

E L L E E D U C A T I O N

Diploma Course
Marketing and
Communications for
Fashion & Luxury Brands

Diploma course



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We Are Your Best Partner

ELLE Education is an academic initiative born from the collaboration between mindway and ELLE International, **designed to lead the global education of future professionals in fashion, design, and creativity.** Building on the legacy of ELLE—the world’s leading editorial brand in fashion and lifestyle—ELLE Education offers a fresh, dynamic, and excellence-driven perspective to inspire and prepare the next generation of industry shapers.



+70 countries

since 2007

mindway
school
of design &
innovation



mindway is a School of Design and Innovation that has been redefining the way we learn since 2007. **Today, it is an international reference for training future leaders in fashion, design, and creative industries.** Rooted in an entrepreneurial spirit, we foster creativity, critical thinking, and a passion for pushing boundaries. Our students are challenged to design bold ideas, lead innovative projects, and shape the future of their industries.

Camilo José Cela University is one of Europe’s most prestigious academic institutions, known for its commitment to innovation and excellence. **Through its transformative educational model, it empowers students to think critically, lead change, and make a meaningful impact across disciplines.**



20.000 students

 **Universidad
Camilo José Cela**
SEK EDUCATION GROUP

1 *Internationally Recognized Institutions*

Throughout your journey, you will be supported by ELLE Education, mindway, and Camilo José Cela University—institutions that bring international expertise, creativity, and academic excellence to your education.



2 *University Diploma*

Upon successfully completing the program, you will earn a university diploma issued by Camilo José Cela University—a credential that will accompany and strengthen your professional journey.



3 *Active Professionals as Mentors*

Our faculty is composed of active professionals and industry leaders who not only share their expertise, but also offer you a real, first-hand perspective of the sector.



4 *Total Accessibility*

Through our online campus, you will enjoy intuitive access to all course materials and stay permanently connected to your classmates, tutors, and academic coordinators—giving you a learning experience that fits seamlessly into your lifestyle.

5 *Personalized Attention*

At ELLE Education, every student is unique. You will receive personalized guidance from an admissions advisor from day one, and a personal tutor will accompany you throughout your entire academic experience.





6 *Practical and Effective Methodology*

Our learning model is based on a 'learning by doing' approach, **inspired by the Harvard Business School case method.** You will develop your skills by working on real-world cases and projects.

7 *Networking*

Expand your horizons by **accessing an exclusive network of professionals, experts, and students**—a community that will boost your learning experience and future career.



8 *Career Opportunities*

Gain direct access to industry professionals, broaden your network, and experience opportunities that will enhance both your education and personal growth. This diploma opens doors to a world of possibilities, helping you build a successful and impactful career.





Program Overview

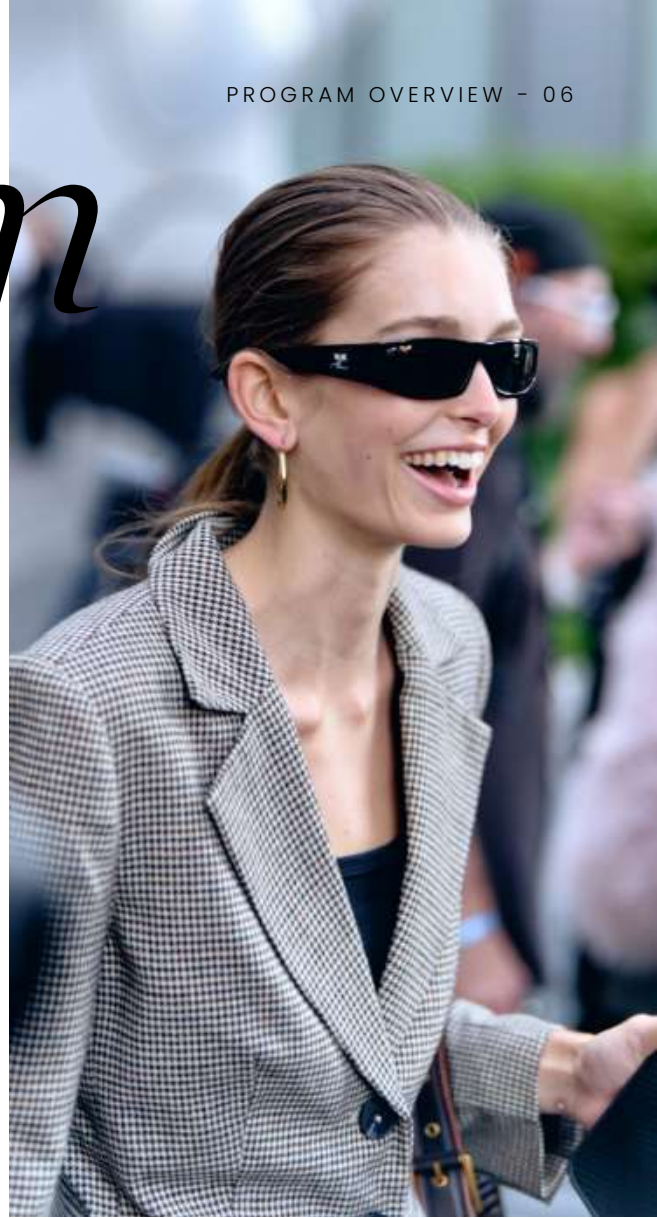
The fashion industry is experiencing a profound shift, fueled by digitalization, growing sustainability consciousness, and evolving consumer behaviors. Spain, as a global pioneer, continues to drive key initiatives that shape the future of the sector, a vital engine of the economy and employment.

In this context, the diploma is designed to provide you with comprehensive, practical, and up-to-date training in the main areas of marketing and communication focused in fashion and luxury industry.

Throughout the course, you will learn how to develop and implement digital marketing strategies and fashion PR, gaining the tools to position luxury products and services in a competitive market.

You will also learn about social media and influencer marketing techniques - crucial in the digital communications age, where the impact of social media and working with influencers has become key to reaching and retaining customers.

Being part of the fashion world today means embracing innovation, mastering new tools, and cultivating the agility to adapt to ever-evolving trends. It calls for dynamic, digitally fluent professionals ready to shape the future of the industry.



Luxury



1. History of Fashion

HISTORY OF
LUXURY BRANDS

FASHION
TRENDS

THE BUSINESS STRATEGY BEHIND
FASHION LUXURY BRANDS

2. The Use of Neuromarketing in the Luxury Sector

THE PERCEPTION OF VALUE IN
FASHION LUXURY PRODUCTS

SENSORY
MARKETING

3. Digital Marketing Strategiess

STORYTELLING AND
CONTENT MARKETING

DIGITAL MARKETING
STRATEGIESO

OMNICHANNEL AND
TRANSMEDIA CAMPAIGNS

4. Communication and Public Relations in Fashion

LUXURY BRAND
COMMUNICATION

PR STRATEGIES IN FASHION
AND LUXURY BRANDS

NICHE MEDIA IN THE
FASHION INDUSTRY

5. Social Media & Influencer Marketing

THE ROLE OF INFLUENCERS
AND BRAND AMBASSADORS

SOCIAL MEDIA ADS AND
DIGITAL CAMPAIGNS

ONLINE
CHANNELS



A Flexible Way to Learn

Modalities



100% ONLINE

Enjoy the freedom to learn at your own pace with 24/7 access to academic content. Our **online learning** model offers you pre-recorded lectures by professors and guest speakers, complemented by curated reading materials that lay the foundation for a solid and up-to-date understanding of the field.

With a self-paced journey, you have the freedom to learn at your own rhythm. Access pre-recorded lectures by professors and guest speakers, along with curated reading materials that will help you build a strong and up-to-date foundation. **Shape your academic experience around your lifestyle, gaining both knowledge and inspiration whenever and wherever you choose.**



online

Your Connected Learning Hub

Experience a cutting-edge educational environment designed to fit your world. Our online campus offers a flexible, personalized learning experience that gives you access to a wide range of resources—wherever you are, whenever you need them.



Dive into a rich selection of content, including video lectures, notes, presentations, and a specialized digital library to enhance your knowledge.

Stay connected with your academic team and fellow students through messaging and discussion forums, building a network of support and collaboration that extends beyond the classroom.

Assessments are fully digital, allowing you to showcase your learning through tests and real-world projects that put theory into practice.



From Learning to Leading

This Diploma Course in marketing and communications for fashion & luxury brands offers an immersive experience into the dynamic world of fashion, equipping you with the cutting-edge skills and strategic vision needed to stand out in a competitive industry.

This program prepares you to become a highly qualified professional in roles such as:

Fashion Brand Manager

Fashion Product Manager

Fashion Trend Analyst

PR Manager

Marketing Manager

Fashion Content Creator

Fashion Writer

Neuromarketing Specialist

85%

of our **graduates** secure employment shortly **after completing the program**, a testament to the real-world impact of our learning experience.

Building Your Network

Expand your professional horizons and connect with a community that shares your passion and ambition.

At ELLE Education, you will become part of a dynamic ecosystem of students, experts, and industry leaders. Through exclusive events, collaborative projects, and interactive platforms, you will build relationships that go beyond networking—opening doors to new ideas, opportunities, and career growth in the fashion and design industries.

connect





A Faculty of Industry Leaders

At ELLE Education, our faculty is composed of active experts with extensive experience in fashion, style, and personal image. The professors you will meet throughout this journey represent just a glimpse of the talent, creativity, and dedication that will guide and inspire your professional growth.



Francisco Carrión

**Brand Activation
Product Manager –
Giorgio Armani Beauty**



Maria Pintado

**Content Creator and
Influencer. Founder of Visit
Your Dream Palace**



Paula Viana

**Content Creator and
Founder at The
Backstage Talks**



Pelayo Santos

**CEO & Founder en
Cuantica Agencia. Senior
Manager Digital Marketing**



Sara Vicioso

**President of the
Influencers Commission
at IAB Spain**



Susana Vela

**Founding Director
of ATELIER COUTURE**

Stories

that Inspire

Our alumni are the best proof that, with the right education and the support of an inspiring community, you can turn ambition into achievement.

Discover how ELLE Education has shaped their professional journeys, through real stories of growth, opportunity, and success. Listen to their experiences and see why our programs are a catalyst for building the future you envision.

Malu Celemín

**AFTER SALES MANAGER
IN CASA LOEWE MADRID.**

LOEWE



“By taking this Diploma with ELLE Education and Mindway, I was lucky to have outstanding professionals from the fashion business giving talks and lectures in each class, as I chose the blended learning format. I believe this truly enriched both my education and personal experience. From my perspective as a professional, I love to share what I do—the passion that the brand I work for has passed on to me, and the knowledge I’ve gained. Joining this program helped me understand the system much better and allowed me to truly dedicate myself to it.”

How to Join

1 Register

Complete the enrollment form with your personal information and upload the required documents. Please note that you must be of legal age to apply.



2 Admission Questionnaire

Fill out a brief questionnaire so our admissions committee can better understand your profile and motivations.



3 Admissions Interview

Once your application and questionnaire have been submitted, our admissions team will contact you to schedule a virtual interview with the Master's Program Admissions Director.



4 Confirm your Enrollment

If your application is accepted, you will receive detailed instructions to finalize your enrollment and pay the registration fee.



Tuition

and Payment Options

€2,499
100% Online

The total cost of the program includes your enrollment, materials, and tuition. We offer flexible payment options so you can choose the one that best fits your needs:

- **Payment in 8 installments:** Spread your tuition over 8 months. Payments will be charged to your card between the 1st and 5th of each month.
- **Payment in 2, 3, or 4 installments:** Make your first payment when confirming your enrollment. If you choose two installments, the second payment will be due 60 days later. If you choose three or four installments, payments will be made every 30 days.
- **Full upfront payment:** Benefit from a discount by paying the full amount at once.



Total Program Fees	<i>8 Installments</i>	<i>2/3/4 Installments</i>	<i>Full Payment</i>
<i>Online</i>	€2,499	€2,349	€2,149

Cost Breakdown:

Enrollment fee:
€900 (non-refundable)

Materials:
€750 (non-refundable if canceled less than 30 days before the start date).

Tuition:
Varies depending on modality and payment plan (non-refundable if canceled less than 15 days before the start date)

YOU CAN COMPLETE YOUR PAYMENT VIA BANK TRANSFER OR CREDIT / DEBIT CARD.



Contact

Do you have any questions?



Get in touch with us,
and we'll help you with
everything you need.

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consulta@elle.education

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updates at [@elle.education](https://www.instagram.com/elle.education)

ELLE
EDUCATION

