

IESEG International Fashion Business Summer Program
1-16 July 2017, Paris

Fashion Communications
20 contact hours / 3 ECTS credits

All fashion brands clearly identify the importance of active marketing communications in the development of an image and lifestyle that is capable to generate interest among retail customers, wholesale buyers and the media. The course will expose students to socio-culturally-inspired analyses of Fashion communications, addressing this deeply image oriented industry from multiple perspectives – advertising (primarily), public and Press relations, event management, multichannel forms of communication. The course will engage in a critical analysis of Fashion brands communication strategy based on readings from industry and selected case studies: industry case histories are used to identify and suggest solutions to Fashion communications problems. One goal of the course is to determine how Fashion consumers, communication professionals and the media navigate and negotiate their interests within a framework of a powerful, dynamic, and omnipresent Fashion-brand culture.

<p>Course Schedule</p>

Introduction to Fashion Communication

- History of fashion communication
- Mass communications
- Strategic planning for Integrated Marketing Communications

I. Media Analyses and Planning

- Fashion, media and culture
- Decoding fashion magazines
- Audiences and media
- Media alternatives and media-buying approaches

II. Fashion Advertising and Promotion

- Categories of advertising objectives
- Creative strategy development (connotation/ denotation; signs/ myth)
- Visually driven advertising; Print ads vs. Commercials
- Provocative advertising

III. Public and Press Relations

- Tools for effective written and spoken Fashion communications
- Public opinion and opinion leaders
- Practices of newsgathering, newswriting and developing news judgment
- Lobbying

IV. 2.0 Fashion Communications

- Traditional vs New channels of communications
- Fashion weblogs
- Fashion and online social networks

Learning Objectives

The primary objectives of the course are to:

- Identify the basic elements of Fashion Communication
- Develop a “working knowledge” of Fashion Communication as they relates to the modern fashion landscape
- Develop an understanding of key concepts such as aesthetic and editorial decision making
- Link communication theory with fashion advertising practice in the process of developing communication strategies for fashion brands and disseminating fashion ideas.

Teaching Method

Classes will be conducted in a lecture and discussion format requiring extensive student participation. Throughout the course students will be exposed to different teaching styles; class discussions and business examples will be alternated throughout the course.

Assessment

50%	Fashion Campaign planning (Group, final presentation)
30%	Participation (Individual)
20%	Individual exercises (e.g. press release writing)

Required Readings:

Barnard, M. (1996) Fashion as Communication. Second Edition (2002, reprinted 2008). Oxon and New York: Routledge

Barthes R. (1967) The Fashion System.. Transl. Matthew Ward and Richard Howard. New York: Hill, 1983.

Fiske, J. (1990) Introduction to communication studies, Routledge,

Suggested Readings

Blackstone , M . (1993) Beyond Brand Personality: Building Brand Relationships . In: D.A. Aaker and A.L. Biel (eds.) Brand Equity and Advertising: Advertising's Role in Building Strong Brands . Hillsdale, NJ: Lawrence Erlbaum Associates .

Laczniak, R., Meuhling, D., & Grossbart, S. (1989). Manipulating message involvement in advertising research. Journal of Advertising, 18 (2), 28-38.

McLuhan, M. (1964). Understanding media: The extension of man. New York: McGraw Hill.

Mehta, A. (1999). Using self-concept to assess advertising effectiveness. Journal of Advertising Research, 39, 81–89.

Okonkwo , U . (2007) Luxury Fashion Branding .Basingstoke: Palgrave MacMillan .