

Course Title: Fashion marketing

Location: IED Milano – Pompeo Leoni Campus

Course Description: The course is an overview of marketing, management and merchandising for the retail fashion industry with an emphasis on the Italian experience. The preliminary part is an introduction to the Italian fashion industry. This is followed by the analysis of marketing, brand management (target, positioning and brand values, definition), trends and lifestyles research, distribution channels, communication and advertising strategies, visual merchandising, and sales techniques. Site visits to relevant showrooms or retail spaces will complement the lecture portion of the course.

Topics covered: Fashion trends and consumption, fashion systems (Italian market, companies, collection creation and management), fashion communication, advertising, marketing, marketing intelligence, brand management, distribution channels, visual merchandising, sales techniques, digital media marketing.

Learning Outcomes:

- Research and acquisition of theoretical and practical knowledge of different typologies of Italian fashion industry.
- Acquisition of the knowledge of the latest trends of Italian fashion industry.
- Experience working as part of a multinational student team through negotiation and collaboration to complete the final project.
- Understanding of the creative process in order to carry out specific project goals.
- Acquisition of key tools and methodologies to understand, position and further develop a fashion brand at a basic level within the present rapidly changing marketing environment.
- Acquisition of the knowledge to develop a communication strategy according to the goals and the budget set.
- Acquisition of time management skills to develop own learning and work independently.

Level and Prerequisites: This is an introductory course, no previous studies within the field are required.

Instruction Method: This course combines the use of traditional classroom lecture, site visits, class discussion and guest lecturers. Active participation in discussions with guest lecturers and site visit/field trip attendance is fundamental.

Class Schedule and Contact Hours: This course meets Monday through Thursday for both a morning and afternoon session

Some visits and project work may occur outside of regular class time. This course meets for a total of 75 contact hours.

Course Texts: Students will be issued a course pack and/or PDF copy of course readings from texts as well as other relevant articles and readings added by the professor.

Bibliography:

Brown S. & Turley D., "Consumer Research: postcards from the edge", Routledge, London 1997

Oliveto, Guillermo, "Market Research Explained", ESOMAR, 2008

Barlow N. M. (2006) – Re-think – Capstone Pbl. Ltd. – Chichester

Creating the ideal shopping experience – KPMG

Grant J. (2006) – The Brand Innovation Manifesto - John Wiley & Sons – Chichester

Kapferer J-N. (2004) – The NEW strategic brand management – Kogan Page – London

Kotler P., Armstrong G. (2007) - Principles of marketing – Pearson Prentice Hall – 12th ed.

Lehu J. M. (2006) – Brand Rejuvenation – Kogan Page – London

Nesurini M. (2009) - Re-brand – Ulrico Hoepli Ed.

Solomon M., Bamossy G. & Askegaard S., "Consumer behavior: a European perspective", Prentice

Hall, Englewood Cliffs N.J. 1999

The Shopping Experience - 2 Edited by: Pasi Falk - University of Helsinki, Finland, Colin B Campbell

- University of York, UK , Series: Published in association with Theory, Culture & Society

Thomas H. Davenport & Jeanne G. Harris, "Competing on analytics", Harvard Business School Press – Boston - 2007

Tungate M. (2005) – Fashion Brands – Kogan Page Ltd. – London

Internet Resource:

<http://www.delicious.com/maxrama/corso>

Course Materials and Supplies: No special equipment or supplies are required for this course. Students are strongly encouraged to bring their own laptop and digital camera in order to work independently.

LESSON PLAN (TBC)

(This is an advance copy sample syllabus. Please note that dates and order of the lesson plan may change based on confirmation and availability of studio space, guest speakers, site visits etc.)

WEEK ONE

Day 1:

Morning: Orientation, Introduction to the course and the instructor. Review of the course syllabus, instructor and student expectations, concerns and questions.

Afternoon: Creative workshop

Day 2:

Morning: Communication and Advertising

Afternoon: Communication and Advertising

Day 3:

Morning: Communication and Advertising

Afternoon: Fashion Marketing

Day 4:

Morning: Fashion Marketing

Afternoon: Fashion Marketing

WEEK TWO

Day 5:

Morning: Distribution Systems

Afternoon: Distribution Systems

Day 6:

Morning: Web Marketing

Afternoon: Trends and Sociology

Day 7:

Morning: Brand Management

Afternoon: Fashion Marketing

Day 8:

Morning: Web Marketing

Afternoon: Site Visit Milan

WEEK THREE

Day 9:

Morning: Fashion Systems

Afternoon: Trends and Sociology

Day 10:

Morning: Site visit Milan (Trends and Sociology)

Afternoon: Trends and Sociology

Day 11:

Morning: Brand Management

Afternoon: Brand Management

Day 12:

Morning: Visual Merchandising

Afternoon: Fashion Marketing

WEEK FOUR

Day 13:

Morning: Fashion Marketing

Afternoon: Site visit Milan

Day 14:

Morning: Fashion Marketing

Afternoon: Web Marketing

Day 15:

Morning: Sales Techniques

Afternoon: Preparation for final review and presentations

Day 16:

Individual and Group Final Presentations. Course wrap-up, review and discussion.

Day 17:

Final day: student exhibition and closure ceremony.

IED reserves the inalienable right to make any changes necessary to the present document, if they are deemed an improvement to the service provided to students, with regard to both academic goals and the optimum organization of related activities.

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