

Centre: Barcelona

Course: **Marketing and Fashion**

Programme: Business, Design & Innovation

Semester: 1 and 2 (Fall and Spring)

ECTS credits: 6

Duration: 45 hours

Language of instruction: English

Instructors: Dr. Felipe Botaya (DBA) & Yulia Veretennikova

### **Course Description**

Barcelona is without doubt one of the most active cities in Europe today and is an ideal setting for the fashion and design industry: international competitiveness, marketing trends, consumer behaviour and cool hunting.

The city meets all the necessary conditions to allow designers and creators of all sectors to compare ideas, trends and projects, with the fashion industry as a meeting point for them all. Big fashion labels (such as Zara, Bershka, Mango, Desigual, Custo, Springfield) and young fashion designers are already pushing this advantage. And the “Barcelona label” is positioned as a symbol for creativity.

The designers of the future will need to understand and create for the contemporary fashion system and its industry using marketing tools appropriately.

In order to develop a marketing and communication plan for the fashion industry, students will combine technical and theoretical knowledge of marketing with creative development and cultural knowledge.

### **Prerequisites**

None

### **Attendance policy**

Attendance is mandatory for all classes, including field studies. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in any course half a letter grade will be deducted from the final grade for each additional absence. Seven absences in any course will result in a Fail grade.

## **Learning outcomes**

By the end of the course, students are able to:

- Understand the social and economic development of the fashion industry and its relation with marketing and design.
- Identify brand values in order to develop ideas for its promotion.
- Understand the importance of analysis for enabling conclusions and proposing suitable creative marketing strategies and actions.
- Identify strengths, weaknesses, opportunities and threats (SWOT analysis) in order to develop a marketing plan for a fashion brand.

## **Method of presentation**

Lectures and discussions: Lectures with appropriate visual support provide the theoretical content of the sessions. Class discussions facilitate the students' ability to connect reading and lectures, analysing or applying concepts.

Class participation: Students are expected to participate in group activities and in the discussions based on the course readings.

## **Field study**

Student will visit different outlets and make comparison studies as well as benchmarking among brands, trying to discover possibilities and opportunities.

Brands like Zara, Desigual, Bershka as well as internet brands like Privalia, Vente Privée and so on, will be visited by the students to check out what they are doing and points of interest from a Marketing point of view.

## **Required work and assessment**

- Case studies in class - 25%
- Oral presentation - 35%
- Participation - 15%
- Field work- 25%

## **Contents**

### **Unit One: Introduction**

*Week 1.* Definitions of fashion and marketing. Fashion marketing and consumers. Functions. Positioning the company for marketing. The marketing process.

*Week 2.* The fashion market and its environment. Origins and historical evolution of the fashion market. Structure of the fashion market. Market participants. Design and fashion designers. Stages of the industrial process. The fashion marketing environment. Analysis of the sector in the international context.

*Week 3.* Segmentation and fashion product positioning. Fashion product consumers. Consumer behaviour. Process of purchase decisions. Internal factors of the consumer. Consumer-influencing factors. Methods of purchase. Market research.

*Week 4.* Field Research visiting different outlets: DESIGUAL, ZARA, SPHERA .

### **Unit Two: The marketing mix for the fashion industry**

*Week 5.* The fashion marketing mix and its factors. Product. Price. Distribution/Logistics and Communication.

*Week 6.* Sales and Commercialization of fashion. Organization. How it works.

*Week 7.* Product policy. Attributes of the fashion product. Dimensions of the fashion product. Classification of products. Mix of the fashion product. Fashion collections. Innovation in the fashion product. Lifecycle of the fashion product. The brand. The packaging.

*Week 8.* Price policy. Factors influencing pricing. Methods to fix prices. Pricing strategies. The price in the distribution channel. Operating Account.

*Week 9.* Distribution/Logistics policy. Selection of the distribution channel. Distribution systems. Location and dimension of selling points. Merchandising. Distribution Fashion product trends. Physical and logistic distribution.

*Week 10.* Communication and promotion policies. Strategies and actions.

*Week 11.* Practical Analysis of internet Fashion Brands

### **Unit 3: The Marketing Plan.**

*Week 12.* Strategies for fashion marketing. Strategies for competitive advantage and market position. Branding strategies. International expansion strategies. Growth strategies. Action proposals.

*Week 13.* The marketing plan. Development of a real experimental fashion project in small groups of students (different models: improvement of a brand, creating a new brand, rebuilding a brand, or creating a fashion marketing plan for a young Catalan designer)

*Week 14.* Corrections and tutorials on the fashion marketing plan.

*Week 15.* Fashion marketing plan presentations.

### **Required reading**

Kotler, Ph. (1994). Marketing Management. Madrid: Ed. Prentice Hall.

Posner, H. (2010) Marketing Fashion. London: Laurence King Publishing Ltd.

Del Olmo Arriaga , J.L.. (2005) Marketing de la Moda. Madrid: Ediciones Internacionales Universitarias S.A.

Yates, J. and Gustavsen, D. ( 2013) Fashion professions. Barcelona: Ed. Gustavo Gili (Spanish Edition).

Diaz Soloaga, P. (2012) Communication and Fashion Brands management. Barcelona: Ed. Gustavo Gili (Spanish Edition).

Moore, G. 2014). Fashion Promotion. Barcelona: Ed. Gustavo Gili (Spanish Edition).

Grose, V. (2013) Fashion Merchandising. Barcelona: Ed. Gustavo Gili (Spanish Edition).

Dillon, S. (2012) Principles of management in fashion companies. Barcelona: Ed. Gustavo Gili (Spanish Edition).

Moliné, M. (2001) Active Communication. Solid promotion. Bilbao: Ed. Deusto.