

PROFESSIONAL MASTER

“Linguistic Mediation, Export Manager and Made in Italy.
(Italian Fashion and Food Design) ”

ACADEMIC YEAR 2022-2023



In the current intertwining of languages and relationships, in a social context based on communication and the great convergence of interpersonal relationships, the Professional Master of SSML Salerno in Linguistic Mediation, Export Manager and Made in Italy. (Italian Fashion and Food Design), is proposed as a targeted training course addressed to all types of the made in Italy sector specifically for fashion: couture, designer, diffusion, bridge in the different variants of classic, updated, avant-garde and within each section such as novelty, commercial, basic, connected to new behaviors, related issues and new mindstyles.

The Professional master aims to train professionals and perfect operators who already work in the Made in Italy sector, with particular reference to Fashion Design, Food Design and Fashion Management Stylist, who know how to operate in areas ranging from the project, which starting from the design, it moves on to the definition of colors, fabrics, or other materials, to the first cost evaluation, to the model, to the definition of finishes, up to the marketing of fashion and to specialize the members in the sectors of greatest interest linked to the fields of professionals Fashion and Fashion Stylist manager of: Fashion Economics and Business Strategy, Fashion Brand and Design, Management, Events and PR or Web Marketing. The goal is to offer an almost complete preparation, at the same time flexible and multidisciplinary, to its students, to outline, at the end of their training course, a profile of reliable competence and quality compatible with the entire range of Made in professions. Italy in the Fashion sector and the Italian Food and Fashion Stylist Manager.

The course is also structured on theoretical and theoretical-practical modules elaborated in four sections: the first, 24 hours, is dedicated to the study of languages applied to linguistic mediation in the business and export management fields. English language applied to Export Management. and Spanish Language applied to Export Management; the second section at 10 am focuses on the study of economic and legal matters, always in the field of Made in Italy export management such as copyright of fashion brands and international commercial law, relocation of companies in international contexts; the third section of 34 hours is dedicated to the study of subjects specific to social and psychological areas such as the Psychology of Marketing and Advertising; the Sociology of Fashion, the fourth, lasting 12 hours, focuses on learning the theoretical-practical part. This second section will aim at the development of skills and cultural knowledge related to the Fashion and Food professional context but with an applicative approach with visits made to local companies in the province of Salerno.

In the splendid location of the province of Salerno, students will have the opportunity to carry out internships at affiliated companies, which will allow them, through the testimony of professionals in the sector, to grasp the experience that is achieved in making Made in Italy products. (theoretical-practical part) and, at the same time, to be in contact with university professors operating in the field of fashion design, food design and Made in Italy. In this way they will discover, in a pleasant way, the differences and similarities that exist between the real Made in Italy and what is to be understood as imitation. A unique experience to approach the study of Made in Italy science, with professors of national and international fame.



Period: March - June 2023

Place of performance: online mode with optional internships at affiliated companies

Days of lessons: 36 days over three months

Total duration of the course: 180 hours

Theoretical lesson hours: 180 hours

STAGE AREA:

Theoretical / practical hours and laboratory: 12

Title issued: MUR credit certification (20 CFM)

Classroom tutor: Pietro Squizzato

GENERAL PROGRAM OF EDUCATIONAL MODULES

BASIC MODULES - Duration: March - June 2023

PROGRAM OF THEORETICAL MODULES (T) - (180 hours)



LANGUAGE AREA

1

ENGLISH LANGUAGE APPLIED TO EXPORT MANAGEMENT (L-LIN / 12) 7 CFM

(42 ore)

Prof. Vanni De Simone

The course aims to provide introductory notions of English linguistics concerning the study of morphology, syntax, semantics, phonology and phonetics, as well as to offer an introduction to pragmatics and the activity of producing texts of various kinds. The aim of the course is to provide students with the necessary tools for understanding the main characteristics of the English language. Aspects will be taken care of that promote a communicative and informative approach to the language in use and allow the development of strategies useful for the understanding and production of written texts and the personal re-elaboration of information. To this end, the theoretical lessons, conducted with a method that promotes the active participation of students in the discussion of the topics covered, will be enriched with practical exercises in linguistic analysis and understanding of the text.

2

SPANISH LANGUAGE APPLIED TO EXPORT MANAGEMENT (L-LIN / 07) 7 CFM

(42 ore)

Prof. Hernan Rodriguez Vargas

The course aims to provide introductory notions of Spanish linguistics concerning the study of morphology, syntax, semantics, phonology and phonetics, as well as to offer an introduction to pragmatics and the activity of producing texts of various kinds. The aim of the course is to provide students with the necessary tools for understanding the main characteristics of the Spanish language. Aspects will be taken care of that promote a communicative and informative approach to the language in use and allow the development of strategies useful for the understanding and production of written texts and the personal re-elaboration of information. To this end, the theoretical lessons, conducted with a method that promotes the active participation of students in the discussion of the topics covered, will be enriched with practical exercises in linguistic analysis and understanding of the text.

SOCIAL AND PSYCHOLOGICAL SCIENCES AREA (36 hours)

1

PSYCHOLOGY OF ADVERTISING, MARKETING AND FASHION (M-PSI / 06) 3 CFM
(18 ore)
Prof. Stefano Amodio

The dynamics of this course refer to the subjects of design and visual planning, but seen this time from a psychological perspective. Following the cognitive theory, the psychoanalytical implications applied to art and the new neuro-perceptive theories, the path offers a biological-behavioral background to the experiences of vision applied to advertising and marketing.

2

SOCIOLOGY OF FASHION (SPS / 08) 3 CFM
(18 ore)
Prof. Massimo Corsale

Fashion in the social sciences; the difference between clothing as a material product and fashion as a cultural product.

ADDITIONAL EDUCATIONAL MODULES (60 hours) ECONOMIC-LEGAL AREA

1

**INTERNATIONAL COMMERCIAL LAW, RELOCATION OF COMPANIES
IN INTERNATIONAL CONTEXTS (IUS / 13)**
(15 ore)
Prof. Erminio Marsella

The environment within which a company operates is assuming ever greater dimensions and more precisely, is expanding the boundaries, thanks to the phenomenon known as globalization. It has already been known for decades, however it is intensifying, and affects all countries under different profiles. This module deals with the steps that have led companies over time to move a more or less substantial part of their activities abroad. In particular, attention is paid to the phenomenon of production relocation





2

COPYRIGHT OF FASHION BRANDS (IUS / 01)

(15 ore)

Prof. Maurizio Danza

The subject is dedicated to the specific analysis of the relationship between the author-stylist and the brand, between the brand and its commercial, cultural and social uses. With a brief introduction to the figures of law, this part offers a series of essential answers to copyright, privacy and image rights.

3

THE COMMUNICATION OF MADE IN ITALY (SPS / 08)

(15 ore)

Prof. Alessandro Denti

The term "Made in Italy" has been transformed into an expression capable of evoking, all over the world, the idea of Italian products. The fame that this expression has enjoyed in the last twenty years has meant that, over time, it assumed the characteristics of a real brand, characterized by the quality and creativity typical of Italian artisan and industrial excellence. The development of "Made in Italy", over time, has helped to create in the collective imagination a well-defined idea of the so-called "System-Italy", capable of reflecting its distinctive abilities and capabilities, so that the products that can falling under this label are extremely sought after on foreign markets.

HUMAN AND SOCIAL SCIENCES AREA

1

SOCIOLOGICAL PROCESSES OF COMMUNICATION. DISCOVERING THE MEDITERRANEAN DIET (SPS / 08)

(15 ore) - Prof.ssa Melina Allegro

Communication passes through the lifestyles of a people. The "discovery" of the Mediterranean Diet through the historical evolution of eating habits to promote proper nutrition education, especially due to the extreme relevance of its scientific and cultural values, of its lifestyles. Three different eras will be addressed to show four different ideas of food: observing food from different points of view, as a sustenance, as a conviviality, as a disease, as a symbol of power, as something that influences our way of life in depth, which modifies not only our life but also the environment. An Italian story. food, culture, love.

INTERNSHIP IN THE COMPANY THEORETICAL-PRACTICAL PART AND TECHNICAL WORKSHOP

Durata: (12 ore totali)



The Technical-Practical path develops a global vision on the world of fashion; design book, moodboard, material folder, aesthetic and illustrative languages, design systems. will be the in-depth themes in this area. Aesthetics of Fashion, Fashion Marketing, Public Relation, Research, Elements of Creative Design, Study of the fashion sketch and illustration will be the theoretical basis for a professional approach.

This course aims to train students and professionals on the acquisition of a technical, visual, perceptive and representative capacity in the context of the Fashion Stylist and Fashion Designer.

Study and iconographic research of signs, shapes and volumes in contemporary fashion, accessories and fabrics.

The aim is to provide the student with a practical look at the different fields and professional profiles of the Fashion sector. Figures who are able to effectively plan, produce and share services and content.

FASHION

The fashion system and the Italian business organization (3 hours)

- **Teacher:** Salvatore Spera
- **Objectives:** The textile and manufacturing industry linked to the clothing and accessories sector.

The great Italian tailors and the province of Salerno

- **Teacher:** Salvatore Spera
- **Objectives:** The history of the great Italian families of excellent tailoring.

FOOD DESIGN

Food in Italy (3 hours)

- **Lecturer:** Prof. LUCIDO DI GREGORIO
- **Objectives:** The history of Italian food through the products that have conquered the world (pasta, pizza, ice cream).

The design of food (3 hours)

- **Lecturer:** Prof. DIEGO GRANESE
- **Objectives:** Examples of integrated food design, food design as a system.

Food excellences (3 hours)

- **Lecturer:** Prof. DIEGO GRANESE
- **Objectives:** The excellence of food from local to global: the Slow Food experience.

RECIPIENTS

The Professional Master is aimed primarily at the wide range of subjects with a high school diploma from the Institute of Fashion, Art Institute, Art School or any other high school. Graduates of all secondary schools and graduates of both the Bachelor's and Master's Courses, coming from humanistic, sociological, political-legal faculties and middle and high school teachers, for which the course issues MIUR training credits, can also enroll in the master. It is also possible to consider applications for participation from candidates with a secondary school diploma after prior evaluation by the Director of Didactics with consequent release of the same authorization: the Professional Master in fact is located in an original position, with a typically university theoretical profile, but united to an equally central provision of a technical, practical nature, directly oriented to the professions of Made in Italy with particular reference to the fashion sector, Fashion, Food Design and the Stylist Manager.

PURPOSE

The fundamental purpose of the Professional Master is to offer all the necessary skills to its students to pursue a career within the activities of the Food Design, Fashion and Fashion Stylist sectors, from the technical to the organizational and managerial ones. Furthermore, this training course will be able to offer a broad and at the same time specific knowledge base capable of supporting and defining a culturally valid profile for those who want to operate in the Fashion and Fashion Stylist management and in the media communication of Fashion and Food. Design.

DURATION (180 hours of lectures and theoretical practical part)

The master is divided into 2 distinct Didactic Sections, for a total of 180 hours in a three-month period:

Lectures area T (Theory): 180 hours of online lessons

Company internship at fashion houses, ateliers or fashion organizations with agreements and lessons in the T / P area (theoretical-practical) and Laboratories and exercises in the Fashion area: 12 hours

TITLE ISSUED

The Professional Master releases 20 CFM (mediation training credits)

Minimum number of participants for the activation of the Master: 20

DIRECTION AND COORDINATION

Didactic Director: Stefano Amodio

Scientific Director: Prof. Melina Allegro

Scientific Coordinator of the Master: Prof. Hernan Rodriguez Vargas

Classroom tutor: Pietro Squizzato



BRIEF PROFILE OF SOME TEACHERS



TECHNICAL SCIENTIFIC COMMITTEE

- Stefano Amodio
- Vanni De Simone
- Hernan Rodriguez Vargas
- Melina Allegro
- Massimiliano Mancini
- Alessandro Denti

STEFANO AMODIO, President of the Teseo Institute and Director of SSML Salerno, PhD in General Psychology, teaches Advertising and Marketing Psychology at the Free University of Arts in Bologna and at Sapienza in Rome, Director of SSML Salerno and lecturer at the himself in the chairs of Organization and Marketing for Business Communication, Psychology of Work and Psychology of Communication. Trainer in the field of Human Resources and Labor Organization. He deals with professional training, work psychology, motivation, work well-being, communication mediations, creativity and emotions. He is a member of the scientific technical committee of the Storytelling Observatory of the University of Pavia and of numerous national and international scientific boards. Curator and author of several volumes including: Homo Laborans. Tools for the analysis and promotion of work well-being (Teseo Editore, 2010) and Johann Amos Comenius. Comenian thought and universal education in the analysis of Didactica Magna (Teseo Editore, 2012).

MELINA ALLEGRO, Vice-president of the Teseo Institute and Director of International Relations, Orientation and External Affairs of the SSML Salerno, graduate in Educational Sciences, qualified to teach humanities in secondary school, trainer in the field of pedagogy and processes training, education technology and learning.

LUCIDO DI GREGORIO, Architect and Planner, consultant and decorator of thematic points of consumption first with the former Interbrew Italia spa, then with Heineken Italia spa. Designer of new types of furniture for evening beer bars, and restaurants and entertainment venues. Author of numerous articles and reviews on sector topics, as well as author of the Monograph - "Breweries and Pubs. The new architectures of the night". Di Baio publisher - Milan 2009.

DIEGO GRANESE, Architect and designer, former winner of international awards in the field of design and hexibit-design, former adjunct professor in industrial design at SUN (Second University of Naples in Aversa). Winner with gold medal at the 2016 Cooking Olympics with the design of the table and the table plates for the Costa del Cilento Culinari-Team.

STUDENT ORGANIZATIONAL SECRETARIAT

Responsible: Dott.ssa Vincenza Apicella

Email: info@istitutoteseo.eu

Telephone: 089. 2027721

Mobile: 391.30.69.126

CONTACTS SECRETARIAT EDUCATIONAL DIRECTOR OF THE MASTER

Prof. Stefano Amodio

Email: presidenza@istitutoteseo.eu

Mobile: 340.16.60.358

CONTACTS SECRETARIAT SCIENTIFIC DIRECTOR OF THE MASTER

Prof.ssa Melina Allegro

Email: vicepresidente@istitutoteseo.eu

Mobile: 391.30.69.126

Technical Secretariat

Responsible: Pietro Squizzato