

CONTACTS

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Entry requirements and how to apply:

<https://corsi.unibo.it/2cycle/FashionStudies>

 ZONEMODA ° A.Y. 2023/2024

With an **international outlook** and a **multidisciplinary approach**, the programme combines a **humanistic tradition** with **product communication** and/or **management** of the **fashion system**.

Specialised libraries and **state-of-the-art computing resources** support your studies, while **internships** and **workshops** complement the curriculum, preparing you to respond to **contemporary global challenges**.



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
CAMPUS DI RIMINI



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DELLE ARTI

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ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
SCUOLA DI LETTERE E BENI CULTURALI
ZONEMODA



UNI.RIMINI

Società consortile per l'Università nel riminese

FASHION STUDIES

Second Cycle Degree/Two Year Master
University of Bologna – Rimini Campus

WHAT WILL YOU STUDY?

Subjects range from the humanities to economics, management, communication, design and IT. This range of subjects covered favours hybrid approaches and provides an articulated understanding of the fashion system, enabling you to move dynamically in the global context of cultural and creative industries.

5 REASONS TO ENROLL ON THE DEGREE PROGRAMME

1. Cultural and professional profiles brought up-to-date with the latest global creative and economic trends
2. Multidisciplinary training with a focus on information technology for cultural and creative industries
3. Vocational experiences at companies in the national and international fashion system
4. Exchange programmes that complement education through international experience
5. Teaching delivered entirely in English.

EXPERIENCES ABROAD

You will be able to carry out internships and participate in exchange programmes in affiliated companies or institutes. These experiences will offer you direct contact with international cultural and professional concerns, challenge your interpersonal skills, and enrich your understanding of global dynamics, giving you a real advantage in the labour market.

FIRST YEAR

Contemporary Fashion
Pop Culture Theory
English for Fashion
Contemporary Architecture
Visual Culture
Art, Fashion and Society

...and also
Celebrity Culture and Contemporary Media
Fashion Curation
Fashion and Cultural Heritage
Sociosemiotics of Fashion
Business Administration and Accounting
Fashion Company Organization

SECOND YEAR

CURRICULUM COMMUNICATION
STRATEGIES FOR FASHION DESIGN
Design Cultures

...and also
Aesthetics of Fashion
Designful Fashion
Immersive Technologies for Fashion
Communication Design
Digital Fashion Communication

SECOND YEAR

CURRICULUM STRATEGIC MANAGEMENT
FOR THE FASHION SYSTEM
Data Science for Fashion System

...and also
Cultural and Creative Industries
Omnichannel Fashion Marketing
Principles of Corporate Finance
Global Fashion
Fashion Tourism Geography