

Master in  
**Fashion Marketing,  
Communication,  
and Event Planning**



**LCI  
Barcelona**

**The World is  
Your Classroom**

## MASTER IN

# FASHION MARKETING, COMMUNICATION, AND EVENT PLANNING

- Degree: Master in Fashion Marketing, Communication, and Event Planning
- Credits: 60 ECTS
- Duration: 1 academic year
- Start date: October
- Language: English or Spanish
- Modality: On-campus

The Master's in Fashion Marketing, Communication & Event Management offers specialized training fully aligned with the current demands of the fashion industry. Based on the principles of Marketing 3.0, the program places the user at the center and focuses on building authentic connections between brands and audiences through creativity, values and meaningful experiences.

Throughout the course, you will develop a strategic vision of fashion communication, learn to create integrated campaigns and generate engaging content tailored to new ways of consuming and sharing. You will also gain the skills needed to conceptualize, plan and execute fashion events with an omnichannel, experience-driven and digitally adapted approach. The program combines tools for market analysis, emotional branding, storytelling and trend forecasting in a hands-on and immersive learning environment.

The teaching team is made up of active professionals with extensive experience in fashion, media, agencies and event production. Thanks to their direct connection with the industry, the program includes specialized masterclasses, applied workshops and activities that will connect you with key figures and organizations, helping you build a strong professional network while you learn.

Industry engagement is a key part of the program, with company visits, real-world collaborations and access to internships in established firms and emerging fashion brands. This is a unique opportunity to develop your talent and launch your career in fashion from a creative, contemporary and forward-thinking perspective.

## Who is it for?

This master's is designed for graduates and professionals in marketing and communication looking to transition into the fashion sector, as well as fashion design graduates and creatives who want to specialize in brand strategy, communication and event planning. It is also ideal for entrepreneurs and creative profiles interested in leading innovative projects within the fashion industry.

## Career Opportunities

- Fashion marketing and communications manager
- Fashion event and production director
- Brand and advertising strategist at fashion agencies
- Corporate image and PR manager
- Digital marketing consultant for fashion brands
- Brand manager
- Strategic brand consultant (fashion industry)
- Creative director
- Storytelling specialist
- Fashion experience and event producer, etc.

## Objectives

- Design fully integrated brand experiences, both online and offline.
- Communicate creatively through transmedia storytelling and value-driven content.
- Organize, plan and manage fashion shows, showrooms and product launches.
- Gain hands-on experience through internships in the industry.

## Methodology

The master's follows a practical and multidisciplinary methodology, immersing students in real industry contexts. The program combines a strong theoretical foundation with continuous practical application, aiming to develop the well-rounded skills demanded by today's fashion sector.

• **Project-Based Learning (PBL):** Real or simulated projects focused on branding, communication strategies and event planning.

• **Workshops & seminars:** Practical sessions with industry professionals exploring creative approaches and current trends.

• **Case studies:** In-depth analysis of successful and innovative strategies from leading global fashion brands.

• **Professional internships:** Direct immersion in the industry through placements in fashion and events companies.

• **Collaborative learning:** Group projects that encourage teamwork and creative problem-solving.

• **Mentoring:** Ongoing support and guidance from the academic team and industry professionals throughout the course.



## SYLLABUS

\*The syllabus is subject to change

### MODULE I (8 ECTS) GLOBAL CONTEXT OF FASHION (HISTORY, CULTURE, INDUSTRY & TRENDS)

#### COURSES

- Macro environment: key forces and trends in fashion.
- Fashion history and cultural context.
- Fashion consumption: consumer insights and trends.

#### OBJECTIVES

- Develop your ability to use knowledge of fashion history and its cycles as a source of inspiration for generating creative ideas and applying them strategically in branding and marketing.
- Provide you with a deep understanding of the fashion industry, including its various segments, organizational models and professional practices.
- Equip you with the tools to identify relevant changes and trends in the sector, analyze them critically, and turn them into valuable strategies.

### MODULE II (8 ECTS) BRANDING, STRATEGY & BRAND ASSETS

#### COURSES

- Brand DNA and strategy.
- Developing a creative brand identity.
- Engaging with branding and brand management.

#### OBJECTIVES

- Train you in the process of building a brand's DNA and using key tools to define a solid and coherent strategy.
- Prepare you in strategic planning and comprehensive brand management within the fashion context.
- Provide you with the skills and tools to conceptualize a brand from scratch, develop a creative brief, and synthesize the brand's essence into a manifesto and brand book, as well as define its content strategy.
- Offer you resources to create brand storytelling by building compelling imaginaries, narratives and creative universes with a distinctive and culturally relevant perspective.



## SYLLABUS

### MODULE III (14 ECTS) FASHION MARKETING

#### COURSES

- Fashion marketing: theories and practices.
- Marketing strategy and planning.
- Multichannel marketing.

#### OBJECTIVES

- Help you identify and assess the fashion market to define a marketing mix and a strategy aligned with specific objectives.
- Train you in the planning, development and implementation of marketing strategies and plans tailored to the fashion industry.
- Provide you with the knowledge required to develop an integrated marketing strategy using and combining the most suitable tools for each context: advertising, experiential marketing, public relations, sponsorships, influencer marketing, digital marketing, content marketing, etc.
- Prepare you to design a retail strategy, develop visual merchandising processes and create branded space projects aligned with a brand's identity and values.

### MODULE IV (8 ECTS) EXPERIENCE & EVENT PLANNING

#### COURSES

- Brand and customer experience.
- Fashion event management.

#### OBJECTIVES

- Train you to understand customer decision-making models and to define and implement a customer or user experience strategy aligned with consumer expectations.
- Prepare you to develop multichannel brand experiences, both online and offline, covering everything from creative concept to implementation and performance measurement.
- Equip you with tools to generate and develop innovative, multidisciplinary ideas, concepts and themes.
- Provide you with the knowledge needed to organize and deliver fashion presentations and events (runway shows, product launches, showrooms, etc.) from concept to execution.

## SYLLABUS

### MODULE V (14 ECTS) FASHION COMMUNICATION

#### COURSES

- Strategic communication.
- Creative direction and messaging.
- Fashion PR 3.0.

#### OBJECTIVES

- Offer you an in-depth understanding of new communication paradigms, including media, techniques and contemporary languages.
- Train you to identify trends, actions and cultural movements that can be strategically integrated as content or style in your own communication campaigns.
- Equip you with the necessary tools to design a communication plan and execute fashion-specific PR and communication actions.
- Introduce you to the nature and practice of art direction, storytelling, content creation and trans-media communication.
- Teach you how to blend verbal, visual and multimedia elements to craft powerful, coherent brand narratives and imaginaries.

### MODULE VI (4 ECTS) SMART THINKING

#### COURSES

- Creative thinking.
- Leadership 3.0 and change management.

#### OBJECTIVES

- Provide you with a deep understanding of the role of creativity and innovation in business and the global economy.
- Help you fully grasp the creative process—both theoretical and practical—and understand the key principles behind generating relevant ideas and solutions.
- Equip you with the necessary tools to apply strategic and creative thinking to brand building and management.

## SYLLABUS

### MASTER'S FINAL THESIS (4 ECTS)

This group project brings together all the knowledge and skills acquired throughout the program. Working in teams, you'll develop a project based on a briefing provided by a company, which will serve as the starting point for a research phase in which you'll analyze trends, the market, competitors and consumer behavior.

Using this foundation, you will build a solid proposal including brand identity development, marketing planning, and the design of brand experience and communication strategy. The project is carried out through a series of structured sessions to ensure a coherent and progressive workflow.

In the final stage, you'll present a comprehensive dossier and defend your proposal before a professional jury. This project is designed to help you demonstrate, alongside your team, a deep understanding of the fashion sector and the ability to apply creative, strategic and feasible solutions in marketing, communication and event management.

### OBJECTIVES

- Apply everything you have learned during the master's program in a large-scale project linked to a real company.
- Strengthen your competencies to carry out professional, strategic and efficient projects in the fashion industry.
- Foster your teamwork skills and give you direct experience of the benefits of creative collaboration.

### WORK PLACEMENTS (OPTIONAL)

# Master in Fashion Marketing, Communication, and Event Planning



## MASTER'S DIRECTION BARCELONA FASHION PRESS

A leading platform in the fields of fashion, trends, beauty, luxury, gastronomy, art, and lifestyle, Barcelona Fashion Press has over 15 years of experience. Throughout this time, it has established itself as a pioneering digital media outlet thanks to its innovative approach to social media marketing and its ability to connect with a diverse and specialized audience through original content, feature articles, and coverage of the most relevant events in Barcelona's creative scene.

Its mission is to give visibility, prestige, and value to both emerging and established talent in the worlds of fashion, art, and culture. It is the official media partner of key events such as Barcelona Bridal Fashion Week and the LCI Barcelona Fashion Film Festival. Its community, #BarcelonaFashion, includes designers, influencers, trendsetters, artists, beauty experts, communication agencies, and brands—both national and international. It also fosters strong connections with journalists, fashion film directors, photographers, and leading design and fashion schools.

Lifestyle is one of its core pillars, with a clear focus on highlighting the most exclusive experiences the city has to offer—hotels, restaurants, and cultural and leisure spaces. With a strong social media presence and a disruptive approach to digital marketing, Barcelona Fashion Press stands as an essential platform for anyone wanting to stay ahead of the curve in fashion, trends, and lifestyle in Barcelona.



## MASTER'S COORDINATOR CHARO MORA

A specialist in fashion culture with a degree in Art History from the University of Barcelona (UB), she also holds a postgraduate degree in Graphic Expression Techniques from the Polytechnic University of Catalonia (UPC), completed an Erasmus exchange at the University Paul Valéry (Paris VIII), and earned a Master's in Curator in New Media from Ramon Llull University.

She has collaborated with renowned national and international media outlets such as "Woman", "B-guided", "Yo Dona", "Vogue", and "VEIN". Her work as a fashion curator has been featured in various festivals and exhibitions, establishing her as a key figure in the cultural and academic exploration of fashion.



## FACULTY

### DANI CANTÓ

A specialist in cultural communication, content creation, and brand strategy, with over 15 years of experience in the fashion, music, and cultural industries. He has worked as an editor for specialized media and as a writer and photographer for publications such as Pitchfork and Rockdelux. He has also served as an official photographer for festivals including Primavera Sound, Sónar, and the D'A Film Festival.

In the field of communication, he has developed campaigns for brands like Converse, Mahou, Moët Chandon, Uniqlo, and Bershka, and has been part of the marketing teams at MACBA, Levi's, and the publishing house Libros del Asteroide.

His musical background includes directing the label Snap! Clap! Club, organizing concerts, and creating an international streaming music festival that gained recognition during the pandemic.

For over a decade, he has combined his professional career with teaching in journalism, applied creativity, and marketing strategy in fashion, with a special focus on fashion film. He has supervised nearly 500 final degree projects.

He is currently part of ARTE Concert, the music division of the European cultural network ARTE, where he coordinates the distribution of music content across Spanish-speaking territories.

### MIREIA CANYELLAS

Began her professional career in advertising agencies, always within the creative department, working for firms such as Slogan, G&K, and Delvico/Bates, among others. Later, she ran a visual merchandising and window dressing studio for ten years, collaborating with brands like Nike, Speedo, and Boboli.

She spent five years as the Visual Merchandising and Décor Manager for Levi's and Dockers in Spain and Portugal. Since 2004, she has served as Global Retail Director at Puig, supporting all the company's fragrance brands—including Carolina Herrera, Paco Rabanne, Nina Ricci, and Comme des Garçons.

### ANDREA CARANDINI

An art director and illustrator, specialized in fashion prints, color, and trend analysis. She leads creative projects throughout the entire process—from concept to execution—giving form to ideas that have yet to take shape.

Much of her professional career has been tied to the fashion industry, working as a designer for companies like Women'Secret, Bimba y Lola, and Inditex. As a trend analyst, she has collaborated with Estudio Gloria Jover on projects for El Corte Inglés, Première Vision, and The Color Community.

Since 2020, she has worked as a freelance designer and creative consultant for brands, organizations, and creatives including Mónica Rikić, Rubearth, Autre Aura, Areta Mata, Angle, Spanish Heritage, Acierta Retail, Baud Branding, CCMagazine, Tendencias TV, and Dilobonito.

## FACULTY

### PAOLA CIRELLI

A fashion designer, branding and sustainability expert, writer, and communicator. She is the author of “Maldita Moda: Cómo crear una marca de moda sostenible y revolucionar el mundo”, where she introduces the Sewing method—a transformative approach to fashion systems through sustainability.

For the past 17 years, she has led Fashion Design Thinking, a studio that helps build sustainable fashion brands and advises businesses and entrepreneurs through mentoring. She has been a university lecturer since 2008.

In 2019, she launched the Maldita Moda Club podcast, which now has over 26,000 listeners in more than 50 countries, focusing on sustainability in fashion. She also leads the international Maldita Moda Club, which hosts monthly online meetings to discuss current topics in sustainability and fashion. She is co-author of “Buenos Aires es tendencia: Diseño de indumentaria en la era digital”, published by Random House Mondadori.

### LOURDES SOPRANIS

Brings over 20 years of experience in marketing and communication within the FMCG, beauty, and fragrance sectors. For 15 years, she held senior leadership positions at Puig, serving as Global Marketing Director, Retail Director, and 360 Communication Director.

She currently works as an independent consultant for fashion, beauty, and fragrance brands. She is an associate consultant at C4E, a consultancy specializing in trends and innovation, and collaborates on digital communication projects with the agency herraizsoto&co. She is also a partner at Dr. Troy, a creative production company focused on the fashion and luxury sectors.

### AMONG OTHER FACULTY MEMBERS.



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