

IESEG SCHOOL OF MANAGEMENT
International Summer Academy 2018
1 – 27 July 2018

Fashion: a Powerful Business Universe

16 contact hours / 2 ECTS credits, Presence is compulsory

Dr. Marie-Eve Faust
Professor, & Program Director
École supérieure de mode de l'ESG UQAM,
Email : faust.marie-eve@uqam.ca

Classes Schedule
July 2018

Course Description

This course provides students with a general understanding of the business and marketing of fashion. This course is designed to help students to become familiar with the fashion business and "its industry". It discusses the men's, women's and children's wear (how, when and why they were developed) and their interrelationships. It also discusses the interdisciplinary of the "fashion business" as it relates to historical, cultural, economical and political features.

Course Objectives

On successfully completing this subject, students should be able to:

- 1- Appreciate the business of fashion;
- 2- Differentiate fashion trends in time and in places and relate fashion theories and fashion cycles to trend analysis and prediction;
- 3- Get a overall knowledge of specific designers/brands;
- 4- Acquire vocabulary and to be able to describe a garment;
- 5- Identify the relationship between fashion design, production, and merchandising in the in the global world;
- 6- Understand what role the consumer plays in today's fashion world;
- 7- Recognize the ethical issues facing both consumers and firms in today's global fashion business;
- 8- Acquire communication' skill of today's world
- 9- Develop critical thinking and analytical skills related to Fashion Marketing & Merchandising.

Teaching/Learning Approach

Basic concepts and theories will be introduced through lectures. Specific topics or "problems" will also be discussed in class. Other learning methods will include; in-class exercises or discussions.

Students are encouraged to participate in class and to ask questions.

Textbook

Prepared by Dr. Marie-Eve Faust for
IESEG School of Management, International Fashion Business Summer Program

- Stone E. (2013) The Dynamics of Fashion, Fourth Edition, Fairchild Books, 480p. ISBN: 9781609015008

Periodicals / Magazines

Elle, Vogue, Women Daily Wear, WGSM, etc.

Topical Outline of the Course

DAY 1 Welcome	Course Expectations, Syllabus + Intro
Subject matter 1	Chapter 1 – The Changing World of Fashion: More than a Century of Fashion Chapter 2 – The Nature of Fashion: Business Model From Solo proprietorship to Major Corporations / Conglomerates.
Subject matter 2	Chapter 3 – The Environment of Fashion: Market Segmentation- PESTE - International Fashion Ex.: Identify 3 major Brands from different ... Who is the designer? Fashion Leader? Owner? What type of organisation?
DAY 2 Subject matter 3	Chapter 4 – The Movement of Fashion First short presentation (in team) of your 3 Brands
Subject matter 4	Chapter 5 – The Business of Fashion - Consumer Demand and Fashion Mktg. – Diversity and Competition – Business Growth and Expansion Ex.: Identify the target market of your 3 Brands. How could they growth
DAY 3 Subject matter 5	Chapter 6 – Textiles, Fibers and Fabrics & Chapter 7 - Trims, Leather and Fur Chapter 14 – Cosmetics & Fragrances Ex.: Your 3 Brands
Subject matter 6	Chapter 8 - Product and Design Development In class Projet TBD
DAY 4 Subject matter 7	Chapter 9 -Women's Apparel Chapter 10 & 11 - Men's Apparel & Children's Apparel Organization & Operation of this industry, Categories, Size Range, Advertising, Publicity Fashion Shows, ... Ex.: Your 3 Brans, Which categories? What is the size range?
Subject matter 8	Chapter 18 – Fashion Retailing and Distribution – In situ and Online Chapter 20 - Fashion Auxiliary Services: Fashion Magazines, Advertising, Publicity & Public Relations Ex.: Your 3 Brands: Their story? Communication: Web vs traditional?
Subject matter	Your final presentation (in team) of your 3 Brands

Syllabus is subject to change. Students will be informed in class or via email of any changes made to the syllabus.

Evaluations	Grade in %	Calendar
1 st Presentation (oral and in team)	20 %	Day 2
In class participation to exercises (Including debate of day 3 which is 10%)	20 %	Day 1, 2, 3 and 4
Short written abstract / summary (individually)	10%	For day 3
Final presentation (oral and in team)	50 %	Last period
TOTAL	100 %	