



SPECIALIZING MASTER IN

# PREMIUM DESIGN MANAGEMENT

**VII EDITION** — NOVEMBER 2023

## GENERAL OVERVIEW

The Specializing Master involves the deepening of issues related to the design of a new kind of marketing and management in the luxury sector, with the involvement of transversal disciplines and according to themes and strategies belonging to the two fields of Design and Economic Management.

The market of luxury goods and services, in particular, with its recent trend of commercialization of experiences, rather than just products, offers a unique meeting ground between the theoretical and practical areas related to the design, and the analyzes and studies related to the world of marketing and business management.

Teaching is provided in collaboration with 24ORE Business School.

## TRAINING OBJECTIVES

Aim of the Specializing Master is to train key figures able to mediate instances of management and corporate marketing with the needs of products, spaces and services characterized by high or very high quality of design.

## DIDACTIC PLAN

The course is structured by thematic areas, each of which is managed by a faculty made up of professors from the Politecnico di Milano, experts from businesses and studios and other universities. During the Specializing Master is provided a internship.

Verification tests and a final exam are scheduled. The final exam consists in the presentation and discussion of an essay realized during the Specializing Master.

## DIDACTIC MODULES

The program is divided into the following teaching and teaching activities divided into four units:

### • WARM UP

The warm-up module will introduce students to the culture of Design, proposing a synthesis of the current scenarios and the reference context, providing the basic tools for understanding and studying the history of Design and Fashion and to support them in their interpretation of the latest trends.

### • UNIT 1 – THE PILLARS OF DESIGN

The first unit will analyze the main case studies of the best contemporary design for the luxury sector. The most recent theories underlying the contemporary developments of the Design and Fashion system in Europe will also be analyzed, with practical examples of the main innovations of the discipline.

### • UNIT 2 – PRODUCT AND BRAND DESIGN

The second module will investigate not only the most important and iconic products of contemporary luxury, but also the contribution offered by design during the planning or redesign of a brand itself.

### • UNIT 3 – COMMUNICATION VALUES

Communication is today undoubtedly one of the main areas of interest of Design: the object of this study will therefore not only be a coordinated image, not only communication through new digital channels and creativity at the service of online marketing, but also the basic tools for a sociology of consumption and for the development of a small autonomous project in the field of communication for luxury under the supervision of the teachers of the Politecnico.

### • UNIT 4 – RETAIL AND BRAND EXPERIENCE

The last unit will be entirely dedicated to the potential offered by design in the commercial and experiential

**25**  
**students**

**1500**  
**hours**

**13**  
**months**

**€12.500**  
**cost**

sectors for the luxury segment, with attention also to new forms of luxury, now expressed through new products and services for new consumers. In addition to the theoretical introduction to the themes of buying, visual merchandising and events, students will also be offered practical activities with targeted visits and design modules, to facilitate a better understanding of the development dynamics of creative processes and allow students a view behind the fifth.

The Master also includes 100 specific hours dedicated to the “Luxury Management” area, which will explore the themes of luxury marketing, CRM, licensing and pricing (in collaboration with 24Ore Business School), without neglecting the sociological and brand image aspects.

## TITLE RELEASED

Upon completion, students earn a Politecnico di Milano first-level Specializing Master in “PREMIUM DESIGN MANAGEMENT”.

The Specializing Master grants 60 CFU, equivalent to 60 ECTS.

## EMPLOYMENT OPPORTUNITIES

Employment opportunities are mainly in the luxury sector which has multiple areas not affected by any crisis, in addition to opportunities in the area of services and of planning and management of events and exhibitions. There are also prospects in the areas of design and strategic marketing.

## FACULTY

### Scientific Director

Matteo O. Ingaramo

### Technical Director

Arturo Dell’Acqua Bellavitis

### Didactic Coordinator

Lorenzo Morganti

## REQUIREMENTS

The Specializing Master is open to candidates who have a Bachelor or a Master of Science in Economy, Engineering Management, Architecture, Industrial Design (or equivalent qualifications under the law), or in other disciplines where the Master course is complementary to the candidate’s previous experiences. The Board reserves the right to select and admit graduates or applicants with a university degree from other universities, on condition that those academic qualifications are compatible with the Specializing Master’s subjects and/or applicants with a curriculum vitae that is coherent with the Specialising Master. For foreign applicants, the Master is open to students holding equivalent qualifications.

## DEADLINES

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 21, 2023,
- for Extra U.E. citizens within August 21, 2023.

## PRICE

The total cost of the Premium Design Management course, based in Milano, is equal to € 12.500,00 VAT-FREE ART. 10 DPR 633/72.

The cost is divided into:

- Contribution for enrolment in the Politecnico di Milano € 500,00 per student,
- Specializing Master tuition fees € 12.000,00 per student.

## CONTACTS

—

### **POLI.design**

Politecnico di Milano / Campus Bovisa  
Via Don Giovanni Verità, 25  
20158 — Milano

T. +39 02 2399 7225

e-mail: [hello@polidesign.net](mailto:hello@polidesign.net)

<https://www.polidesign.net/en/formazione/business-design/master--premium-design-management/>

