



Picasso Institute
Nothing Can Stop You

JEWELRY BUSINESS

Course Outline

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Picasso Institute

We are a family that is passionate about art, publishing it and transferring it from being a luxury, to works of art that are at the core of life and form its patterns and are inseparable from it. Picasso institute, has a new creative vision to reformulate the social beliefs about learning and creativity. We are keen on providing high quality vocational training and determined to boost the Jordanian and the Arab Market with the best graduates who will change the world colors. . Our specializations, training diplomas, are unique, elite and help visualize and create your own future. At Picasso institute, you have to start off with your imagination, we provide you with the means that make this imagination a reality. The tools and the information provided by Picasso professionals emboss an inscription on your hands. As the great artist Pablo Picasso said " Everyone is born an artist", we have to protect the artist that lies in you and create tangible art.

Founded in 2014 in Jordan

Branches

- Jordan-Amman
- UAE-Dubai
- UAE-Abu Dhabi
- KSA-Riyadh
- Qatar-Lusail

Course Overview

The Jewelry Business Course provides a full-spectrum understanding of what it takes to create, launch, and manage a successful jewelry brand. Students are introduced to the jewelry industry, gaining insight into its history, current market trends, and key players. The course emphasizes the importance of a clear brand identity, guiding students through the process of developing a brand that reflects their unique vision while appealing to a defined audience. Practical skills are covered, such as conducting market research, analyzing competitors, and setting pricing based on materials, production costs, and market positioning. Students explore strategies for promoting their jewelry through digital channels, learning how to leverage social media, online stores, and customer engagement techniques to build brand loyalty and drive sales. The business management side of the course includes financial planning, inventory management, and budgeting, ensuring that students understand the essentials of profitable operations. Additionally, the course highlights ethical considerations like sustainable sourcing and intellectual property, preparing students to make responsible choices in their business. This blend of creative and operational insights gives students the tools to turn their jewelry concepts into thriving businesses.

Course Content

- Introduction to jewelry industry and segments.
- Consumer insights and market trends.
- Building a brand identity.
- Branding and positioning.
- Different Business models.
- Strategies, Pricing and finances.
- Digital marketing and social media.
- Building an online store.
- Sourcing, scaling and operations.
- Expansion and jewelry future trends.

Course Delivery Method

Virtual Online or Classroom / Depending on the program

Learning Outcomes

By the end of this course, students will be able to:

- Understand the steps to create and position a fashion brand, including defining brand identity, target audience, and unique selling propositions.
- Craft a comprehensive business plan tailored to the fashion industry, covering financial projections, market analysis, and operational strategies.
- Apply both traditional and digital marketing strategies specific to fashion, including social media campaigns, influencer collaborations, and event planning.
- Grasp essential financial concepts such as budgeting, pricing strategies, and profit margins to maintain a financially sustainable fashion business.
- Gain knowledge of both brick-and-mortar retail operations and online e-commerce platforms, including customer acquisition and retention strategies.
- Understand the psychology behind consumer decision-making in fashion and how to tailor products and marketing to meet customer needs and desires.
- Learn the importance of sustainability and ethical sourcing in fashion, and how to integrate eco-friendly practices into a business model.
- Stay updated on global fashion trends and innovations, and learn how to incorporate them into business strategies to stay competitive.

Final Project

- Building a Business Plan.

Requirements for Successfully Passing the Course

- Commitment to attend the training course and not to exceed the permitted absence rate, which is 15% of the number of hours for the training course.
- Submission of the course project.

Who Can Join

At Picasso institute, anyone can join, regardless of their background or experience. Whether you're a beginner or have some prior knowledge, you are welcome to explore and develop your creativity with us. No previous experience is required.

Minimum Age to Join

At Picasso institute, anyone 16 and older can join.

Course Language

At Picasso Institute, the course is structured as follows

- Presentations and course materials are provided in English.
- The explanation and instruction are delivered in Arabic.

Privileges for Students at Picasso Institute

- Visits from the institute to enhance their experience.
- Full access to all institute facilities.
- Opportunities for one-on-one consultations with experts in various fields.
- Participation in many hands-on workshops.
- Exclusive networking events with industry professionals.
- Access to special exhibitions and guest lectures.
- Personalized mentorship to help guide creative projects.
- Opportunities to showcase student work in school-organized exhibitions

At Picasso Institute, we believe that every artist has a unique story to tell and limitless potential to unlock. As you begin this creative journey with us, know that you are not just a student but an integral part of a community that celebrates imagination, passion, and innovation. We are here to support and guide you every step of the way. Stay curious, embrace challenges, and let your creativity shine. We can't wait to see the extraordinary work you will create!

Welcome to the Picasso Institute family!