



ACCF FDMK 490 MARKETING AND TRENDS

Program	Three-year course in Fashion Design
Course	Marketing and Trends
Credits	3
Professore	Fabio Fabbi

Course Description	<p>This course aims to provide all the necessary knowledge and skills related to Fashion Marketing. The course focuses in the first phase on "main" issues relative to the world of fashion and luxury, with the purpose of clearly defining what links the two sectors and the most common clichés relating to both.</p> <p>In the second phase, all aspects relating to general marketing, market positioning, the phases of building a successful brand and the differences relating to the marketing of fashion and luxury will be examined. The specific dynamics related to brand identity, distribution and price will be discussed, as will the distinct communication that passes through the luxury experience provided to the customer and the organization of an event, as a privileged marketing tool in the fashion world.</p> <p>Students will be involved in group activities with the aim of developing a practical methodology related to the course topic. Case studies will facilitate an understanding of the dynamics of marketing and the professionals involved.</p>
Student Assessment	<p>During the lessons, students will be involved in exercises and practice phases.</p> <p>The final exam consists of an oral interview in which the student will have to present a final project based on a brief provided by the teacher.</p> <p>The final exam will be preceded by one intermediate written test in class (mid-term) relating to theoretical topics from the textbook and the topics covered during the lessons.</p>
Bibliography, Webography, Filmography	<ol style="list-style-type: none">1) Frisa M.L., <i>Le forme della moda</i>, Il Mulino, 2015.2) Kapferer J.N., Bastien V., <i>Luxury Strategy: sovvertire le regole del marketing per costruire dei veri brand di lusso</i>, Franco Angeli, 2010 (e ristampe successive).3) Others study materials will be provided during the lessons.

Week 1	Presentation of the course and teaching methodology - Intro to Fashion Marketing.
Week 2	Introduction to the forms of Fashion and Luxury. Fashion as a cultural system. Marketing Strategy: Building and promoting successful brands. (Part I)
Week 3	Marketing Strategy: Building and promoting successful brands. (Part II) Define positioning and the Marketing Plan.
Week 4	Group class exercise (Practice phase - Practice I).

Week 5	<p>Fashion and Luxury: the laws of Anti - Marketing. Consumers of Fashion and Luxury. Geographies of Fashion. Development of Brand Equity. The concept of Brand Extension. (Part I)</p>
Week 6	<p>Group class exercise (Practice phase - Practice II).</p>
Week 7	<p>The concept of Brand Extension. (Part II) Price and Distribution in the Fashion system. Models of business in Fashion and Luxury. Generate emotions in the store: principles of Visual Merchandising. Luxury Experience and the importance of Omnichannel. Statistical data: Fashion and Luxury Markets.</p>
Week 8	<p>Individual written test in class (mid-term test).</p>
Week 9	<p>Group class exercise (Practice phase - Practice III).</p>
Week 10	<p>Communicating Fashion and Luxury. Events as a Communication and Marketing - Management tool. Types and classification. Fashion Event Management: Analysis of organizations' stages of a Fashion Event.</p>
Week 11	<p>Group class exercise relative to hypothetical Fashion Event (Practice phase - Practice IV).</p>
Week 12	<p>Green Fashion: new horizon of fashion system. Explanation of brief for Final Project</p>
Week 13	<p>Practice for Final Project.</p>
Week 14	<p>Practice for Final Project – Delivery of Final Project.</p>