Introduction to Fashion Management
20 contact hours / 3 ECTS credits

Course Description
The course will expose students to socio-culturally-inspired analyses of fashion consumption, addressing the apparel consumer culture from multiple perspectives – marketing (primarily), economics, communication, history, and sociology, in high-, middle-, and low-income countries. The course will engage in a critical analysis of luxury consumerism based on readings from industry and from popular culture sources. One goal of the course is to determine how apparel consumers and aspirational consumers navigate and negotiate their status identity within a framework of a powerful, dynamic, and omnipresent fashion-brand culture.

Course Objectives
The primary objectives of the course are to:
- Identify the basic elements of fashion management
- Develop a “working knowledge” of fashion branding and retailing
- Develop an understanding of fashion market segments and of the luxury consumer culture
- Link marketing and management theories with fashion practice in the process of developing successful strategies for fashion brands

Course Outline
- A History of Fashion
- Premium Brands vs. Luxury Brands
- Laws of Marketing: Why Many Do not Apply to Luxury Brands
- Fashion Consumer Segments
- Building and Flexing the Fashion Brand
  - Examples from Fashion, Art, Charity
  - Strategies for Building Brand Equity in the Fashion industry
- Fashion Branding Strategy
  - Brand Management
  - Pricing Fashion
  - Distribution Channels
- Fashion Business Models
Teaching Method

Classes will be conducted in a lecture and discussion format promoting 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

- 20% Consumer Research (Group)
- 20% Brand Analysis (Group)
- 30% Participation (Individual)
- 30% Final Exam (Individual)

Suggested Readings:


*Fashion Entrepreneurship: Retail Business Planning, Granger and Sterling, 2012 –

*Retail Management: a Strategic Approach, Barry Berman and Joel R. Evens -

And various articles – a sample provided below:


Class Structure

<table>
<thead>
<tr>
<th>Type of Course</th>
<th>Number of Hours</th>
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<tbody>
<tr>
<td>Face to Face</td>
<td></td>
</tr>
<tr>
<td>Interactive Class</td>
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</tr>
<tr>
<td>Independent Study</td>
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<tr>
<td>Estimated Personal Work Load</td>
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<tr>
<td>Readings</td>
<td>12</td>
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<tr>
<td><strong>Total Student Workload</strong></td>
<td><strong>42</strong></td>
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