



International Fashion Business Summer Program

8 – 12 July 2019

ECTS credits, Presence is compulsory

Course Syllabus Fashion: A Powerful Business Universe

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Classes Schedule

8 – 12 July 2019

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 interdisciplinarity 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 specific to apparel;
- 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- 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 uses by the professor

- Stone E. (2018) The Dynamics of Fashion, Fifth Edition, Fairchild Books, 480p. ISBN: 9781609015008

Periodicals / Magazines

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

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

Topical Outline of the Course

DAY 1 Welcome	Course Expectations, Syllabus + Intro
DAY 1 Subject matter	Chapter 1 – The Changing World of Fashion: More than a Century of Fashion Chapter 2 – The Nature of Fashion: Business Model
DAY 1 Subject matter	Chapter 3 – The Environment of Fashion: Market Segmentation- PESTE International Fashion Ex.: Find your 3 Designers / Brands Who is / are the Fashion Leader of your Designers? In which magazines?
DAY 2 Subject matter	Chapter 4 – The Movement of Fashion Ex.: Who / What are your 3 Designers / Brands Chapter 5 – The Business of Fashion - Consumer Demand and Fashion Mktg. – Diversity and Competition – Business Growth and Expansion
DAY 2 Presentation	First short presentation (in team of 3) of your 3 Designers / Brands Between 5 to 7 min.
DAY 3 Subject matter	Chapter 6 – Textiles, Fibers and Fabrics Chapter 7 - 8 Product Items - Trims, Leather and Fur Ex.: Look in your Closet / Garment in Class, details? Which categories? Made in? Finding and Trims? Your 3 Designers / Brands
DAY 3	Discussion of the paper - Short abstract Ex.: In Class Debate
DAY 4 Subject matter	Chapter 9 -Women's Apparel What is the size range? Chapter 10 & 11 - Men's Apparel & Children's Apparel Categories, Size Range, Advertising, Publicity Fashion Shows, ...
DAY 4 Subject matter	Chapter 14 Accessories Chapter TBD – Fashion Retailing, Fashion Auxiliary Services: Fashion Magazines, Advertising, Publicity & Public Relations
DAY 4	Paper Short written abstract / summary (individually)
DAY 5	Chapter 13 Cosmetics Your final presentations (max. 10 -12 min.)

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

Evaluation:

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, 4 and 5
Short written abstract / summary (individually)	20%	For day 4
Final presentation (oral and in team)	35 %	Last period
TOTAL	100 %	

Grades

A+ : 96-100	A : 91-95	A- : 86-90
B+ : 82-85	B : 77-81	B- : 73-76
C+ : 69-72	C : 64-68	C- : 60-63
D+ : 57-59	D : 55-56	E : 0-54