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DA Domus Academy

**SEMESTER
ABROAD
PROGRAM
2009/2010**

BUSINESS DESIGN

Fall Semester Abroad Programme
Spring Semester Abroad Programme

**FASHION MARKETING
AND MERCHANDISING**

Spring Semester Abroad Programme

**INTERIOR DESIGN
AND EXHIBIT**

Spring Semester Abroad Programme



SEMESTER ABROAD PROGRAMS

The Semester Abroad Programs are educational training paths developed for all University students who wish to spend abroad one semester of their regular studies path. To widen their cultural knowledge through the unique opportunity to investigate specific themes from a different cultural perspective in the lively frame of the city of Milan, the Italian avant-garde capital of Business, Design and Fashion at Domus Academy, one of the top 60 Design schools of the World (Business Week charts).

OUR PROGRAMS ALLOW STUDENTS to attend a regular undergraduate semester during which they can earn academic credits on their study abroad. At the same time, it's an opportunity to acquire the knowledge of a foreign language that, nowadays, represents a further chance to enter the job world.

An international experience can positively contribute to future job opportunities, as it points towards a high level of initiative, flexibility and adaptability, all add-on skills usually appreciated by employers. Study Abroad is also a way to gain some real experience thanks to the close collaboration with lecturers and professors that are world-renown designers, architects, fashion and marketing professionals.

WHY CHOOSE AN EXPERIENCE AT DOMUS ACADEMY

- * **THE KEY** to discover the Made in Italy Model.
- * **A FULL IMMERSION** in the Italian Design Culture learning from and working with the most outstanding professionals in the field.
- * A real **LEARN-BY-DOING** experience.
- * **A CHANCE** to assimilate the expertise built up in over 25 years of initiatives and projects.



**WHY CHOOSE
MILAN**

- * **A GREAT CHANCE** to gain experience in the incredible frame of the Italian cradle of Business, Design and Fashion.
- * **A UNIQUE OPPORTUNITY** to discover the many social and cultural initiatives of a fast-moving city.
- * **LEARNING ITALIAN**, one of the World's Most Enchanting Language.

OUR PROGRAMS

Each course lasts **four months** and is structured around **5 modules**: 4 thematic modules plus one module focusing on a basic learning of the Italian Language (Beginners Level). Each module will be followed by a mid-term evaluation based on one final exam on a specific project assignment.

The Italian Language course, undertaken by a partner Italian language school, requires a weekly attendance throughout the whole semester program.

FALL SESSION
SEPTEMBER TO DECEMBER 2009

BUSINESS DESIGN
Fall Semester Abroad Programme

SPRING SESSION
JANUARY TO APRIL 2010

BUSINESS DESIGN
Spring Semester Abroad Programme

**FASHION MARKETING
AND MERCHANDISING**
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**INTERIOR DESIGN
AND EXHIBIT**
Spring Semester Abroad Programme

BUSINESS DESIGN

MODULE 1
LANGUAGES

CONTEMPORARY FORMS OF CREATIVITY

DESCRIPTION Knowledge of the languages of design, trends, the bridge between business and culture, the role of advertising, media and art in contemporary business, and sector cross and cultural mediation in order to understand the Italian combination between *design culture* and *entrepreneurial skills*, that is, the way the industry dialogues with art.

OBJECTIVES The course aims to give students a knowledge of the creative processes applied to business areas, as derived by a transversal approach to different fields of contemporary trends in modern art and an advanced orientation of visual communication.

MODULE 2
RESEARCH

MARKETING SURVIVAL KIT AND BUSINESS INNOVATION

DESCRIPTION Product analysis and the evaluation of the creative value of a product; market analysis; market positioning; entrepreneurship and principles of innovation management; principles of brand equity and evaluation tools; principles of supply chain management; new markets and production outsourcing; principles of strategic brand marketing; global retail and distribution. The course presents all of these elements and explores their importance in analyzing products and services brands.

OBJECTIVES The course aims to give to students a precise set of tools and a basic knowledge that will help them create successful strategies. The course's goal is to teach methods for carrying out global projects; students are taught to have a holistic vision for market management. They will ultimately gain a profound understanding of the characteristics of the Made in Italy design driven company. an advanced orientation of visual communication.

MODULE 3
STRATEGY

CORPORATE IDENTITY

DESCRIPTION Brand strategy and corporate communication; the strategic value of a brand; brand awareness; corporate culture; fashion design; interactive design; advertising & communication, distribution and retail. Students will learn about all of these elements, as well as other communication and marketing factors, because a solid understanding thereof is essential since design focuses more and more on product positioning in the market and the communication strategies used to ensure the visibility of the project/product.

OBJECTIVES The course aims to make students understand the relationship between fashion design projects and marketing/communication strategies, so as to allow them to build a business project where creativity takes into account positioning solutions and target goals, as well as communication approaches. This course provides students with the knowledge necessary to create a project marked by an accurate brand and market strategy.

MODULE 4
PROJECT

BUSINESS GAME

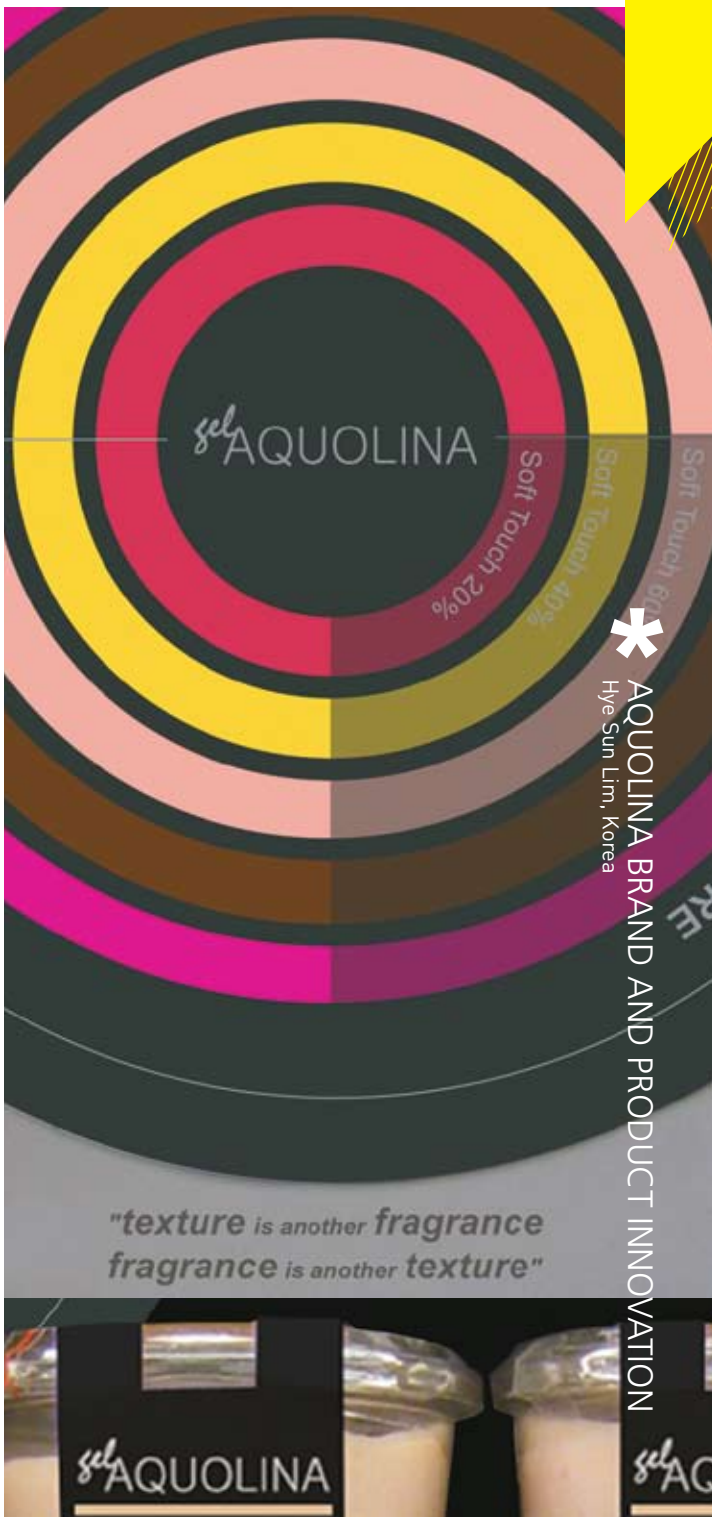
DESCRIPTION This course is dedicated to a Business Design Game, an innovative teaching model that applies a radical vision of the Learning by Doing approach in order to create an environment in which the students learn by analyzing problems and then designing and verifying the solution. By being involved in a Business Design Game, students learn by doing practical exercises in creativity management, by briefing a design group in relation to a corporate strategy and a brand image, or by managing an innovative product and business plan.

OBJECTIVES The workshop aims to apply the results of research to form a new business hypothesis with innovative market strategies.

MODULE 5
ITALIAN
LANGUAGE

ITALIAN LANGUAGE COURSE

DESCRIPTION The course aims to give students the basic structures of the Italian language needed to provide the ability of conversation thanks to a knowledge provided of grammatical structure and syntactical model.



FASHION MARKETING AND MERCHANDISING

MODULE 1
FASHION
MANAGEMENT

A NEW DISCIPLINE FOCUSED ON BUSINESS INNOVATION

DESCRIPTION The role of Marketing in modern society is getting more and more crucial, particularly after the economic crisis started in 2008.

The traditional approach and the belief of "the law of increasing return" are out of date and we need a new, updated, forward thinking paradigm shift. This assumption is even more important for the "Fashion Marketing" which cannot be considered a scientific discipline at all and which need to be constantly updated.

This course has the aim of defining the new rules of Marketing and of Fashion Marketing in such a challenging scenario through the in depth analysis and the discussion of the most effective tools aimed at creating new skills for business innovation.

OBJECTIVES The course aims to give students a knowledge of the overall scenario from marketing to fashion marketing, applied to specific business contexts.

MODULE 2
RESEARCH

BRAND MANAGEMENT

DESCRIPTION In a scenario in which Marketing and Fashion Marketing are playing a strategic role, Brand Management represents the most important issue. Brands are indeed the new driving forces of economy and this concept is pivotal in fashion business. The approach to Fashion Brand Management derives from the most advanced theory in FMCG marketing but has its own specific and distinctive shape. Brand Management requires new skills and attitudes that will be discussed and delivered through an interactive learning process.

OBJECTIVES The course aims to give to students a precise set of tools and a basic knowledge that will help them create successful branding strategies. The course's goal is to teach empirical and scientific methods aimed at developing a fashion brand architecture approach, moving from pure subjectivity to an objective business method. The key difference between fashion and luxury brand management will be faced under the different perspective. They will ultimately gain a profound understanding of the characteristics of the Made in Italy fashion and/or luxury driven company.

MODULE 3
STRATEGY

FASHION RETAILING

DESCRIPTION Fashion Retailing is becoming day after day one of the most important drivers of strategic competitive advantage in Fashion Marketing Management.

OBJECTIVES The course aims to make students understand the relationship between the key role of Brand Management and the way in which the Brand Universe is transferred into the point of sale. All the different and new distribution "entities" will be studied in depth and the updated role of Visual Fashion Marketing will be discussed both for captive distribution (flagship, corners and shops in shop) and in multi-brand stores.

MODULE 4
PROJECT

FASHION COMMUNICATION

DESCRIPTION This course is dedicated to a Fashion Communication, considering all the facets of this complex world. From advertising, to PR, to corporate responsibility, to sponsorship, to events, to web and unconventional new media. By being involved in a Fashion Communication Game, students learn by doing practical exercises in media planning, creative approach, selection of advertising partners.

OBJECTIVES The workshop aims to apply the results of research to form a new business hypothesis with innovative market strategies.

MODULE 5
ITALIAN
LANGUAGE

ITALIAN LANGUAGE COURSE

DESCRIPTION The course aims to give students the basic structures of the Italian language needed to provide the ability of conversation thanks to a knowledge provided of grammatical structure and syntactical model.



*
PENELOPE STORE, BRESCIA
photo by Gianni Mossina, courtesy Penelope

Spring Semester Abroad Programme

INTERIOR DESIGN AND EXHIBIT

MODULE 3
STRATEGY

MARKETING AND COMMUNICATION

DESCRIPTION Interior design projects, particularly those related to commercial activities, must constantly take into consideration markets, product positioning, and brand strategies. An interior designer must therefore use a number of professional tools and be capable of integrating creativity with marketing and communication methods. This course analyzes projects of well-known interior designers who successfully meet their clients' needs and understand marketing and communication techniques.

OBJECTIVES The course aims to help students understand the relationship between interior design projects and marketing/communication strategies. They will learn that true creativity takes into account positioning solutions and communication approaches.

MODULE 4
PROJECT

INTERIOR DESIGN SOLUTIONS

DESCRIPTION In order to create successful interior design solutions, designers must formulate proposals that respond to the client's needs, to space limits, and to functional aims. That ability can be acquired only by constantly putting theoretical notions into practice. The workshop, based on Domus Academy's successful methods, involves students in the development of a project in which they are required to use their creative and cultural knowledge, technical skills, and marketing/communication tools, in order to come up with accurate space proposals.

OBJECTIVES The workshop aims to give students a practical knowledge about the design of a interior design/exhibit solution where concept, target, materials, formal solutions, representation of the space and furnishing proposals are basic elements of a creativity able of making use and of organizing all the variables that define interior design proposals and projects.

MODULE 5
ITALIAN
LANGUAGE

ITALIAN LANGUAGE COURSE

DESCRIPTION The course aims to give students the basic structures of the Italian language needed to provide the ability of conversation thanks to a knowledge provided of grammatical structure and syntactical model.

MODULE 1
LANGUAGES

HISTORY AND TRENDS

DESCRIPTION Interior design uses forms and languages, strengthened by the History of Art, Architecture and Living, which are subject to the evolution of style and to current trends in Art, Fashion, Industrial Design. This course, in line with Domus Academy's well-established approach, is aimed at introducing students to this dual design framework, allowing them to come in touch with the main phases of evolution of the history of art and architecture. They will be then able to link them to contemporary aesthetic scenarios influencing languages, solutions, proposals in Interior Design.

OBJECTIVES The course aims to teach students about the creative processes involved in Interior Design, offering a comprehensive approach to a study of the fields of Art History, Antiques, Contemporary Trends in Modern Art, and advanced orientations of Visual Communication.

MODULE 2
RESEARCH

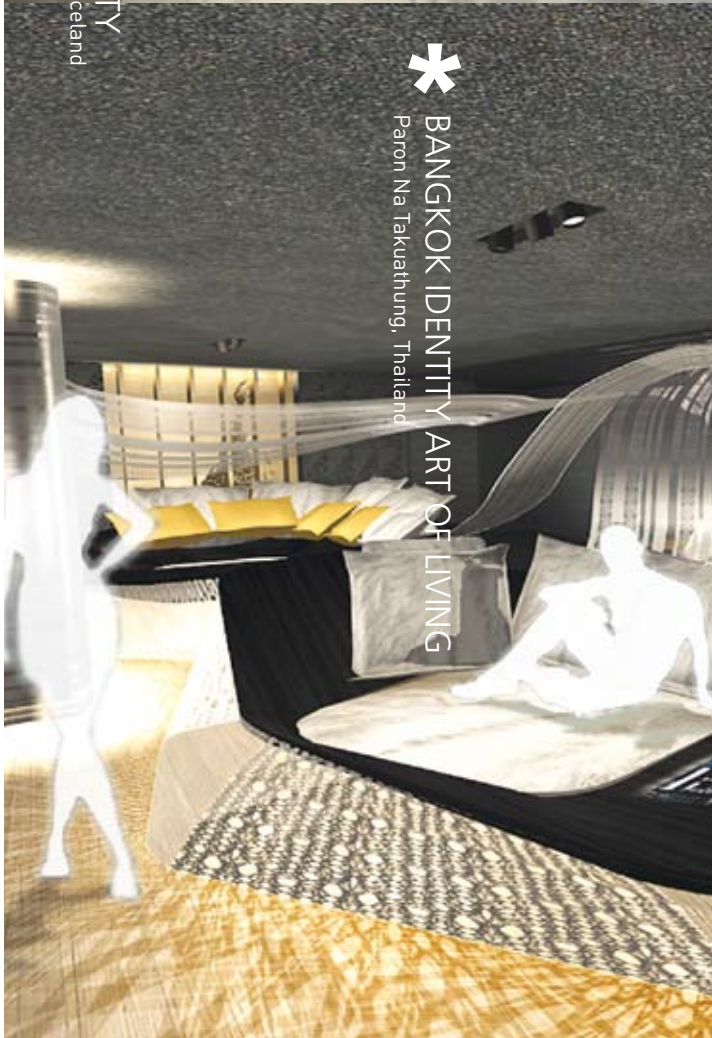
INTERIOR DESIGN METHODOLOGY, MATERIALS AND TECHNOLOGY

DESCRIPTION Every Interior Design project is developed according to a methodology based on the exploration of contemporary living philosophies, and the designer must have a working knowledge of the materials, techniques, and technologies necessary to carry out a project. This course explores building functions, distributions, dimensions, and technological features and aims to help students develop skills that will enhance their creativity and help them acquire a vision of space that focuses on living models in line with contemporary lifestyles.

OBJECTIVES The course aims to give students a precise knowledge of the relationship between creative interior design and the actual conditions which allow a creative concept to become a concrete product. Students will learn about specific methodological approaches, as well as appropriate materials and lighting solutions for specific Industrial Design products.



SOFT SIMPLICITY
Elin Thorsteinsdottir, Iceland



BANGKOK IDENTITY ART OF LIVING
Paron Na Takuathung, Thailand

Semester Abroad Programme

EVALUATION AND GRADING SYSTEM

CREDITS

Regular Credits for Semester attendance are available.

USA CREDITS

The Credits for US students and for any students interested in USA Credits are 225 in total (45 Credits for each Module) and are available through the Domus Academy USA representative Study Abroad Italy.

NON-US CREDITS

Credits for non-US students can easily be granted on the basis of the official Transcripts DA will issue on completion of the Semester and should be required to the home institute. To make any procedure smooth, we kindly suggest the student to refer to his/her own home institute and ask it to get in touch with the DA Academic Relations Office (in fact, the calculation of the Credits' amount and delivery should be granted by the home institute).

USA ADMISSION OFFICE

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