

MASTER PARCOURS DIGITAL FASHION COMMUNICATION (DÉLOCALISÉ EN SUISSE - FORMATION INITIALE ET CONTINUE)

Master Tourisme

Fashion is becoming increasingly digital and the fashion industry is in urgent need of communication managers who master digital trends, are aware of the long-term socio-cultural processes that shape fashion and understand how fashion's ethical dimension and major sustainability challenges impact society.

Would you like to acquire communication skills as applied specifically to the fashion industry? Cutting-edge tools to interact in a digital business environment? Cultural sensitivity to communicate in a globalized market?

Be part of the first international Master of Science in Digital Fashion Communication offered as a Double degree by Università della Svizzera italiana (Lugano, Switzerland) and université Paris 1 Panthéon-Sorbonne.

The Master is a two-year (120 ECTS) [📄 Double Master's Degree](#) offered jointly by USI - Università della Svizzera italiana and [📄 Université Paris 1 Panthéon-Sorbonne](#) and is entirely given in [📄 English](#), even in Paris. The programme is taught by a renowned faculty from both institutions and by a large number of guest lecturers and professionals of the fashion industry who will share their practical experience. Mobility is part of the learning experience offered by this Master. Students **will study in two different locations (Lugano in semester 1 and 2, Paris in semester 3)** and live two diverse cultures.

Students can do their internship during their fourth semester in whichever location they prefer. During this semester, they will have an online course and their master thesis, which gives them the flexibility to find an internship outside of Switzerland or France if desired.

For any information on the Master's programme (courses, applications, deadlines...) please visit the [USI website](#) or contact mdfc@usi.ch

Infos pratiques

Composante : Institut de recherche et d'études sup. du tourisme (IREST)

Durée : 2 ans

Crédits ECTS : 120

En savoir plus :

DFC Master website

<https://www.usi.ch/en/education/master/digital-fashion-communication/structure-and-contents/study-programme>

Présentation

Objectifs

The double degree in Digital Fashion Communication (DFC) aims at preparing select students to pursue their careers in the fashion industry as **specialists in digital communication**.

Savoir-faire et compétences

Graduating from this Master gives students:

- * a strong foundation in **communication skills** as applied specifically to the **fashion industry**: communication design and strategy, branding, content development, information management and retrieval.
- * an in-depth **understanding** of the **creation of fashion**: the social history of fashion and culture, sustainability, and the fashion industry from a global perspective.
- * the **cutting edge tools** to effectively and profitably interact in an **digital business environment**: usability and webanalytics, digital marketing, social media communication, e-Commerce and cyber security.

An addition to this, students will acquire the **cultural sensitivity** needed to effectively communicate in a **globalized market**, by experiencing the French, Italian and Swiss culture in their day to day activities. They also have the opportunity to learn or strengthen their knowledge

of the Italian and French languages, which are of great importance in the fashion world.

Professional opportunities for graduates are related to **omnichannel communication management** and **strategy** for the fashion industry in any type of company, from small start-ups to large international corporations. Graduates are prepared to work in functions like digital and social media marketing, brand development, data and e-Commerce management, advertising and PR support, and CSR coordination.

Even if the master focuses on fashion communication, graduates might work in related experience-economy industries.

Organisation

Membres de l'équipe pédagogique

[Find out about IREST's admission committees for the current academic year](#)

Admission

Modalités d'inscription

For applications, please refer to the deadline indicated on the [USI website](#)

Tarifs

8.000 Swiss francs per year

Et après

Poursuite d'études

Students graduating from this programme will acquire: a strong foundation in communication skills as applied specifically to the fashion industry; the cutting edge tools to effectively and profitably interact in a digital business

environment;the cultural sensitivity needed to effectively communicate in a globalized market.

Insertion professionnelle

Professional opportunities for graduates are related to communication management and strategy for the fashion industry in any type of company, from start-ups to international corporations

Programme

Organisation

Formation Initiale à plein temps

FC à plein temps

Formation en apprentissage

Contrat de professionnalisation

Master 1 Tourisme parcours Digital Fashion Communication (délocalisé en Suisse-formation initiale et continue)

Semestre 1 DFC

UE 1 : Digital	9 crédits	
Digital Challenges in Marketind and Big Data	3 crédits	28h
Digital Fashion Communication : an introduction	3 crédits	28h
Online Communication Design	3 crédits	28h
UE 2 : Fashion	6 crédits	
Fashion Communication	4,5 crédits	42h
Sustainable Fashion	1,5 crédits	14h
UE 3 : Communication	15 crédits	
Brand Management	3 crédits	28h
Communication Law	3 crédits	28h
Corporate Social Responsibility	3 crédits	28h
Intercultural communication	3 crédits	28h
Media Economics & Policy	3 crédits	28h

Semestre 2 DFC

UE 1 : Digital	12 crédits	
Augmented and Virtual reality	1,5 crédits	14h
DFC : Conversation with Industry Experts	3 crédits	28h
eCommerce and cyber security	1,5 crédits	14h
Information Management and Retrieval	3 crédits	28h
Usability and Webanalytics	3 crédits	28h
UE 2 : Fashion	6 crédits	
Argumentation in Fashion Communication	3 crédits	28h
Visual Fashion Communication	3 crédits	28h
UE 3 : Communication	12 crédits	

Critical Consumer Behavior	6 crédits	56h
Market Systems Dynamics	3 crédits	28h
Statistical Data Analysis	3 crédits	28h

Master 2 Indifférencié Digital Fashion Communication (délocalisé en Suisse - formation initiale et continue)

Semestre 3

UE 1 : Digital	3 crédits	
DFC : Social Media Communication and Fashion blogg	3 crédits	28h
UE 2 : Fashion	21 crédits	
Fashion industry : a global perspective	6 crédits	56h
Heritage, Tourism and Fashion	6 crédits	56h
Social History of Fashion and Custom	6 crédits	56h
Study tour (Paris FW, etc.)	3 crédits	28h
UE 3 : Capstone work	6 crédits	
Elective courses	6 crédits	56h

Semestre 4

UE 1 : Digital	3 crédits	
DFC Lab : Gamification	3 crédits	28h
UE 2 : Capstone work	27 crédits	
Internship	9 crédits	84h
Master thesis	18 crédits	