



SAPIENZA
UNIVERSITÀ DI ROMA

Master Sciences of Fashion

Programme

October 10th, 2016

Introducing the Master Programme

- The **Masters Programme in Fashion** (LM-65) prepares students for high-level responsibilities in the world of fashion, as well as its relations with figurative arts, communications and entertainment, or for independent careers in the fashion industry and a wide range of related fields.
- Students acquire skills and specialist knowledge related to the development of the fashion industry, both historically and as an on-going trend, with special attention to cultural, symbolic and economic/financial factors, as well as the entrepreneurial and management skills necessary to work in this field.
- The Master programme uses interdisciplinary teachings involving scholars from several disciplines, including humanities, social sciences, marketing, and technical and management disciplines. Strong professional connections in the field of fashion provide students with insight into today's world of fashion.

Master's programme objectives

- In particular, the programme will provide students with:
- Specific competences to identify, design, develop, manage, monitor and assess projects, production and economic/managerial aspects;
- Tools to analyse the human, historical and cultural influences that play a role in the production, use and commercialization of clothing, both in terms of historical/anthropological symbology and entrepreneurial market dynamics.
- Communications skills, linguistic and technological media, knowledge acquisition and transmission systems;
- Analytical skills for fashion industry history and clothing trends.

Master's programme organization

- First year - First semester : 30 ECTS (credits)
- First year – Second semester: 30 ECTS (credits)

- Second year - First semester : 30 ECTS (credits)
- Second year – Second semester: 30 ECTS (credits)

- **How to get the recommended 60 ECTS for year?**

Compulsory and optional courses

- The Master's programme provides students with *compulsory* and *optional* courses.
- There are only two compulsory courses, during the first year (I semester).
- In each semester (and year) students are given the chance to choose between a number of selective courses.
- In this way students are given a relevant freedom to specialise their learning.

First year, first semester

- **GROUP 1:** Students are required to take **all** of the following
 - *Fashion through history* (6 ECTS)
 - *XIX and XX century art history* (6ECTS)
- **GROUP 2:** Students are required to take **2 courses (6+6 ECTS)** of the following
 - *Sociology of made in Italy* (6ECTS)
 - *Fashion brands' digital communication* (6ECTS)
 - *Luxury and high fashion brand communication* (6ECTS)
 - *Social and behavioral networks* (6ECTS)
 - *Fashion merchandising* (6ECTS)
- **GROUP 3:** Students are required to take **1 course (12 ECTS)** of the following
 - *The science of drawing* (6+6 ECTS)
 - *Clothes on film* (6+6 ECTS)
- Students can choose **1 course** (6 ECTS) between GROUPS 2-3

First year, second semester

- **GROUP 4:** Students are required to take **1 course** of the following
 - *Psychology and Fashion* (6 ECTS)
 - *Creative design thinking* (6ECTS)
- **GROUP 5:** Students are required to take **1 course (12 ECTS)** of the following
 - *The science of drawing* (6+6 ECTS)*
 - *Clothes on film* (6+6 ECTS)*
- **GROUP 6:** Students are required to take **1 complementary activity** of the following
 - WORKSHOP 1: Fashion industry in Rome
 - STAGE
- Students can choose **1 course** (6 ECTS) between GROUPS 2-3-4
- ** just selected during the first semester*

Second year, first semester

- **GROUP 1:** Students are required to take 3 **courses (18 ECTS)** of the following
 - *Business law for fashion* (6ECTS)
 - *Fashion economy* (6ECTS)
 - *Marketing* (6ECTS)
 - *Innovation in fashion materials* (6ECTS)
 - *Relationship banking* (6ECTS)
- **GROUP 2:** Students are required to take 1 **course (6 ECTS)** of the following
 - *Fashion archives* (6ECTS)
 - *Fashion theory* (6ECTS)
 - *Fashion as cultural discourse* (6ECTS)
 - *Symbology in the history of clothing* (6ECTS)
- **GROUP 3:** Students are required to take 1 **course (6 ECTS)** of the following
 - *Fashion design* (6ECTS)
 - *Fashion film* (6ECTS)

Second year, second semester

- **GROUP 4:** Students are required to take **1 complementary activity** of the following (6ECTS)
 - WORKSHOP 2: Fashion industry in Italy
 - STAGE
- Students can choose **1 course** (6 ECTS) between GROUPS 1- 2-3 / first semester (or GROUPS 2-3-4 / first year; or any other course in Sapienza)
- FINAL TEST/THESIS (18ECTS)

Academic Year Calendar 2016-17

- Sapienza's academic year is based on the semester system. The calendar has two semesters and three sessions.
- **I SEMESTER**
October 3rd 2016
January 21th 2017
- **II SEMESTER**
February 27th 2017
June 3rd 2017

Academic Year Calendar 2016-17

- **I SESSION**

January 23rd 2017

February 25th 2017

- (3 exam dates)

- **II SESSION**

June 5th 2017

July 31th 2017

- (3 exam dates)

- **III SESSION**

September 1st 2017

September 30th 2017

- (2 exam dates)

The timetable

	Lunedì	Martedì	Mercoledì	Giovedì	Venerdì
9-10	Prof. Romana Andò FASHION BRAND'S DIGITAL COMMUNICATION	Prof. Roberta Iannone SOCIOLOGY OF MADE IN ITALY	Prof. Silvia Vacirca CLOTHES ON FILM	Prof. Romana Andò FASHION BRAND'S DIGITAL COMMUNICATION	Prof. Fabiana Giacomotti LUXURY AND HIGH FASHION BRAND COMMUNICATION
10-11	Prof. Romana Andò FASHION BRAND'S DIGITAL COMMUNICATION	Prof. Roberta Iannone SOCIOLOGY OF MADE IN ITALY	Prof. Silvia Vacirca CLOTHES ON FILM	Prof. Romana Andò FASHION BRAND'S DIGITAL COMMUNICATION	Prof. Fabiana Giacomotti LUXURY AND HIGH FASHION BRAND COMMUNICATION
11-12	Prof. Giulia Rossi SOCIAL AND BEHAVIORAL NETWORKS	Prof. Giulia Rossi SOCIAL AND BEHAVIORAL NETWORKS	Prof. Claudio Zambianchi XIX AND XX CENTURY ART HISTORY	Prof. Emanuela Chiavoni THE SCIENCE OF DRAWING	Prof. Roberta Iannone SOCIOLOGY OF MADE IN ITALY
12-13	Prof. Giulia Rossi SOCIAL AND BEHAVIORAL NETWORKS	Prof. Giulia Rossi SOCIAL AND BEHAVIORAL NETWORKS	Prof. Claudio Zambianchi XIX AND XX CENTURY ART HISTORY	Prof. Emanuela Chiavoni THE SCIENCE OF DRAWING	Prof. Roberta Iannone SOCIOLOGY OF MADE IN ITALY
13-14	Prof. Andrea Carteny FASHION THROUGH HISTORY	Prof. Andrea Carteny FASHION THROUGH HISTORY		Prof. Emanuela Chiavoni THE SCIENCE OF DRAWING	Prof. Romano Benini WORKSHOP - FASHION INDUSTRY IN ROME
14-15	Prof. Andrea Carteny FASHION THROUGH HISTORY	prof. Andrea Carteny FASHION THROUGH HISTORY		Prof. Emanuela Chiavoni THE SCIENCE OF DRAWING	Prof. Romano Benini WORKSHOP – FASHION INDUSTRY IN ROME
15-16	Prof. Silvia Vacirca CLOTHES ON FILM	Prof. Claudio Zambianchi XIX AND XX CENTURY ART HISTORY	Prof. Andrea Carteny FASHION THROUGH HISTORY	Prof. Fabiana Giacomotti LUXURY AND HIGH FASHION BRAND COMMUNICATION	
16-17	Prof. Silvia Vacirca CLOTHES ON FILM	Prof. Claudio Zambianchi XIX AND XX CENTURY ART HISTORY	Prof. Andrea Carteny FASHION THROUGH HISTORY	Prof. Fabiana Giacomotti LUXURY AND HIGH FASHION BRAND COMMUNICATION	

News and contacts

- Follow us on Facebook (news, events and more)

Fashion MA – Sapienza ROME

<https://www.facebook.com/FashionSapienza>

University staff

- Alessandro Saggiaro and Romana Andò (Master coordinators)
- Cristina De Sire (office manager)
- Bombina Boscarelli
- Elisa Pettinelli

Forthcoming

- Erasmus programme (Coordinator: Prof. Romana Andò)