The request will be considered, and the student will be notified of the decision in writing. The College reserves the right to initiate a course substitution. For more information, please see the Academic Leadership.

**Repeat Courses:** Students may repeat courses as required. Courses that are repeated are included in the calculation of both attempted and earned hours for the completion rate. The final grade earned will be included in the CGPA. A student who has

successfully completed a course but wishes to improve the grade received in the course, may also repeat the course. If the course is repeated, the grade earned for the last time the course is taken replaces the previous grade when the overall GPA is calculated. All attempts will remain on the academic record.

#### Grade Point Average (GPA)

Each letter grade has a point value. To compute the grade point value for a course, multiply the grade point value by the number of credit hours. For example, a "B" in a 3- credit hour course is equal to 9 points. To calculate a GPA, add the total grade point values for all courses and divide that figure by the total number of credit hours attempted.

#### Grade Appeal Procedures

Istituto Marangoni Miami has a Grades Committee to address requests for revision of academic grade(s). This Grades Committee consists of the Director and two instructors. The Grades Committee members are proposed every semester by the Director and approved by the President. The Committee establishes its internal decision-making procedure that will be made public.

The instructor responsible for the course is the only person who may make a grade change and he or she must notify the Registration Department when and if the change is made. When a student appeals a grade, the student will provide the faculty member with a copy of all petitions. A challenge to a grade received in a course, comprehensive examination, or other graduation requirement will be considered only when the student alleges that the grade received reflects other than appropriate academic criteria, that is, achievement and proficiency in the subject matter as stated in the course syllabus.

A student who deems it appropriate to challenge a grade will proceed as follows:

- If the grade challenged is in a course, the student will first discuss the matter with the instructor teaching the course in an effort to resolve the grievance informally.
- If the grievance is not settled, the student may then file the Grade Appeal Form with the Director.
- The form must be filed no later than ninety (90) calendar days after the date on which the grade was due in the Registrar's Office.
- The Director will make an informal investigation, hearing both the student and the instructor, and attempt an informal reconciliation.
- The Director will render a decision within thirty (30) calendar days and inform the student and instructor in writing.
- If the student wishes to appeal the decision of the Director, he or she may request that the Grades Committee investigate the decision.
- The Grades Committee will make a formal investigation, hearing both the student and instructor.
- The Committee will reach a decision within thirty (30) calendar days and notify the student, the instructor, and the Director in writing.
- The decision will be either that the grade will stand, or that the faculty member will change the grade as recommended by the Grades Committee.
- The student and/or the faculty member may appeal the decision of the Grades Committee to the Director no later than five (5) working days after the Committee's decision.

The Director's decision shall be final.

#### GRADUATION POLICY

To graduate, a student must meet all the following:

- Maintain at least a 2.0 GPA.
- Successfully completed all the required coursework for their major; and
- Satisfied all their financial obligations to Istituto Marangoni Miami.

The Student Services Office will provide students with a diploma upon satisfactory completion of the program and graduation requirements.

#### SYLLABI AND STUDENT EVALUATION

For every course offered at Istituto Marangoni Miami, the professor is to provide to the students at the beginning of the course a course syllabus that contains the following written information: (i) the method of evaluation and (ii) course requirements and value towards the final grade.

#### DEADLINE EXTENSION POLICY

Deadline extensions for exams, projects and assignments are not to be granted unless there is an exceptional factor involved. Any student work accepted after this date requires an explanation or documentation of the exceptional factor involved.

#### SAVING WORK

It is the student's responsibility to save his or her work. The student should save and verify multiple copies prior to leaving the classroom. The teacher is in no way responsible for work saved on the hard drives, nor is he or she required to give an extension on work improperly saved. Local and network drives at the University, including all computers in the labs, will be purged regularly and should never be used by students for long-term storage. These drives are available for student use during class and lab sessions, but all data will be deleted on a daily basis.

Students are expected to backup all work. Loss, theft, and computer failure are not acceptable excuses for not saving work.

**FINAL SHOW – REGULATIONS AND SELECTION**

Selection of students to participate in any final fashion show or degree show is limited and cannot be guaranteed (menswear / womenswear fashion and accessories collections). A committee made up of the School Director, Academic Leadership, Program Leader, One faculty member and up to 2 external advisers will make the selections during the final term.

**SATISFACTORY ACADEMIC PROGRESS (SAP) POLICY****SAP Definitio**

Each student enrolled must demonstrate that he or she is making satisfactory academic progress toward the completion of his or her chosen program of study. The criteria that each student must meet to qualify as making “Satisfactory Academic Progress” are defined below. A student who is failing to meet this criterion at any point outlined below will not meet the standard of “Satisfactory Academic Progress”. Any of three remedies may be applied if a student is not making Satisfactory Academic Progress. These are as follows: academic warning, academic probation and/or dismissal from the program of study.

**Academic Warning:** Students not meeting qualitative or quantitative measures at the end of a semester will be placed on academic warning for one semester and will receive written notification from the Director or Education through their student email. A student may continue with their enrollment while on academic warning. If after the warning semester, the student succeeds and meets all SAP measures, they will be removed from academic warning. If after the warning semester, the student fails to meet any SAP measurement, they will be placed on academic probation.

**Academic Probation:** A student will be placed on academic probation if they do not meet SAP requirements at the end of the academic warning semester. The student must meet with the Academic Leadership. If after the probation semester, the student succeeds and meets all SAP measures, they will be removed from academic probation. If the student fails to meet any SAP measurement, they will be academically dismissed from the program of enrollment. Once dismissed, the student may appeal the decision directly to the Director of Academics. If a student is dismissed, they may appeal the decision.

The definition of Satisfactory Academic Progress has both qualitative (GPA and completion rate) and quantitative criteria (maximum time frame) that must be met. The student must meet both of these sets of criteria to make Satisfactory Academic Progress. Unmet satisfactory academic progress also affects scholarship eligibility.

**Grade Point Average:** A student must meet an overall cumulative grade point average at the end of each semester. The minimum cumulative GPA requirement depends on the student’s academic level (undergraduate or graduate). The minimum requirements are outlined in the chart below.

**Completion Rate:** A completion rate is the total number of credit hours successfully completed divided by the total number of credit hours attempted. Credits counted in the completion are not only courses taken but courses that are transferred into the program. The minimum requirements depend on the student’s academic level and are outlined below.

**Maximum Time Frame:** The published length of an academic program and the number of credit hours attempted is the measure of maximum time frame. A student is expected to complete a degree program within a certain time frame. Courses counted in maximum time frame calculation are not only courses taken but courses transferred into the program. For both undergraduate and graduate programs the maximum time frame cannot exceed 150% of the published length of the program.

Undergraduate Programs		Graduate Programs		
Academic Programs & Levels	Associate and bachelor’s Degrees			Master’s Degree
Total Credit Hours Attempted	1-15	16-30	31 - above	1-above
Required Completion Rate	66.7%	66.7%	66.7%	66.7%
Minimum Cumulated Grade Point Average	1.75	1.85	2.0	3.0
Maximum Time Frame	150% of the specific degree programs published length			150% of the specific degree programs published length

**Change of Program and SAP**

Students who contemplate a change from one program to another should discuss this possibility with the Academic Leadership to determine the effect such a change would make on the student’s satisfactory academic progress. If a student changes his/her program only the semester credit hours that are common to both programs will be accepted toward the new program. All credits attempted and earned that are counted toward the new program will be used for satisfactory academic progress calculations.

**Additional Program and SAP**

Students who wish to enroll in an additional program must apply for admission. Upon acceptance, all courses previously attempted that are common to the additional program will be calculated toward SAP requirements.

**Withdrawal from a Course and SAP**

If the student withdraws from a course after the drop/add period, they will receive a withdrawn grade in the course as indicated below. The last day of physical attendance determines how the grades are recorded for the semester. If the last day

of attendance is within the first half of the semester, a grade of “W” is given. If the last day of attendance is within the second half of the semester, the student will receive a “WP” if their grade calculation is passing or a “WF” if their grade calculation is failing. The grade of “W” “WP” and “WF” has no effect on the student’s cumulative GPA but will be considered as attempted hours and calculated toward SAP requirements.

**Readmission after SAP Dismissal**

If the student was not making satisfactory academic progress in his or her program of study as of the last semester enrolled, the student will not be readmitted into the same program. Readmission into a different program will not be accepted, unless the student makes an appeal in writing concerning the institution’s determination to the Academic Leadership (as provided below in the Appeal section) and the Academic Leadership grants the student’s appeal. The Academic Leadership will consider mitigating circumstances in addressing the appeal as well as the student’s ability to successfully complete the new program. If the Academic Leadership grants the appeal, then the student will be placed on academic probation during the student’s next semester of attendance in any program of study.

If the student is given permission for readmission, the student must agree in writing to the terms for readmission outlined by the institution and must execute a new Enrollment Agreement. The student must also pay all current tuition, fees and any other costs associated with the student’s program of study.

**Appealing a Determination of Unsatisfactory Academic Progress**

If it is determined that a student is failing to make satisfactory academic progress in his or her program of study, the student may appeal the determination in writing to the Academic Leadership within 5 business days of notification of SAP status. The student’s appeal must provide details concerning the circumstances affecting the student’s academic progress (such as serious illness or injury befalling the student, the death of a close relative of the student or any other mitigating circumstances) that may influence the institution’s decision to terminate or not to readmit the student into his or her program of study.

The Academic Leadership will consider the appeal to determine whether the mitigating circumstances explained in the student’s written appeal are mitigating circumstances that will allow the student to remain enrolled in or readmitted to another program of study despite the student’s failure to conform to the requirements of Satisfactory Academic Progress. The determination of the student’s appeal will be made by the discretion of the Academic Leadership in conformity to the principles and standards described in this catalog and will be final and binding on the student. If the Academic Leadership decides in favor of the student’s appeal, the student will be placed either on academic probation during the student’s next semester of attendance in a program of study.

**Veterans and Dependent Students and SAP.**

Maximum timeframe is not applicable to veteran and dependent students for determination of satisfactory academic progress. A student must be terminated from VA educational benefits when not meeting satisfactory standards of progress. The student may be re certified only after achieving satisfactory standards of progress.



## SCHOOL POLICIES

### **FREEDOM OF ACCESS/ NON-DISCRIMINATION**

Istituto Marangoni Miami is open to all students who are qualified according to the published admission standards. The School encourages applications from qualified applicants of both sexes, from all cultural, racial, religious, and ethnic groups. The School is committed to non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, marital status, national origin, veteran status, political affiliations or opinions. All School employees have a responsibility to maintain their work free of discrimination.

All acts of discrimination must be documented in writing, specifying the basis for discrimination. The complainant must enumerate all types of discrimination in the statement, identify the offender, and turn in the complaint to School Officers. In absence of a written complaint, the employee or faculty member who received the complaint must document it in a memorandum to be referred to Student Development or Human Resources, as appropriate. Unless the complainant signs it, it will be an informal complaint.

Istituto Marangoni Miami will investigate all complaints. Investigations may include interviews, preparation of statements, reports with summary of the investigation, description of investigation process, findings and recommendations. Reports will be kept confidential.

The School may attempt conciliation between the parties involved. If conciliation is not achieved, the designated official from the school will issue a formal report. Final reports shall be issued within 60 days of receiving the complaint. The alleged offender and complainant will be notified in writing of the outcomes, and procedures for appeal. Upon this final report, corrective action, including sanctions, will be considered and implemented.

Claims to be found frivolous will result in appropriate sanctions against the complainant, as determined by the program leaders. Possible sanctions may include but are not limited to written reprimands on the student or employee's record, restriction or loss of privileges, and suspension. Complaints may be withdrawn, but Istituto Marangoni Miami reserves the right to continue investigating as it was made aware of a possible act of discrimination. Any attempt(s) at retaliation shall be treated as a separate allegation of discrimination.

By the time a determination of appropriate disciplinary action or resolution has been reached, all parties will have been contacted and circumstances will have been fully evaluated. However, individuals have five days to appeal determination of sanctions. Such appeals shall be directed to the school director which will re-evaluate the determination as deemed appropriate.

### **STUDENT RECORDS**

Students should be aware that student records submitted to the School become the property of the School and shall not be released to third parties. The school reserves the right to use the records, as it deems appropriate. A hold shall be placed on the records of any student that owes an obligation to the School. A student may not register or receive a transcript from the School until the obligation is paid in full to the School and the hold is properly removed. Removal of a hold may take approximately two (2) business days.

#### **Maintenance of Student Records**

Official academic records are maintained in the Registration Department. Included are admission applications and associated documentation, the registration forms for each semester in residence; the records of grades and credits received in courses at this institution or accepted here from other institutions; and other documents directly relating to the student's academic progress and status.

Student records are kept in its original copy for 5 years. After that period only electronic copy will be stored.

#### **Transcript Requests**

Provided a hold does not exist, a student may request a transcript from the registrar office by completing and delivering a transcript request form. The School will release the transcript to the student. Transcript requests may be made in person or by mail. The School will charge US \$25.00 for official transcripts, and US \$5.00 per non-official transcript. Official and non-official transcript request may take approximately five (5) to ten (10) business days to process.

#### **Students' right to know**

The School has policies that ensure that students have access to records as provided under federal and state law. Istituto Marangoni Miami is in compliance with Student Right to Know Act (PL 101-542). The following policies describe student rights in this regard. Please contact the Student Services Office for further questions regarding a student's rights to access his/her records.

#### **Amendment of Records**

A student who believes that information contained in his or her records is inaccurate, misleading, or in violation of the privacy or other rights of the student, may request that the Istituto Marangoni Miami official who maintains the records amend them. The official who maintains the records has a responsibility to consult with appropriate officials of the School for further determination or confirmation. If the School decides to refuse to amend the education records of the student in accordance with the request, it will so inform the student of the refusal, and advise the student of the right to a hearing.

### **Hearing Procedures**

Should the request for a change in the student's records be denied, the student may appeal the decision to the School Director within thirty (30) days and ask for a hearing. School Director shall designate a hearing committee, which will include one administrator other than the one who has denied the request, the Academic Leadership and two faculty members of Istituto Marangoni Miami.

The decision of the Hearing Committee shall be final, except that final appeal to the School Director of the School remains open. The challenge to be considered in such hearings may extend only to the material in the respective School file, e.g., it may extend to the correct recording of a grade, but not to the appropriateness of the grade.

Students, dissatisfied with the results of a hearing may place a statement in the education record in question commenting upon the information therein, and/or setting forth any reason for disagreement with the School's decision not to correct or amend the record. Such a statement shall become a part of the information contained in the education record and will be disclosed with it.

### **Students with Disabilities**

Disability Support Services is available through Student Services

IMM provides accommodations to qualified students with disabilities. Student Services assists all qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at Istituto Marangoni Miami.

### **ALCOHOL AND DRUG USE**

Istituto Marangoni Miami as an institution of higher education is dedicated to the well-being of all members of the students, faculty, employees, and administrators. In demonstration of its concern with the misuse of alcohol and other drugs, it is the policy of Istituto Marangoni Miami to prevent substance abuse through education and prevention. The School recognizes alcoholism and drug abuse as an illness or treatable disorder, and it is the School's policy to work with members of the school community to provide channels of education and assistance. However, it is the responsibility of the individual to seek assistance. The School also recognizes that the possession and/or use of certain substances are illegal, and the School is obligated to comply with local, state, and federal laws.

Istituto Marangoni Miami's alcohol and drug policies are as follows:

While on, or engaged in any school related-activity, members of the school community must be in a fit condition to perform appropriately. Being under the influence of alcohol and/or drugs is prohibited and may subject the individual to disciplinary action, including the possibility of dismissal.

### **POLICY AGAINST SEXUAL HARASSMENT**

It is the intent of Istituto Marangoni Miami to protect all employees and students from sexual harassment. Not only is sexual harassment a violation of Title VII of the Civil Rights Act of 1964, it also undermines the integrity of the employment and academic environment, debilitates morale, and interferes with the effectiveness of employees and students. In accordance with the Equal Employment Opportunity Commission's published guidelines, unwelcome sexual advances, unwanted requests for favors of a sexual nature, and any other unwanted verbal or physical conduct of a sexual nature are considered sexual harassment if:

- Explicit or implicit submission to sexual overtures is made a term or condition of employment.
- Employment decisions are made on the basis of whether submission to or rejection of sexual overtures occurred; and
- Sexually intimidating, hostile, or offensive atmosphere unreasonably interferes with an individual's work performance.
- At Istituto Marangoni Miami, sexual harassment of or by employees includes the following:
- Unwelcome or unwanted sexual advances. This includes unwelcome physical contact or sexual advances considered unacceptable by another individual.
- Requests or demands for sexual favors. This includes subtle or blatant pressures or requests for any type of sexual favor, accompanied by an implied or stated promise of preferential treatment or negative consequence concerning one's employment status or student status.
- Verbal abuse that is sexually oriented or considered unacceptable by another individual, as well as sexually derogatory comments. This includes commenting about an individual's body or appearance when such comments go or other tasteless sexually oriented comments or innuendoes or actions that offend others; Engaging in any type of sexually oriented conduct that would unreasonably interfere with another's work Performance. This includes extending unwanted sexual attention to someone that reduces personal productivity or time available to work at assigned tasks; or
- Creating a work environment that is intimidating, hostile, or offensive because of unwelcome or unwanted sexually oriented conversations, suggestions, requests, demands, physical contacts, or attentions.
- Normal, non-coercive interaction that is acceptable to both parties is not considered to be sexual harassment. At Istituto Marangoni Miami, sexual harassment by employees of students is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when:
- Submission to such conduct is made to appear to be a term or condition of enrollment, attendance, or participation in a class.
- Submission to or rejection of such conduct affects academic decisions.
- Such conduct has the purpose or effect of unreasonably interfering with a student's academic performance or creating an intimidating, hostile, or offensive academic environment.
- Unwelcome physical contact, including but not limited to, patting, pinching, or touching; or Offensive or demeaning sexual remarks, jokes, or gestures.

Students aggrieved by a violation of this policy may file a grievance by reporting the conduct to the School Director. All

allegations of sexual harassment of or by a student, faculty member, or any other School personnel will be promptly and thoroughly investigated by the School Officers.

Istituto Marangoni Miami recognizes sexual harassment as an insidious practice and will not tolerate sexual harassment in any manner or form. Persons sexually harassing others will be dealt with swiftly and vigorously. Any individual who violates any portion of this policy shall be subject to disciplinary action up to and including discharge.

It is improper conduct for an Istituto Marangoni Miami faculty member to engage in a romantic or sexual relationship with a student enrolled in the faculty member's class or for an employee to engage in a romantic or sexual relationship with a student that is under the employee's supervision. Romantic or sexual relationships between any faculty member and a student then enrolled in the faculty member's class (including supervised student activities for which academic credit is given) or between any school employee and a student enrolled in the school may appear to be coercive and are discouraged. Even when no coercion is present, such relationships create an appearance of impropriety and favoritism, which can impair the academic experience of all students in the school environment. At Istituto Marangoni Miami, romantic and sexual relationships between a faculty member or an employee and a student are subject to the prohibition against sexual harassment.

### **ANTI-HAZING POLICY**

In compliance with Florida law, Istituto Marangoni Miami defines hazing as any act whether physical, mental, emotional or psychological, which subjects another person, voluntarily or involuntarily, to anything that may abuse, mistreat, degrade, humiliate, harass, or intimidate him or her, or which may in any fashion compromise his/her inherent dignity as a person. Hazing is inherently in conflict with the purpose and goals of Istituto Marangoni Miami. Therefore, such conduct will not be tolerated. Every effort will be made by Istituto Marangoni Miami to guarantee that hazing will not victimize students.

### **LIBRARY USE POLICY**

The library's policy regarding student borrowing and return of items is posted in the library. Students are allowed and encouraged to borrow materials from the library's general collection. Students are allowed to borrow materials for up to 24 hours. These materials may also be renewed for a period of 24 hours. Fines and late fees are assessed for late items at the rate of 25 cents per book per day. Students are charged replacement value up to a cost of US \$50 for any item that is lost. These fees are collected before the student is allowed to register for the next semester's classes.

### **TECHNOLOGY POLICIES**

#### **Computer Use Policy**

Istituto Marangoni Miami's computing facilities are provided for the use of registered users. All computer users are responsible for using the facilities in an effective, efficient, ethical and lawful manner. The School views the use of computer facilities as a privilege, not a right, and seeks to protect legitimate computer users by imposing sanctions on those who abuse the privilege.

This policy provides guidelines for the appropriate and inappropriate use of the computing resources of Istituto Marangoni Miami. It applies to all users of the School's computing resources, including students, faculty, employees, alumni and guests of the School. Computing resources include all computers, related equipment, software, data and local area networks for which the School is responsible.

The computing resources of Istituto Marangoni Miami are intended for the legitimate business of the School. All users must have proper authorization for the use of the School's computing resources. Users are responsible for seeing that these computing resources are used in an effective, ethical and legal manner. Users must apply standards of acceptable academic and professional ethics and considerate conduct to their use of the School's computing resources. Users must be aware of the legal and moral responsibility for ethical conduct in the use of computing resources. Users have a responsibility not to abuse the network and resources and to respect the privacy, copyrights and intellectual property rights of others.

Computer hardware and software is the property of Istituto Marangoni Miami and the student is responsible for taking precautions against importing computer viruses or doing other harm to the computer. It is prohibited to copy school-purchased or leased software.

#### **Email & Internet Use Policy**

All email communications sent or received at the school should be considered official school correspondence. Such correspondence is subject to standards of good taste, propriety, courtesy and consideration. The school under certain circumstances, such as an internal investigation, may retrieve emails, as they are subject to subpoena and discovery in legal proceedings. Respect for others' privacy dictates that students should not try to access another individual's messages without the individual's permission.

Most computers at Istituto Marangoni Miami have access to the Internet. It is expected that all individuals using Istituto Marangoni Miami's computers will use good judgment in determining the sites visited and the amount of time spent using the Internet.

#### **Rules Regarding the Use of Computers**

The following rules apply to all users of the Istituto Marangoni Miami's computers. Violations of any of these rules may be possibly unlawful. An individual's computer use privileges may be suspended immediately upon the discovery of a possible violation of these rules:

1. Computer users agree to use facilities and accounts for School related activities only.
2. Accounts are considered the property of Istituto Marangoni Miami.
3. An Istituto Marangoni Miami Officer must approve all access to central computer systems, including the issuing of passwords.
4. Authorization for the use of the accounts is given for specific academic purposes.

5. Attempts to use accounts without authorization or to use accounts for other than their intended purposes are all violations of the School's rules.
6. Electronic communications facilities, such as E-MAIL are for Istituto Marangoni Miami related activities only. Fraudulent, harassing or obscene messages and/or materials are not to be sent or stored.
7. Computer users agree to the proprietary rights of software. Computer software protected by copyright is not to be copied from, into, or by using Istituto Marangoni Miami computers.
8. Computers users are required to abide by federal copyright laws and Istituto Marangoni Miami's policy regarding the use of all digital materials, including peer-to-peer file sharing.

The School Director will address inappropriate conduct and violations of this policy. In cases where a user violates any of the terms of this policy, the School may, in addition to other remedies, temporarily or permanently deny access to any and all Istituto Marangoni Miami's computing resources and appropriate disciplinary actions may be taken.

## STUDENT CONDUCT POLICY

### Student Conduct Code

The following are examples of misconduct for which students and/or student organizations are subject to disciplinary action by Istituto Marangoni Miami. This list should not be considered inclusive.

- Deliberate disruption, obstruction or continued interruption of the learning environment, research, administration, disciplinary proceedings or other College activities. This includes inappropriate use of cell phones or laptops or other electronic devices.
- Disorderly, lewd, indecent or obscene conduct, language or other forms of expression on campus or at any College-sponsored or College-supervised activity. This includes the sending of offensive, harassing, lewd or defamatory messages.
- Dishonesty, such as cheating, plagiarism, or knowingly furnishing false information to the School. Forgery, alteration, or misuse of School documents, records, or identification.
- Theft of and/or damage to property of the School, of a member of the School community or of a visitor to the School.
- Unauthorized entry to, or use of, School facilities, which are locked, closed to student activities or otherwise restricted as to use.
- Tampering with fire equipment, exit lights, fire alarms, or any other Safety equipment or structures.
- Disorderly, lewd, indecent, or obscene conduct or expression on School owned property or at School sponsored or supervised activities.
- Abusive behavior - Any action or situation which produces mental or physical discomfort for any member of the School community, or which places the individual or group in danger of physical or mental injury. This behavior includes but is not limited to:
- Sexual Harassment - inappropriate or unwelcome sexual attention to coerced sexual relations or sexual assault (also see policy on Sexual Harassment).
- Verbal Harassment-statements incorporating abusive, obscene or threatening language. Physical Harassment - use of, or threatened use of, physical force or violence.
- Stalking - willfully, maliciously, and repeatedly following or harassing another person.
- Any harassment on the basis of race, ethnicity, gender, disability, religion, or sexual orientation.
- Forging, altering, possessing, duplicating, or using documents, keys, records, or identifications without consent or authorization.
- Failing to comply with a judicial sanction, to include violation of specific probationary statutes.
- Purporting to or representing another person, an organization, or the School improperly without the consent or authority.
- Lying or perjuring self to School official.
- Attendance during the commitment of a violation of the School student conduct code constitutes permission or condoning of the act.
- Possessing, consuming, dispensing, or being under the influence of alcoholic beverages or illegal drugs in violation of the State of Florida Law or Istituto Marangoni Miami's policy.
- Violating the School smoking tobacco use policy in specified facilities.
- Soliciting/selling for personal or organizational profit without proper consent of School officials.
- Disruption of the normal activities of the institution, including physical violence or abuse of any person or conduct which threatens or endangers the health or safety of persons, the deliberate interference with academic freedom and freedom of speech.
- Possession of weapons, which include firearms (or replicas), guns, sling shot devices, grenades, knives, explosives, flammable materials or any other instrument that may be used to cause injury to body or damage to property.
- Violation of other published School policies, rules or regulations.

### Disciplinary Standings

A student's status with regard to discipline is regulated by the following definitions, which are reflected in each student's record kept at the Registration Department.

**Good Standing.** The status of good standing indicates that a student has been duly enrolled in the School and is eligible to participate in all activities of the School. A student is presumed to be in good standing unless the student engages in an established misconduct.

**Warning.** This status indicates that a student has been through the judicial process due to the seriousness of his/her conduct and has been cautioned that further behavior of the same or similar type will be cause for further disciplinary action by Istituto Marangoni Miami.

**Disciplinary Probation.** This status indicates that the student's behavior has raised serious questions concerning the student's status as a member of the School community. The student will be given a stated period during which his/her conduct will establish whether he/she is to be returned to good standing by having met definite requirements in behavior or whether he/she is to be suspended or dismissed from Istituto Marangoni Miami. The Academic Leadership may impose the sanction of disciplinary probation on a student.

A statement of offense and decision will be placed in the student's file in the Registration Department. If while on disciplinary probation a student is found responsible for a further infraction of School policies/regulations, the student will be subject to the possibility of suspension/expulsion from Istituto Marangoni Miami.

**Suspension.** The status of suspension indicates the suspension/separation of the student from Istituto Marangoni Miami for a stated time due to serious or repeated violations of the rules or for undesirable conduct on the part of the student. A student will be permitted to re-register for courses after a semester probation period. The Academic Leadership may impose suspension. Statement of offense and decision will be placed in the student's file in the Registration Department.

**Expulsion.** The School Director reserves the right to expel a student in cases of serious infraction of disciplinary rules. This status, the most serious disciplinary action taken by the School, indicates the immediate, involuntary and permanent separation of a student from Istituto Marangoni Miami because of established gross misconduct on the part of a student. After notice of expulsion, a student must leave the campus immediately. The expelled student does not have the privilege to apply for readmission to Istituto Marangoni Miami. Statement of offense and decision will be placed in the student's file in the Registration Department. A student's transcript will include documentation of expulsion.

### Appeals to Disciplinary Standings

A student may appeal any of the above decisions in writing to the Academic Leadership within 10 working days.

### Disciplinary Records.

Istituto Marangoni Miami will retain disciplinary records for one year after graduation. The School reserves the right to keep records for a longer period of time if so, specified in the sanction letter.

### STUDENT GRIEVANCE PROCEDURE

If any student deems it necessary to file a grievance against an Istituto Marangoni Miami employee, he or she must report such incident to the Academic Service & Student Support Office. Every effort will be made to protect the privacy of any parties involved. The student is entitled and encouraged to have an informal discussion with the Academic Leadership as a first step. If an informal conversation does not result in a satisfactory resolution, or if you are not comfortable speaking about the matter with the Academic Leadership, then the student should discuss the situation with the School Director. In cases of discrimination or sexual harassment, Istituto Marangoni Miami encourages the student to go directly to the School Director. Any complaint that is not in writing, that is, a verbal complaint, is considered an informal complaint.

After an informal discussion, if the student wishes to file a formal grievance, he/she may submit such in writing to the School Director. However, before filing a formal charge, the complaining party should first make a good faith effort to meet and confer with the party against whom he or she has a complaint in an effort to resolve the matter. The formal report should contain a statement of the problem or complaint, the facts and details of the situation, pertinent dates and the names and positions of the parties involved. The grievance must be signed and dated. Also, the student may withdraw a complaint at any time during the complaint process. A withdrawal must be made in writing to the School Director.

Upon receipt of a written formal complaint by a student, the School Director will consider the complaint. After such an investigation, the School Director will make a determination as to whether the grievance has merit as alleged. If the alleged grievance is deemed justified, Istituto Marangoni Miami will take whatever steps it deems appropriate to correct any grievance suffered by the complaining student.

Istituto Marangoni Miami recognizes that students may have legitimate complaints relating to their course, the services or facilities provided, other students, or the staff and it will take such complaints seriously and deal with them in confidence and without recrimination. All students have also a right to appeal to review their results.

Please, note that all students should access their IM email account on a regular basis, as it will be used to communicate important information regarding their course, tuition fees, award ceremonies and other matters, including Exceptional Factors claims, Complaints, and appeals.

Istituto Marangoni Miami wants students to experience good learning opportunities and services. It expects that they will inform academic staff when any aspect of the learning opportunities or services it provides do not match what they were led to believe they would experience. The School views complaints by students as important feedback: when things are not right it encourages students to complain constructively, so that it can remedy matters as quickly as possible, so that the School can enhance what it offers students and so that the effects on students' learning and progress are minimized.

Grievance Procedure Response Time Frame:  
30 days from Initial Investigation  
60 days for final determination.

Students who feel a grievance is unresolved may refer their grievance to:  
Executive Director, Commission for Independent Education  
325 West Gaines Street, Suite #1414  
Tallahassee, FL 32399- 0400  
850.245.3200 or toll free at 888.224.6684

**Remedies**

If it is determined that such grievance has appropriate support, the persons or departments that are responsible for such violation will be dealt with in an appropriate manner by the supervisors or directors of such persons or programs, in accordance with applicable provisions, if any, of contracts, employment regulations, faculty and employee handbooks, or the like.

**Review by a Representative Committee**

The student may appeal this determination to an appeals committee consisting of members of the administration, faculty and student body. This committee has the right to review the determinations and to reverse or amend such decisions.

**CAMPUS SAFETY AND SECURITY**

The school has the utmost concern for the safety of each student, faculty member, and staff. All students, employees, and visitors should promptly report crimes in progress, accidents, and any other emergencies to local law enforcement by dialing 911.

**Digital Badge**

Students are provided a digital badge application during the orientation session. This digital badge app is downloaded on the student's personal mobile phone and will be the student's method to access the School. Students are required to check in at the reception upon entering the building and upon departure, using the bar code readers provided.

Should the student have problems with their digital badge, reception staff will allow access only after manual registration and presentation of a valid photo identification card.

In order to keep students, their belongings and the school's resources safe at all times. Istituto Marangoni Miami requests that entry is not allowed to anyone other than Istituto Marangoni students and staff, unless expressed permission has been granted by school staff

**HEALTH AND SAFETY**

The school acknowledges that it is its duty to ensure, so far as reasonably practicable, the health, safety and welfare of the students, staff, and anyone else who comes to the school. It is the policy of the school to provide and maintain, as far as reasonably practical, a working environment that is safe and without risk to health.

Consequently, the school will, when reasonably practical:

1. Provide and maintain safe and healthy working conditions.
2. Provide and maintain safe machinery.
3. Provide information, training and supervision to enable staff and students to perform their work safely.
4. Maintain high standards of health, safety and welfare in all School activities.

**TOBACCO & ELECTRONIC CIGARETTE POLICY**

The School wants to promote a healthful and clean work environment for students, employees, staff and visitors. In accordance with Florida's Clean Air Act (FCIAA), the use of tobacco, smoking, and electronic cigarettes, is prohibited in all School buildings. This includes, but is not limited to, any classroom, laboratory, library, faculty office, administrative offices, dining facility, or any other facility owned or controlled by the School. School administrators may subject to disciplinary action as well as any students, faculty members, or staff found in violation of this policy.





# STUDENT & CAREER SERVICES

Under the supervision of the Academic Leadership, the School student services are in place to assist students with their various needs. The goal of effective and worthwhile student services is to assist students and to directly involve the students in the affairs of the institution, fostering a sense of community among students, faculty and administration.

## ACADEMIC ADVISING

As previously mentioned, Istituto Marangoni Miami is an institution that emphasizes not only academic and professional growth, but also personal development and the nurturing of each student. Coordinators serve as liaisons between students and the faculty/administration. It is the role of the Student Service Officers and Program Leaders to advise and mentor students with regards to academic and professional decisions. In addition, each faculty member is receptive to developing a professional, yet personal relationship with each student. As such, the students should feel comfortable, if the need arises, to seek advice of a faculty member with regards to academic and professional matters.

## GRADUATE EMPLOYMENT/CAREER SERVICES

Istituto Marangoni Miami Career Service Office provides career support for students at undergraduate and graduate level. The purpose of the Career Service is to bridge the gap between Istituto Marangoni Miami and the job market. To do so, mentoring and counseling activities are organized throughout the academic year. These comprise of workshop to be delivered within the classrooms, and individual meetings with eligible students.

During these individual meetings, resumes/CVs and portfolios are revised and students are encouraged to talk about their career goals and expectations, while being advised on professional paths and on strategies to tackle the working world. In order to further enhance job market knowledge, the Career Service organizes seminars and round table discussions with fashion professionals, HR managers and head-hunters, usually on specific topics such as: career paths, personnel research methods and job figures. Internship opportunities may be offered to graduates.

Upon successful completion of studies, the Career Service supports alumni in the search for opportunities and recruitment initiatives for one year after their graduation. Companies addressing their recruitment needs to Istituto Marangoni Miami Career Service are offered a pre-selection of profiles that are suitable for their vacancies.

The Career Service also researches and develops additional contacts within the working world, for collaborations and resume/CV proposals to companies.

While the school will assist in job search, Istituto Marangoni Miami make no guarantee, expressed or implied, of future employment.

## STUDENTS WITH DISABILITIES

Istituto Marangoni Miami does not discriminate on the basis of disability in the admission or access to, or operations of, its programs or activities.

This notice is provided as required by Title II of the Americans with Disabilities Act of 1990. Accommodations are granted on a case-by-case basis for those students who are eligible by showing sufficient documentation of disability in compliance with all Federal and State Laws. The school administrators will handle provisions of accommodations for students with disabilities in compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990.

Reasonable and specific accommodations are developed with each student based on current documentation from an appropriate licensed professional. All accommodations are individualized, flexible, and confidential based on the nature of the disability and the academic environment.

The school currently provides handicap access in its classrooms and facilities. Requests for other accommodations must be made to the Academic Leadership. On occasion, the Academic Leadership may work together with the School Director to resolve requests concerning academic adjustments.

With the goal of promoting integration and equality among the student population, the School provides individual assistance to students with documented disabilities. Disclosure of disability is voluntary. Students with disabilities must request adjustments or other accommodations prior to the admissions/enrollment time frame of each semester and provide appropriate documentation to the Academic Leadership. Documentation received may be questioned if proper credentials are not provided, or if the diagnosis is without supporting data. The School maintains all records as confidential.

Upon review of the documentation, the Academic Leadership will develop a letter of acknowledgement of the disability and the appropriate accommodations that will be provided to the student. The Academic Leadership will contact the student's professors to notify them of the authorized adjustments. In case the adjustments do not work, the student must notify Academic Leadership in order to ensure timely arrangements.

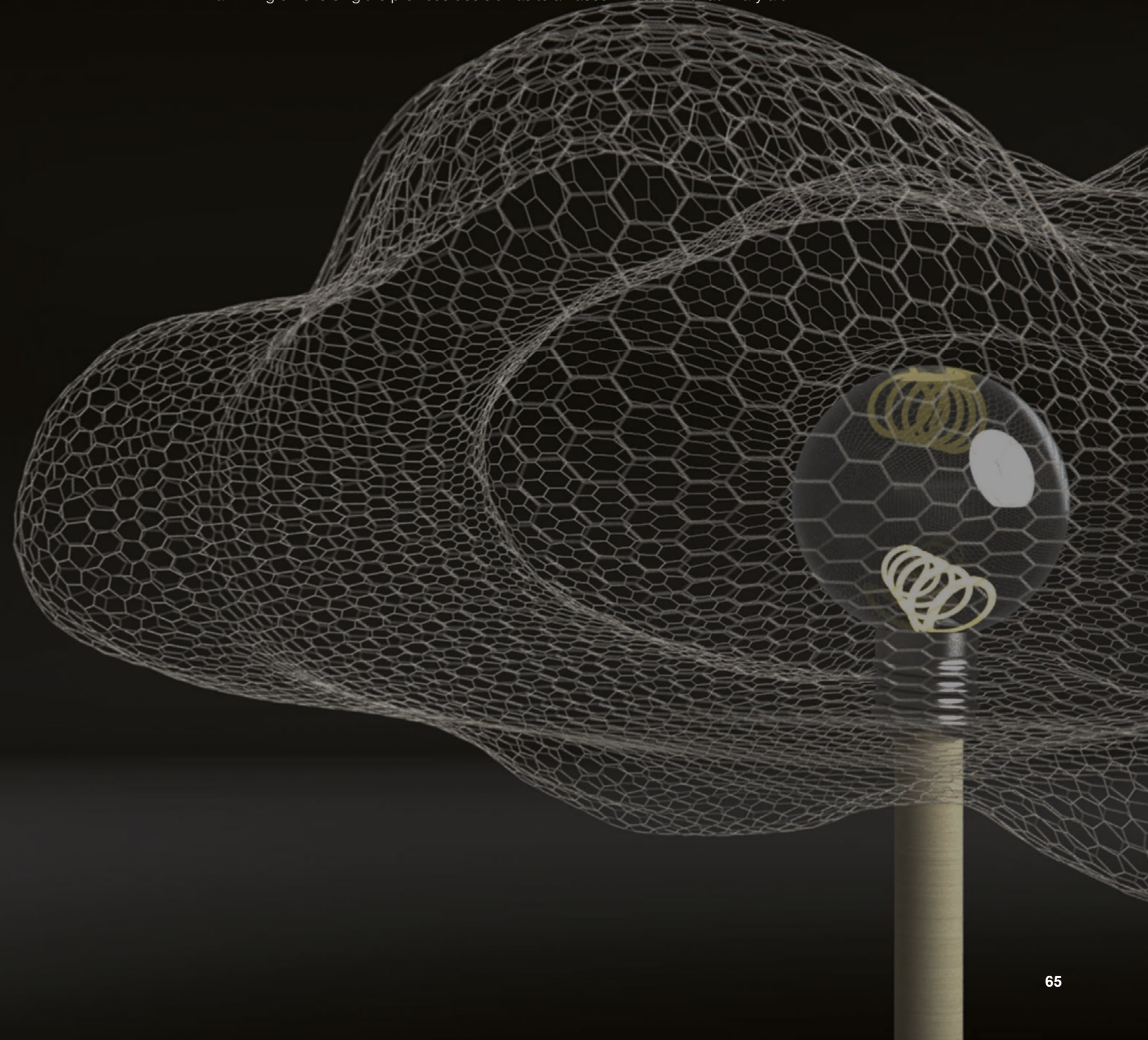
Students that require extra time for testing may take examinations under the supervision of the Academic Leadership, in agreement with the course professor. Students should allow two to three weeks for processing of additional aids or educational materials. The School provides these auxiliary aids and services on an individual basis. These aids and services may include,

but are not limited to registration assistance, approval of reduced course load, letters to instructors outlining accommodation needs, note takers, testing accommodations, classroom and other facility accommodations, and assistance with accessibility issues.

Istituto Marangoni Miami will take into account the dates of requests for adjustments in the evaluation of grade appeals. Students should keep in mind that arrangements are provided to aid in the completion of course requirements, not to provide excuses for missing assignments or other coursework. All students may appeal grades. For this process, please refer to Procedure for Grade Appeals.

## Appeal Disability Documentation Decision

The student may appeal any decision related to a requested accommodation or auxiliary aid to the Academic Leadership who will respond to the students appeal not later than ten (10) days upon submission of a student's appeal. Such an appeal must be made in writing to the Academic Leadership not later than ten (10) days following the decision as to a requested accommodation or aid. Any position paper, brief, medical documentation or other written material, which the student desires to be reviewed by the Academic Leadership, shall be submitted together with the notice of appeal. The Academic Leadership shall investigate and respond to the notice of appeal in writing, stating the decision, together with the reasons for either affirming or reversing the previous decision as to an accommodation or auxiliary aid.



# FACULTY & STAFF

## FULL TIME STAFF

**President & Chief Executive Officer** Hakan Baykam  
**Chief Financial Officer** Giorgio Invernizzi  
**VP of Campus Operations** Roger Hosn  
**Executive VP** Eva Hughes  
**PR & Communication** Brenda Diaz De La Vega

## ACADEMIC DEPARTMENT

**Associate Vice President of Academics** Michael Johnson  
**Dean of Design** Thelma Lazo Flores, PhD  
**Associate Dean of Fashion** Joe De Piro  
**Dean of Executive Education and Professional Studies** Keanan Duffy  
**FT Faculty / Program Leader - Workshops, Portfolio, Competitions** Amy Berkowitz  
**FT Faculty / Program Leader - Fashion Design** Mario Braghieri  
**FT Faculty / Program Leader - Fashion Styling** Juanita Crary  
**FT Faculty / Program Leader - Master's Programs** Eyan Allen  
**FT Faculty / Program Leader - Fashion Business** Nathalie Tessier  
**Academic Records Specialist** Ivana Belmonte  
**Librarian** Sofia Agostini

## STUDENT SERVICES

**Director of Student Services** Claudia De Cecchi  
**Director of Career Services** Sara Fortezza  
**International Student Advisor/DSO** Francesca Cotrina  
**Executive Director of Engagement & Partnerships** Liza Carbajo

## STUDENT ACCOUNTING

**Student Accounting Manager** Francesco Ferrari  
**Director of Student Accounting** Babette Perez  
**Student Accounting Specialist** Karla Toledano

## ADMISSIONS AND MARKETING

**Social Media Manager** Alejandra Madrid  
**Digital Marketing Manager** Alex Garan  
**Marketing Coordinator** Alejandra Taveras  
**Director of Undergraduate Programs** Juliene Alvarado  
**Director of Vocational Programs** Alessandra De La Pompa  
**Assistant Director – Graduate Programs** Arlene Meija Acosta  
**Associate Director – Admissions** Alessandra Belloso  
**Associate Director – Admissions** Yazmene Kaylani  
**Associate Director – Admissions** Amanda Pineda  
**Associate Director – Admissions** Chris Lagos  
**Associate Director – Admissions** Katherine Ordonez  
**Associate Director – Admissions** Elisa Cristilli

## REGULATORY AFFAIRS & HR

**VP of Regulatory Affairs** Stephen Iacullo, JD  
**Human Resource Generalist** Laura Laverde

## OPERATIONS

**Director of Operations** Giulia Camporese  
**Operations Coordinator** Kissa Villareal  
**Receptionist** Mercedes Vera  
**Receptionist** Patricia Lopez

## FACULTY

Name (first last)	Degree
<b>Amy Berkowitz (Full Time Faculty)</b>	M.A., Teaching - University of the Arts Bachelor of Fine Arts - California Institute of Arts
<b>Anabella Bergero (Adjunct Faculty)</b>	M.F.A., Fashion Design - Fashion Institute of Technology B.A., Textile and Garment Design - Universidad de Palermo / Buenos Aires
<b>Anthony Moreno (Adjunct Faculty)</b>	M.A., Liberal Studies, English literature - Florida International University B.S., Child Development, Psychology - Florida State University
<b>Bradley Cummins (Adjunct Faculty)</b>	M.A., Branding - School of Visual Arts B.A., Marketing - University of Colorado
<b>Cece Feinberg (Adjunct Faculty)</b>	B.S., Business Management – Ithaca College
<b>Edson Smitter (Adjunct Faculty)</b>	MA., Web Designer – CDD Centro de Disefio Digital B.A., Graphic Design – Miro Istituto Disenfio
<b>Eyan Allen (Full Time Faculty)</b>	M.A., Fashion Menswear - Royal College of Art in London B.A., Fashion and Textiles - University of Central Lancashire
<b>Freddy Suarez (Adjunct Faculty)</b>	Ed.D., Education - St. Thomas University M.S., Math Education - Nova Southeastern University
<b>Joe De Piro (Full Time Faculty)</b>	M.A., International Affairs & International Business - Columbia University B.A., International Relations - University of Notre Dame
<b>Jorge Castillo (Adjunct Faculty)</b>	M.A., Communication - University of Essen B.A, Communication and Design- University of Essen
<b>Juanita Crary (Full Time Faculty)</b>	MA, Journalism – Universidad de Los Andes BA, Advertsing – Universidad Jorge Tadeo Lozano
<b>Karen Redding (Adjunct Faculty)</b>	M.S., Criminal Justice – University of Phoenix B.S., Paralegal Studies – Jones College
<b>Mariela Ortega (Adjunct Faculty)</b>	MA, Creative Management, Miami International University of Art & Design BA, Istituto Marangoni London, Fashion Styling
<b>Mario Braghieri (Full Time Faculty)</b>	M.A., Fashion Design - Manchester University
<b>Marta Meyerhams (Adjunct Faculty)</b>	MA, Luxury Brand Management - Istituto Marangoni Miami MBA., - London Business School BA, Art History - University of Vermont
<b>Matilda Kalaveshi (Adjunct Faculty)</b>	MBA; Florida International University BBA; Florida International University
<b>Mena Lombard (Adjunct Faculty)</b>	BS, Business Areas of teaching: Fashion Styling St. Catherine's College Instituto Universitario Montevideo, Uruguay
<b>Michelle Rofe (Adjunct Faculty)</b>	M.A., Graphic Design - Miami International University of Art and Design B.A., Fashion Management & Design - Univ. of the Incarnate Word
<b>Miryam Fragosa (Adjunct Faculty)</b>	Ph.D., MCD Biology – University of Miami B.S., Biology – University of Miami
<b>Nathalie Tessier (Full Time Faculty)</b>	École Supérieure des Arts et techniques de la Mode Fashion Design ESMOD Baccalauréat, Literature & Maths Lycee Albert de Mun
<b>Roxana Frontini (Adjunct Faculty)</b>	MHT., Technology – Argentinean Catholic University M.A., International Business – University of Alcalá' De Henares B.A., Business– St. Mary's University
<b>Saul Kapilivsky (Full Time Faculty)</b>	MFA., Fashion Design – Academy of Art University BFA., Graphic Design – Portificia Universidad Catolica del Peru
<b>Sofia Agostini (Adjunct Faculty)</b>	MA: Fashion &Luxury Brand Management - IMM B.A., Mass Communications - Monteavila University
<b>Veronica Buitron (Adjunct Faculty)</b>	BFA, Fine/Studio Arts - School of the Art Institute of Chicago
<b>Victor Uphaus (Adjunct Faculty)</b>	M.S., Management - St. Thomas Univ. MBA; St. Thomas University BA Political Science; Univ of Michigan

## TUITION AND FEE SCHEDULE

### DEGREE PROGRAMS

Cost and Fees	Associate Degrees	Bachelor Degrees	MA Degrees Online	MA Degrees On Campus	MFA Degree On Campus
Total Semester Credit Hours	60	120	36	36	72
Tuition per Credit Hour	\$1,295	\$1,295	\$1,000	\$1,395	\$1,395
Non-Refundable Application	\$100	\$100	\$100	\$100	\$100
Semester Campus Fees	\$250	\$250	\$250	\$250	\$250
Semester Digital Resource Fees	\$350	\$350	\$350	\$350	\$350
Graduation Fee	\$400	\$400	\$400	\$400	\$400
<b>Total Cost of Attendance</b>	<b>\$80,600</b>	<b>\$160,700</b>	<b>\$37,900</b>	<b>\$53,120</b>	<b>\$105,740</b>

### VOCATIONAL PROGRAMS

Cost and Fees	Level 1	Level 2	Level 3	Level 4	One Year Program
Tuition Cost	\$12,000	\$10,000	\$8,000	\$8,000	\$38,000
Semester Campus Fees	\$250	\$250	\$250	\$250	\$250
Semester Digital Resource Fees	\$350	\$350	\$350	\$350	\$350
Graduation Fee	N/A	N/A	N/A	\$400	\$400
<b>Total Cost of Attendance</b>	<b>\$12,600</b>	<b>\$10,600</b>	<b>\$8,600</b>	<b>\$9,000</b>	<b>\$40,800</b>

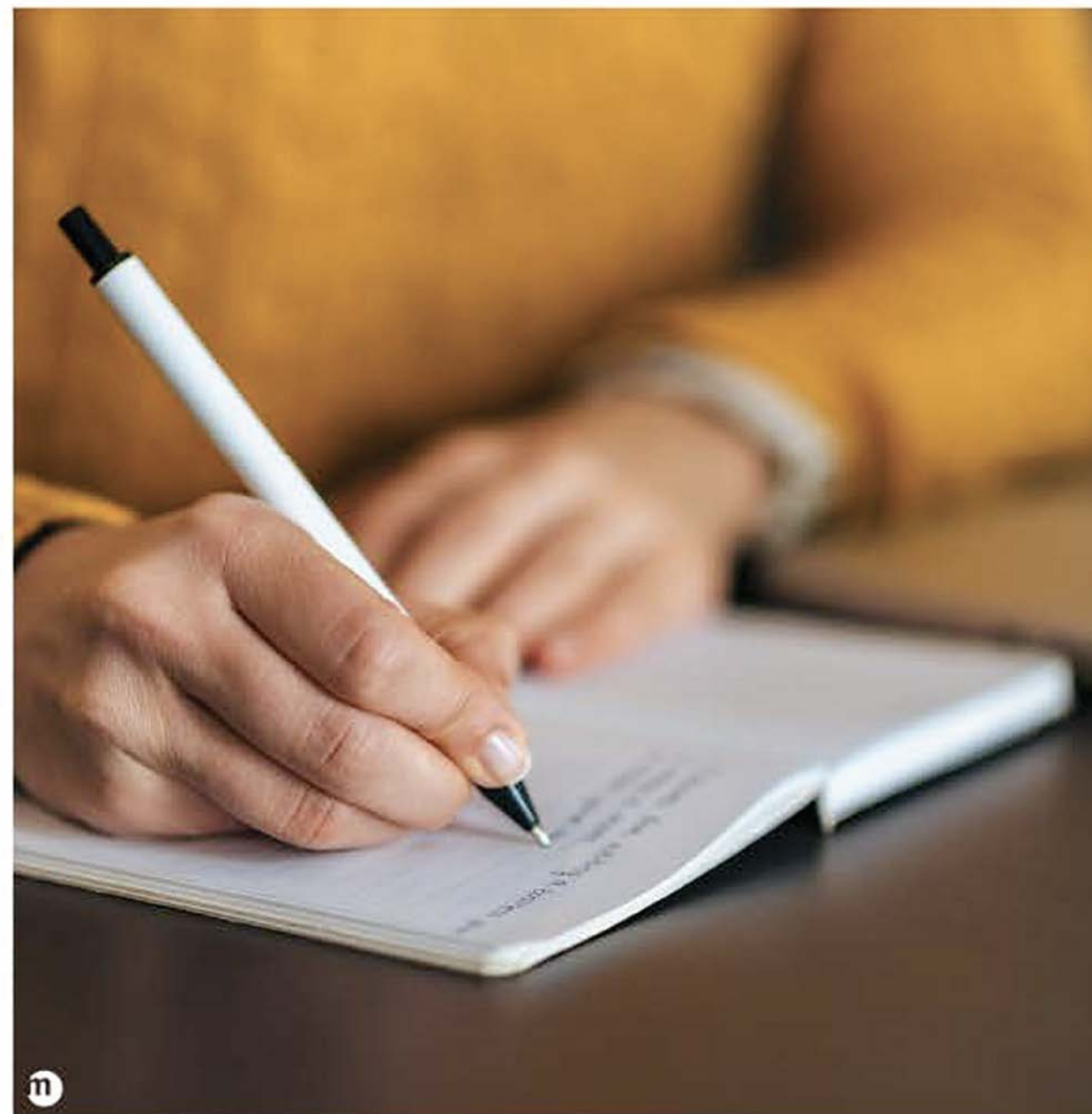
**Due Date:** Tuition and fees are due 30 days prior to the semester start or the date of enrollment whichever is earlier, for any given semester.

#### Other Fees Undergraduate and Graduate Students

Textbooks, \$500 - \$1000 per year. Textbooks not included in the tuition.

Portfolio/Collection: Cost varies, will be required for BFA students in years 3 and 4.

Late Fee:	Tuition payments will incur a late fee of 10% or \$250 whichever is higher. This charge will be assessed 10 days after payment due date.		
Library Item Loss Fee	\$50	NSF Fee (returned check)	\$50
<b>Transcript official:</b>	\$25 per transcript	Stop Payment	\$20
Credit Card Processing:	3.75%	Transfer of Credit, credits accepted for transfer	\$100 per credit
Photocopies	\$0.60 color/ \$0.25 B&W		
	\$45/ LATAM		
Diploma Shipment & Handling	\$30/ USA		
	\$60/ Russia	Student Card - Duplicate Fee:	\$25
	\$45/ Europe		



### FINANCIAL AID

Istituto Marangoni Miami does not currently offer any federal or state financial aid programs.

### SCHOLARSHIPS AND GRANTS

Istituto Marangoni Miami offers a variety of awards each year to qualified students who have been admitted into degree programs. Currently, Istituto Marangoni Miami does not offer any federal or state financial aid programs.

A range of scholarships and grants are offered based on either academic achievement and/or financial need. Financial need is defined as the difference between the total cost of education at Istituto Marangoni Miami and the amount of money an applicant and his or her family are expected to make available from income and assets to meet those expenses.

For eligibility and award level detail, along with a complete listing of internal scholarships, external scholarships, internal grants, and information on eligible veteran benefits, please visit:

<https://www.istitutomarangonimiami.com/financial-aid/internal-scholarships>

### TALENT-BASED SCHOLARSHIPS

Fashion Business

Applicants for this scholarship must tell and interpret a street style or a subculture of their city for a brand of their choice and to create a visual consumer profile by creating a picture-based representation of the target customer.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate fashion business degree program are

eligible. Applicants must submit a project in a visual format showing the target consumer for the brand selected and the subculture. A 400-word project description must also be provided outlining the storytelling elements of the submitted work.

#### **Fashion Design**

Applicants for this scholarship are charged with rethinking how clothes are made and worn in a post-pandemic world, bringing forth their best design ideas, and submitting their work to Istituto Marangoni Miami.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate fashion design degree program are eligible. Applicants must submit a personal essay (750-1,000 words), describing in their own words how an education at Istituto Marangoni Miami will help fulfill their educational and professional goals. They must also submit five (5) to seven (7) digital pieces of their most creative and innovative fashion-inspired work including drawings or photos. No physical artwork will be accepted.

#### **Fashion Styling**

Applicants for this scholarship are expected to tell and interpret a street style or a sub-culture of their city and submit a proposal that includes 10 shots or short Instagram video outputs created using a smartphone, a camera, or a Polaroid.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate fashion styling degree program are eligible. In addition to the visual submission, applicants must submit a 400-word project description outlining the storytelling elements of the submitted work.

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### **MERIT-BASED SCHOLARSHIPS**

#### **Presidential Scholarship – Undergraduate**

This scholarship is awarded to students who performed at an above-average capacity throughout their high school experience, as demonstrated through their GPA and Class Rank, and now want to pursue a degree within the fashion industry.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate degree program are eligible. Scholarship applicants must submit a portfolio of work showing continuous improvement and creative direction. A minimum H.S. GPA of 3.5 is required. Additionally, applicants must have graduated in the top 15% of their high school graduating class.

#### **Presidential Scholarship – Graduate**

This scholarship is awarded to students who have performed at an above-average capacity throughout their college experience, as demonstrated through their college GPA, and now want to pursue a graduate degree within the fashion industry.

Incoming new students accepted at Istituto Marangoni Miami in a graduate degree program are eligible. Scholarship applicants must submit a 500-word essay as to how a graduate-level education will enhance their skills, knowledge, and opportunities. A minimum undergraduate GPA of 3.5 is required.

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### **AFFILIATION SCHOLARSHIPS**

#### **National Art Honor Society Scholarship**

This scholarship is awarded to students who were members of their high school's National Art Honor Society (NAHS) organization, and now want to pursue a degree within the fashion industry.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate degree program are eligible. Scholarship applicants must be able to verify NAHS membership. A minimum H.S. GPA of 3.0 is required.

#### **DASH Scholarship**

This scholarship is awarded to Graduates of the Design & Architecture Senior High School ("DASH") beginning their enrollment at Istituto Marangoni Miami during the fall semester of the same year of their high school graduation.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate degree program are eligible. Scholarship applicants must submit their DASH senior portfolio/project in a digital format and two letters of recommendation (two from teachers or one from a teacher and one from an employer). Applicants must also submit a personal essay (1,000 – 1,500 words) that describes how they initially became interested in fashion, why they want to pursue a degree in fashion (design, styling, business), and what a full scholarship to IMM would mean to them.

#### **Future Business Leaders of America (FBLA) Scholarship**

This scholarship is awarded to students who were members of their high school's Future Business Leaders of America (FBLA) organization, and now want to pursue a degree within the fashion industry.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate degree program are eligible. Scholarship applicants must be able to verify FBLA membership. A minimum H.S. GPA of 3.0 is required.

### **OTHER INSTITUTIONAL SCHOLARSHIPS**

#### **Sustainability Scholarship**

This scholarship is awarded to students who are interested in improving the environmental impact of the fashion industry and making the industry more sustainable.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate degree program are eligible. Applicants must submit a personal essay (500 words) explaining a current fashion practice that creates waste and what their plans would be to make this practice more sustainable in the future. A minimum H.S. GPA of 3.0 is required.

#### **International Experience Scholarship**

This scholarship is awarded to students who are graduating from a high school (secondary school) in a country outside of the United States and who seek to continue their education at the Istituto Marangoni Miami to gain experience in a new country while advancing their skills and knowledge in the fashion industry.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate degree program are eligible. Applicants must submit official transcripts evaluated and translated (if needed) by a NACES-approved organization. A minimum H.S. GPA of 3.0 (or equivalent) is required.

#### **Diversity in Fashion Scholarship**

This scholarship is awarded to students who are considered "underrepresented" in the fashion industry, with the goal of increasing representation and opportunities for all ethnicities, races, and genders.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate degree program are eligible. Applicants must submit a personal essay (500 words) explaining how they are part of an underrepresented group within the fashion industry and what being able to change that would mean to them and people of similar ethnicity, race, or gender. A minimum H.S. GPA of 3.0 is required.

#### **Transfer Student Scholarship**

This scholarship is awarded to students transferring into Istituto Marangoni Miami from a similar program at another institution. Incoming transfer students accepted at Istituto Marangoni Miami in an undergraduate degree program are eligible. Applicants must have a minimum of 12 eligible transfer credits per IMM's transfer of credit policy. Official transcripts must be sent directly to Istituto Marangoni Miami from the original institution for evaluation.

#### **Youth Program Graduate Scholarship**

This scholarship is awarded to students who graduated from any of the Istituto Marangoni Miami Youth Programs, and now want to pursue a degree within the fashion industry.

Incoming new students accepted at Istituto Marangoni Miami in an undergraduate degree program are eligible. Applicants must have participated in one of IMM's Youth Programs and completed the course. A minimum H.S. GPA of 3.0 is required.

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### **INSTITUTIONAL GRANTS**

Istituto Marangoni Miami also offers grants to eligible students. These grants are similar to institutional scholarships in that they do not require repayment. However, grants are need-based and not merit-based. These need-based grants are awarded to qualifying students during their first semester at IMM and are renewed every semester the student attends the school unless the terms and conditions of the grant are violated.

Students entering Istituto Marangoni Miami may request consideration for institutional grants by submitting their Declaration of Finance form through the online portal. Access to this portal is received after a formal application for admission to an undergraduate degree program is submitted. Applicants are given access to the online portal by their Application Coordinator who also assists them with completing all of the supporting documents required for acceptance at IMM, including the Declaration of Finance form.

Need-based grants are closely linked to family income and economic eligibility. A variety of measurements including the family's expected contribution, the number of dependent family members, and student status are used to calculate the need-based grant qualifications.

All undergraduate applicants under the age of 24 are required to complete the form for themselves. Additionally, they must also include information regarding their Parent/Guardian/Sponsor and the financial support to be provided to the student for their education. Completion of the form requires attaching supporting bank documents to show the monetary means of both the applicant and the Parent/Guardian/Sponsor. Prior-year federal tax returns are also required to be provided.

Extended payment plan options are available to those who qualify for need-based grants.

**All awards are based on a first-come, first-served basis and are dependent on the availability of funds.**

# FINANCIAL AND REFUND POLICIES

## Financial Aid

Istituto Marangoni Miami does not currently participate in any federal or state financial aid programs.

## Application Fee

The application fee of US \$100 must be paid upon initial enrollment. The application fee is not refundable.

## Tuition and Fees

Tuition is charged on a per credit basis, please see the Tuition and Fee Schedule section of this catalog for the tuition charges and a complete list of all program fees. Students are obligated for the semester in which they are enrolled and any previous semesters.

## Student registration and payment process

Students are required to pay each semester's tuition and fees in full on or before the last day of the Registration Period or have an approved payment plan in place for each semester's total costs.

## CANCELLATION POLICY

### Student Right to Cancel

Cancellation Prior to the Start of Classes. A student may cancel their enrollment, for any reason. Cancellation can be made in person, by electronic mail, by Certified Mail. In the event of a student cancellation, all monies paid by an applicant, less the non-refundable application fee, will be refunded within 30 days, if:

1. Student cancels within three (3) business days of signing the enrollment agreement and making initial payment; or
2. Student cancels after signing the enrollment agreement, but before instruction begins; or
3. Student cancels within three (3) business days following the regularly scheduled orientation procedures; or
4. For students who enroll prior to visiting the campus will have an opportunity to cancel their enrollment within three (3) business days following a tour of Istituto Marangoni Miami's facilities and inspection of equipment

**Cancellation After the Start of Classes.** If a student cancels after the student starts class, he/she must provide written notice of the withdrawal to the School. The student will be responsible for the following:

1. The non-refundable application fee,
2. The cost of any textbooks or materials accepted during enrollment, and
3. Tuition as of the student's last date of physical attendance, based on the refund policy below.

### Istituto Marangoni Miami Right to Cancel

Cancellation of Class Start. Istituto Marangoni Miami reserves the right to cancel a start date due to any circumstances that it deems would be in the students' best interest. Cancellation of a scheduled class start date for any program shall entitle the enrollee to elect either:

1. A guaranteed reservation in the next scheduled class for that program, or
2. Cancellation of enrollment with a full refund of all pre-paid tuition and fees (less non-refundable application fee). Refund will be made within thirty (30) days

**Cancellation/Termination of Student Enrollment.** Istituto Marangoni Miami may terminate a student's enrollment for one of the following reasons:

1. Insufficient academic progress, and/or
2. Non-payment of academic costs, and/or
3. Failure to comply with rules and policies established by the school as outlined in the Catalog and this Enrollment Agreement.

The date of withdrawal shall be deemed the last date of recorded attendance. All refunds and return of funds will be made within thirty (30) calendar days of the date of determination.

## REFUND POLICY

### Refund if Istituto Marangoni Rejects an Applicant.

Istituto Marangoni Miami will notify the student, in writing, of his or her acceptance or rejection. In the event that an applicant is rejected by the School, all tuition, fees, and other charges will be reversed, and any pre-payment of tuition and fees (less nonrefundable application fee) will be refunded. Refunds will be made within 30 days of termination of the student's enrollment or receipt of a Cancellation Notice from the student.

### Refund Policy after the Start of Classes.

Istituto Marangoni Miami charges for tuition by the semester and has established an Add/Drop Period, which is one week (five scheduled class days) from the first day of the semester. The Add/Drop Period is published on the Academic Calendar. After the semester had started, the following refund policy applies:

**During Add/Drop Period.** If a student either drops or withdraws from a course(s) or the program during the Add/Drop period, the Student will receive a refund for the tuition paid for that semester's course(s) dropped. The student is required to properly notify the Student Financial Services Office using the appropriate form to establish the date that the student withdrew from the course(s).

After Add/Drop Period Students who withdraw from a course(s) or the program after 20% of the course has passed will not receive a refund of any tuition paid unless the cancellation takes place due to exceptional circumstances, such as illness with a doctor's excuse, military deployment, or death of an immediate family member. The 20% threshold is at the end of the third week of the semester/course.

If a student withdraws from a course(s) or the program after the add/drop period ends and before the 20% threshold of the semester/course the refund will be prorated based on last date of attendance. The following formula will be used to calculate prorated refunds: Total course credits x per credit hour fee = total course cost / 15 weeks = per week cost multiplied by total weeks attended based on last date of attendance.

Last Date of Attendance/Termination Date: When calculating the refund due to a student, the last date of actual attendance by the student is used in the calculation unless earlier written notice was received.

## VETERAN'S REFUND POLICY

The refund of the unused portion of tuition, fees, and other charges for veterans or eligible persons who fail to enter a course or withdraw or discontinue prior to completion will be made for all amounts paid which exceed the approximate pro-rata portion of the total charges that the length of the completed portion of the course bears to the total length of the course. The pro-ration will be determined on the ratio of the number of days or hours of instruction completed by the student to the total number of instructional days or hours in the course.

## VETERANS - VA PENDING PAYMENT

In accordance with Title 38 US Code § 3679 subsection (e), any students using U.S. Department of Veterans Affairs (VA) Post 9/11 G.I. Bill® (Ch. 33) or Vocational Rehabilitation & Employment (Ch. 31) benefits, while payment to the institution is pending from the VA. This school will not:

- Prevent the student's enrollment;
- Assess a late penalty fee to the student;
- Require the student to secure alternative or additional funding;
- Deny the student access to any resources (access to classes, libraries, or other institutional facilities) available to other students who have satisfied their tuition and fee bills to the institution.

However, to qualify for this provision, such students will be required to provide Istituto Marangoni Miami with a copy of his/her VA Certification of Eligibility (COE).

# CONTACTS

## **Istituto Marangoni Miami**

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**istitutomarangoni**   
the school of fashion, art & design