



SPECIALIZING MASTER IN

BRAND EXTENSION

Design and strategy for diversification
in luxury markets

V EDITION – NOVEMBER 2023

GENERAL OVERVIEW

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The Master examines the variables essential of a Licensing project, examining the increasingly stringent relationships with the activities of Brand Extension, Contract and Merchandising. Today's areas and activities are interconnected with a common goal: to seek business growth through the enhancement of the brand in all sectors and product sectors.

The proposed training consists of 4 modules which enable students to grasp the necessary issues in order to engage in the profession of Licensing Manager through the study of information related to the contexts of strategy, planning, communication and distribution. The didactic approach is of an innovative and interactive nature, as it deals with the themes dealt with in a synergic and transversal way, and correlates them with each other through a sort of "direction".

The student will have the opportunity to link different subjects together, putting into practice the different areas of creativity with the partner companies. The training topics are crossed among them: Construction of Value: Merchandising, Brand-Extension, Licensing, Brand-Protection; Licensing Project: Marketing, Strategy, Communication, Distribution; Creative Process: Project Architecture, Design, Production, Service.

Traditional lessons alternate with case discussions, meetings with exponents of the business world, exercises and application works: Company Visit: field activities to enhance the skills acquired in the field; Project Work: brand-extension project commissioned by partner companies; Business Game: simulation game in which to experiment strategic skills and collaborative spirit.

TRAINING OBJECTIVES

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The Specializing Master will provide the cognitive tools to understand the value of design and transform it into business.

The goal is in fact to know how to orchestrate the multiple activities for the realisation of the common goal of growth and development through Brand Extension.

DIDACTIC PLAN

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Modules are:

- Warm-up
- Legal for Licensing
- Brand Extension
- Grand Tour
- Sustainability
- Trend spotter
- Design Thinking
- Value Creation
- New Business
- Empowerment & Career
- Business English
- Marketing & Communication
- Company Field Project
- Thesis Preparation
- Curricular Internship or Professionalizing project

20
students

1500
hours

14
months

€12.000
cost

EMPLOYMENT OPPORTUNITIES

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The Specializing Master examines the variables that have to be addressed in a Brand Extension project, it also analyses how the role of a creative or designer has evolved profoundly in recent years both within more or less complex companies and within professional studios.

The Specializing Master examines the elements and competences that must be possessed in order to cover important roles within any organisation when seeking business growth through design and brand enhancement in all areas and sectors. The Master also gives the tools to enable a creative mind to realise its successful Start Up.

The didactic approach is innovative and interactive, as it deals with the topics in a synergic and transversal way, and correlates them through a sort of direction. The student will have the opportunity to link different subjects together, putting the different areas of creativity and management into practice with partner companies.

REQUIREMENTS

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Candidates with a degree or Master's degree in design, engineering, architecture, economics and commerce, marketing and communication are admitted.

For the purposes of admission, the profile of candidates not belonging to the above categories may be evaluated by the management.

The selection will be made by the Commission.

FACULTY

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Scientific Director

Marco Turinetta

Vice Director

Patrizia Beltrami

DEADLINES

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To take part to the selection process, the application form must be completed online within the following deadlines:

- for Italian / foreign citizens with a qualification obtained in Italy within September 13th, 2023;
- for Extra U.E. citizens within August 13th, 2023.

PRICE

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The Specializing Master costs € 12.000 (€ 11,500 cost of the Master + € 500 of enrollment at the Politecnico di Milano) EXCEPT VAT ART. 10 of Presidential Decree 633/72.

CONTACTS

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<https://www.polidesign.net/en/formazione/business-design/master--brand-extension/>