

Specialization Courses

WEEKEND FORMAT

LCI Barcelona

Specialize without putting your career on hold

Our specialization courses are designed to help you strengthen your profile or give your career a boost, while building the in-depth skills that set you apart in an increasingly competitive market.

When you complete your course, you will earn a Specialization Diploma awarded by LCI Barcelona. Backed by the prestigious LCI Education international network, this qualification certifies specialized, practical skills in the subject area of each program.

Why choose LCI Barcelona?

- **A specialization that opens doors**
  A promotion, a career change, or a new opportunity, wherever you're starting from.
- **Balance your job and your studies**
  Classes on Friday afternoons and Saturday mornings, without setting aside your work week.
- **Intensive training with real impact**
  Learn from working professionals and apply what you learn to real projects.

Weekend schedule

All courses are held on Friday afternoons and Saturday mornings.

The best place to specialize

Our spectacular campus, located in the 22@ innovation district, has been recognized with the prestigious Prix Versailles for architecture as the most beautiful in the world. Covering 11,000 square meters, it offers sustainable facilities equipped with advanced technology.





Influencer Marketing for Fashion Brands

About the course

This course provides the context and tools to create relevant, high-impact influencer marketing strategies, both for influencers and for fashion companies. Alternating between the brand's perspective and the influencer's, you will learn to develop an aligned strategy based on KPIs that go beyond follower count, build a content plan, define actions, curate content, negotiate budgets and agreements, and navigate the legal and ethical questions the industry now faces.

The approach is highly practical and built on critical thinking and open dialogue rather than fixed answers. By analyzing current case studies, industry trends, and real campaigns, you will explore how influencer marketing strategies are conceived, activated, and measured in today's fashion and digital media landscape.

You will also look at the impact of artificial intelligence, social and live commerce, new content formats, and the growing professionalization and regulation of the creator economy.

Language	Spanish
Duration	40 hours
Format	On campus at LCI Barcelona
Schedule	Friday afternoons and Saturday mornings

Study plan

1. **INTRODUCTION TO THE DIGITAL FASHION CONTEXT**
You will understand today's digital fashion landscape through its most relevant and current cases: how the algorithm, the brand, and the community feed each other in a non-linear ecosystem; how to adapt the same message to the language of each channel; and how the Owned / Earned / Paid framework helps map where a brand's visibility actually comes from.

2. **THE AGE OF CREATORS**
What does it mean to be an influencer or a creator today? You will map and analyze the most relevant fashion creators, from macro to nano, and explore how the profile has evolved, from early blogs to TikTok culture and the rise of "intellectual influence" and AI-generated or virtual influencers, and why audiences increasingly choose depth and point of view over reach.

3. **INFLUENCER MARKETING STRATEGY, NEGOTIATION, AND REGULATION**
Learn how to build influencer marketing strategies: analyze the context, define KPIs beyond follower count (retention, values, trust), create a content plan, plan actions and calendars, negotiate budgets and agreements, and comply with industry regulation. It is a path from vision to strategy, and from strategy to a contract both sides can defend.

4. **CONTENT PLAN, CONTENT CREATION, AND BRAND ETHICS**
Behind a spontaneous Instagram photo or TikTok video, there is often a lot of work, and usually a team, increasingly assisted by generative AI. Through a series of masterclasses, digital professionals will share their creative insight into influencer marketing with you. You will also examine the backlash against inauthenticity ("deinfluencing") and the ethics of controversy-driven campaigns, using recent real cases.

5. **PROJECT WITH A BRAND**
Working from a real brief from a fashion brand, you will act as an influencer marketing manager or as an influencer to develop a strategy, applying the Owned / Earned / Paid framework and your own criteria-based reading of the market, and bring it to life by creating some of the content in the editorial plan.



The course includes

- Masterclasses by influencer marketing leaders, influencers, and influencer representatives.
- A visit to the digital marketing department of a fashion brand.

Who it's for

This course is for you if you are a designer, branding expert, influencer, content creator, community manager, marketing or communications manager, entrepreneur, startup leader, business executive, or creative director.

Admission requirements

You need a bachelor's degree in design, marketing, communication, journalism, business management, ethnography, art history, or fine arts.

Instructor

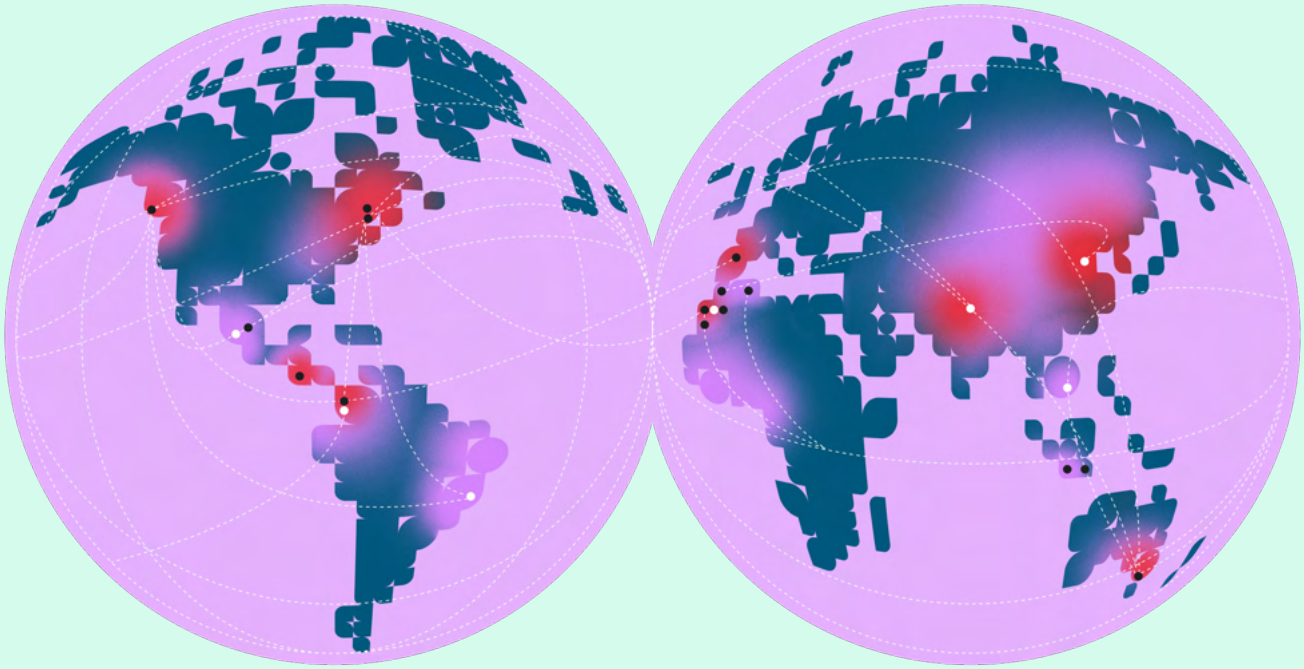
Estela Alcaide

Brand strategist and digital marketing consultant with more than 12 years of experience in fashion and beauty. She has led influencer marketing, social media, and brand communication strategies for international companies including Mango, L'Oréal, NYX Professional Makeup, and Maybelline.

Currently working as an independent consultant, she advises brands and cultural organizations on brand strategy, digital communication, and contemporary culture, helping them build relevance, engagement, and long-term impact.



LCI Education



The World is Your Classroom

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