



The Anáhuac University emerged in 1964 with the fundamental objective of elevating the human and social condition of men and women in Mexico, through the comprehensive training of positive action leaders with values and social conscience.

## **MISSION**

Contribute to the comprehensive training of positive action leaders and institutionally promote the development of people and society, inspired by the values of Christian humanism.

ABOUT THE MASTERY

The national and international fashion business requires continuous training and innovation. We are the only Master's Degree in Fashion and Marketing in the country endorsed as a Postgraduate Degree by the Ministry of Public Education (SEP) with more than 10 years of academic and professional leadership.

Our teaching staff, accredited by the Institutional Council, is made up of renowned professionals from the fashion industry, as well as outstanding researchers with notable academic careers.

The Master's Degree in Fashion and Marketing has as its central objective the training of high-profile professionals and entrepreneurs who understand the context and key opportunity areas of the national and international fashion business. Leaders and agents of change for the fashion industry who, through sound ethics and a sense of social responsibility, manage to develop and manage successful and relevant fashion companies for their target market and environment.

**GOALS** 

ADDRESSED TO

# PROGRAM MISSION

Train positive action leaders in the field of national and international fashion.

Candidates with training in disciplines related to Marketing, Advertising, Design, Fashion, Communication or related careers, interested in pursuing a postgraduate program that increases their professional skills, networking networks *and* links with the fashion industry.



# **CURRICULUM**



# **CURRICULAR STRUCTURE**

#### **ELECTIVE SUBJECTS**

Marketing and communication

- Legislation in the fashion industry
- Media planning and management
- User-centered strategic design

#### The fashion business

- Selected topics from the fashion industry (shell)
- Negotiation and argumentation techniques

#### Investigation

• Fashion journalism

# MODALITY

Hybrid:

Live classes via Zoom + in-person sessions

#### **DURATION**

A year and a half with quarterly programs

#### **SCHEDULE**

Between 9 and 12 hours per week, from 5:30 p.m. to 10:00 p.m.

# When you finish you will be able to

- Develop business plans that integrate relevant strategies and methodologies for the creative, administrative and financial management of a fashion company.
- Carry out brand projects linked to the practice of sustainable fashion.
- Develop outstanding digital marketing strategies that provide value and loyalty between the brand and its followers.
- Design and implement effective communication solutions with innovative and relevant content for the lifestyle and needs of various consumer markets.



- Understand the latest trends in innovation and technology to successfully devise and manage marketing and communication plans for fashion companies.
- Interpret trend for the development of cocommercially successful fashion lessons.
   National and international.
- Coordinate and direct business projects for the fashion industry through leadership and management of multidisciplinary teams.

# AREAS OF PROFESSIONAL PERFORMANCE

Entrepreneurship of national and international fashion brands and projects that incorporate social responsibility and the best sustainable fashion practices as guiding axes for their growth.

Incursion and growth in directive and managerial areas belonging to the design, marketing and communication departments of prominent fashion companies.

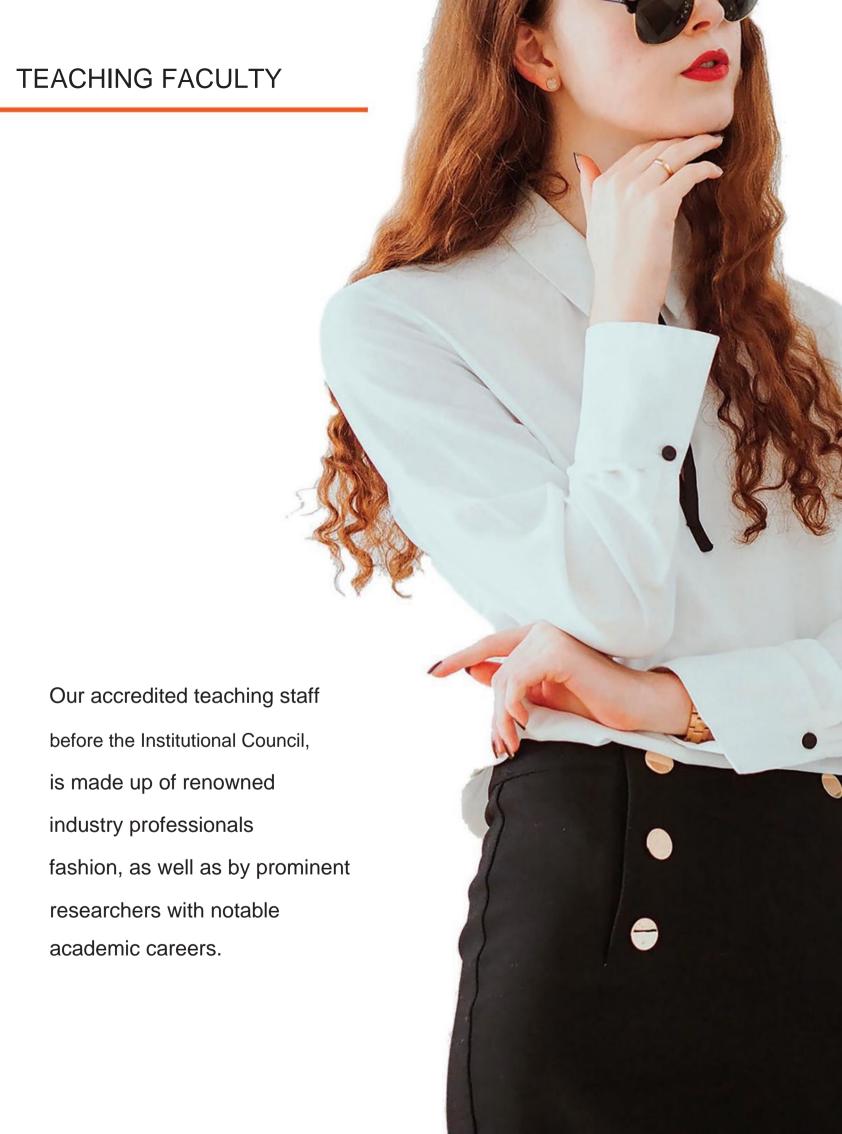
Incursion into teaching and academic research corresponding to the disciplines of fashion and contemporary design.

# **Competitive advantages**

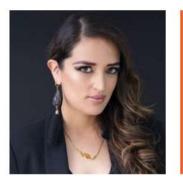
 We are the only Fashion Master's Degree in the country endorsed as a Postgraduate Degree by the SEP with 10 years of academic and professional leadership.

- We have agreements and alliances to link our students and graduates with recognized companies and organizations in the fashion industry in Mexico such as Fashion Group Mexico Chapter, National Chamber of the Clothing Industry (CANAIVE), Mercedes-Benz Fashion Week Mexico, Grupo Julio, Liverpool, Palacio de Hierro, Kaltex, among others.
- Our students and graduates occupy strategic positions in important companies and fashion brands such as LVMH Group, AXO, Liverpool, Hugo Boss, Vanity, Levi's, among others.
- We have internationalization programs that will allow you to live professional academic experiences in the main fashion capitals in the world.





# **TEACHING FACULTY**



PROF. MARISOL CONOVER

Fashion Speaker & Trend Analyst LATAM

Coordinator of the Master's Degree in Fashion and Marketing, Universidad Anáhuac México

Doctorate in Innovation and Social Responsibility (Anáhuac), master in Business Administration (UNAM) and fashion designer. Graduate of Jannette Klein, with more than 15 years of experience in the fashion industry. Recognized Fashion Speaker, trend analyst and advisor for the LATAM region, present at key fairs and events in the sector such as Colombiatex, Intermda, Digital Expo Textil Perú, Sapica, among others. She has collaborated with important media outlets such as Womens Wear Daily magazine in New York, El Universal, Reforma and the trade magazine AnnaFusoni.mx. President of the Education Section for the National Chamber of the Clothing Industry (CANAIVE) and board member of the Fashion Group Mexico Chapter.



PROF. LUCÍA SANCHEZ

Founder of the jewelry company LUGANO.

Marketing director of transnational companies.



#### MTRO. JEYVAN SANCHEZ

Digital marketing specialist. He has 14 years of experience leading communication and design areas in public and private companies. Academic coordinator of the Bachelor's Degree in Multimedia Design at the Universidad Anáhuac México Campus Sur.



#### PROF. VIRIDIANA HERNÁNDEZ

Fendi. Visual Merchandising Manager for Mexico and Brazil

Training designer and teacher in Business
Administration and Marketing.

Expert in the visual marketing and luxury retail sector for brands such as Hugo Boss and Palacio de Hierro. He currently stands out as Visual Merchandising Manager for Mexico, Brazil and the US for FENDI.



# PROF. FATIMA GONZÁLEZ

Fashion PR & Advertisement. Luxury retail
Master in Business Administration, PhD in
Communication and Marketing from the
Universidad Anáhuac México. Studies in
Fashion Branding & Advertising based on
emotions. Strategist for renowned agencies
such as Walter Thompson, Ogilvy Mather and
Grupo Vale Euro. She served for more than
five years as Director of Marketing, Advertising,
Public Relations and Special Events at Saks



#### MTRO. DANIEL OCEGUERA

Expert advisor in marketing and digital communication for LATAM in leadership positions for companies such as Colliers, Grupo Avante and DuPont.



#### MTRO. ARTURO QUINTANA

DCEO and founding partner of Unleash your
Potential, international Human Capital
consulting firm. He has more than 28 years of
experience in innovation and business management.
He has directed leadership and organizational
culture transformation projects in global
companies in Argentina, Brazil, Colombia,
Chile, Mexico and Peru. Recognized professor, coach
executive, design thinker and speaker.



#### MTRO. JORGE GASKA

Costume designer, stylist and fashion expert

Master in Accessory Design from the IED in Madrid, bachelor's degree in Communication with Specialization in Television Production from the Universidad Anáhuac México.

Producer and costume designer, celebrity fashion stylist, accessory designer, fashion speaker and academic.



### PROF. DENISSE VIGUERAS

Fifth Avenue Mexico.

Founder and CEO of Fashion Law Mx, a legal advisory boutique specialized in fashion, art, science and technology.



#### PROF. MARI CARMEN ROMO

Marketing and sales director, expert in the areas of product development, brand repositioning and strategic planning for the development of markets and new products.

Trainer for the Latin American Consortium for Training in Microfinancing (COLCAMI), specializing in sales, attention and quality in service to microenterprises.



# MTRO. ALEJANDRO FAES

Master in Finance from EGADE.
He has more than 10 years in the industry
of fashion, working from product development
to point of sale. He currently works as an
investor, consultant and licensee of the Mexican
brands ¡Ay Güey! and Abito.



# MTRO. RUBÉN ESCQUEDA ACTON

He has outstanding teaching experience. Specialist in innovation and social responsibility, active speaker in international forums such as the International Council of Societies of Industrial Design.





#### MTRO. ENRIQUE BLEDL

Graduated in Marketing from the Institute of Technology and Higher Studies of Monterrey (ITESM). Master in Social Responsibility and Sustainability from the Universidad Anáhuac México. It has

18 years of teaching experience and 25 years of experience as director of Market Research and developer of New Businesses for Mexico and Latin America at Ipsos, GfK and Reputation Institute.

## SOCIAL COMMITMENT

- The largest volunteer service at the national level of private universities
- National and international brigades





## **ARTISTIC ACTIVITIES**

- Guided visits to cultural centers
- Dance, music and presentations
- Dance, music, singing, visual arts and painting workshops

## **SPORTS**

• Gym •

Climbing wall • Fields (soccer, American football,

tennis, volleyball, basketball and paddle tennis)

Running track





# **PASTORAL**

- Social action
- Evangelization missions
   Comprehensive training activities and social conscience
- Conferences
- Spiritual retirement



- Professional bachelor's degree
- Professional license
- Official certificate of bachelor's studies
- Academic record
- Birth certificate
- CURP (the one obtained online counts as original)
- Updated resume
- Two letters of recommendation on letterhead (non-family members)
- A photograph (professional profile)
- Letter of reasons addressed to the Coordination of the Master's Degree
- Portfolio of work to be presented during the personal interview



# **MASTER IN**

# **Fashion and Marketing**

#### **ACADEMIC RECOGNITION**

The Universidad Anáhuac México will grant the degree of Master in Fashion and Marketing to the participant who takes and passes all the subjects in the study plan and the degree modality authorized by this Institution. Recognition of Official Validity of Studies of the Ministry of Public Education by Presidential Decree published in the *DOF* on November 26, 1982.

#### Academic coordination:

Prof. Marisol Conover Blancas marisol.conover@anahuac.mx

#### **REPORTS**

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South Campus

Av. de los Tanques 865, col. Torres de Potrero, Álvaro Obregón, Mexico City, CP 01840





Transcend with knowledge

