SYLLABUS

PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION
FLORENCE UNIVERSITY OF THE ARTS
ISB - INTERNATIONAL SCHOOL OF BUSINESS (BU)

DEPARTMENT OF MARKETING COURSE
TITLE: FASHION MARKETING COURSE
CODE: BU MK FM 320 3 CREDITS

1. DESCRIPTION

This course is an introduction to marketing and merchandising concepts in fashion retail, with an emphasis on the apparel and accessory industry in Italy. Students learn terminology specific to the field. Topics include: the meaning of the 'brand' in today consumer market, how to forecast trends, the product supply chain, the vertical business model and outsourcing, visual merchandising, publicity and advertising, different forms of in store and non-store retail, consumer behaviour and profiles, information systems, store location and design and assessing the quality/cost equation of products. On site visits to fashion retailers in Florence are an integral part of this course, with suggested field trips to Milan and the Ferragamo Shoe Museum or the Gucci Museum.

Other topics include:

- The product development cycle of the fashion industry: the initial forecast, consumer analysis, marketing plans, sourcing and presenting the product.
- The importance of retail marketing and '*experience shopping*' -visual merchandising through analysis of store layout, lighting, fixtures, display, window, the importance of internal and external store branding
- Branding and brand management: how brands acquire and sustain value in the market place, the challenges. Explores how successful marketers develop, manage and protect the brands.

The course will also cover market research-target market identification, visual merchandising, direct marketing, internet and social media, traditional advertising and will focus on how to generate media attention with public relations. (press relations, press kits-releases, sponsorships, events, other)

2-OBJECTIVE

The course aims to give students a hands-on grounding in marketing concepts as applied to the world of fashion and how to manage them effectively, using actual case examples and current information gathered directly from the industry

3-REQUIREMENTS

There are no prerequisites for this course, although a background of marketing would be "preferable" for the better comprehension of the subject. Lectures are held in English Individual study of the notes, the readings, the handouts etc. at home is required after every lecture, at least on a weekly basis. On your lecture schedule you will include information on each meeting's readings: a good pre-reading activity of the material is highly recommended to better follow in-class explanations. Students should estimate 6-8 hours minimum per week of study time, research or assignments outside of class for this course.

- Students will be asked to research, read and study quite often at the School Library. Please make sure you are familiar with it (know how it works, opening and closing times, facilities, etc.) from the very start of the course.

- For the material you will need to type, please check the school computer facilities.
- No eating is allowed in class
- A responsible and active class participation is expected at all times and activities
- At all times cell phones must be turned off (both during lectures and visits).
- Please consider strict guidelines regarding attendance and behaviour during scheduled visits/field trip (as described in pertinent paragraphs).

- Please also consider important notes on attendance, participation and assignments (as described in pertinent paragraphs).

4- METHODS
Lessons will be structured in lectures with visual presentations, student presentations, extensive store visits and selected field trips.
Students are required to complete the assigned readings and do research prior to classes, and be prepared to discuss material during each class.

5-TEXT BOOK – FURTHER READINGS
Fashion Marketing 3rd edition Edited by Mike Easey/ Blacwell Publishing

Students are also required to read every week the Tuesday Fashion page of the International Herald Tribune. Following fashion key fashion editors—Suzy Menkes and Franca Sozzani-- via The International Herald Tribune and Vogue, Italia, throughout the course
Available on-line at no cost. Lecture presentation notes will be distributed after each class for study, handouts and other assigned reading will be required.

Suggested reference books available at the FUA Library:

- **Marketing Today's Fashion,** Carol Muller
- **Fashion Marketing/ Contemporary Issues,** Tony Hines
- **Fashion Marketing,** Dotty Oelkers
- **Inside the Fashion Business,** Kitty G Dickerson,
- **Consumer Behavior In fashion,** Michael R Solomon,
- **Fashion From Concept to Consumer.** Gini Stephens Frings,
- **Marketing Fashion** by Harriet Posner
- **Mastering Fashion Marketing (**Palgrave Master Series) by Tim Jackson and David Shaw
- **Retail Fashion Promotion and Advertising,** Mary Frances Drake,
- **Fashion Merchandising and Marketing,** Marian H. Jernigan
- **The House of Gucci,** Sarah Gay Forden
- **The Fashion Conspiracy,** Nicholas Coleridge—*recommended for its chapters on how different fashion capitals and systems function (NY, London, Milan, Paris, Tokyo)*
- **Shoemaker of Dreams,** Salvatore Ferragamo (autobiography)
- **The End of Fashion,** Teri Agins
- **Projects for Prada Part I,** Patrizio Bertelli, Miuccia Prada and Rem Koolhaas among others

FURTHER SUGGESTED READINGS:
Trade Publications: Womenswear Daily
Fashion magazines: Vogue, Marie-Claire, Velvet, Elle, Wallpaper, Dutch, Spoon, etc.
Weekly Italian Fashion Supplements: Saturday in the Corriere della Sera, or La Nazione: *IO Donna, etc. These are very cheap if you buy the Saturday paper, ask and you shall receive.*
The International Herald Tribune,fashion editor, Suzy Menkes,
http://www.nytimes.com/pages/style/index.html
Vogue Italia-Editor-in-Chief, Franca Sozzani
http://www.vogue.it
New York Fashion Week

Mercedes Benz Fashion week
http://www.mbfashionweek.com
Milan fashion week
http://www.cameramoda.it/en/
Paris fashion week and fashion system information:
Fédération Française de la Couture du Prêt-à-Porter des Couturiers and Créateurs de Mode,
http://www.modeaparis.com/en

LIBRARIES IN FLORENCE
The school library is located in Corso Tintori 21.
Please consult the posted schedules for official opening times.
Please note that the library is consultation only and thus it is not possible to remove texts.

Students are encouraged to take advantage of Florence's libraries and research centers:

Biblioteca Palagio di Parte Guelfa
Located in Piazzetta di Parte Guelfa between Pza della Repubblica and Ponte Vecchio. Telephone: 055.261.6029. The library is open Monday thru Saturday. This library is open until 10:00pm during weekdays.

Biblioteca delle Oblate
Located in via dell'Oriuolo 26 (across the street from SQUOLA Center for Contemporary Italian Studies) Telephone: 055 261 6512. Please consult the website www.bibliotecadelleoblate.it for current opening times under "orario".

The Harold Acton Library at the British Institute of Florence
Address: Lungarno Guicciardini 9. For opening times and student membership information: www.britishinstitute.it/en.This is a fee-based membership library.

6. VISITS-TRIPS

One visit to the Gucci Museum in Florence
One field trip to THE MALL Fashion Luxury Outlet cost approximately 50 Euro

Retail Store Visits of fashion retailers, museums, trade shows or other fashion events in Florence and Milan form an integral part of this course. Students who travel independently to any fashion capitals (Milan, London, Paris, Antwerp), should please consult with Prof. Sandra NANNINI

7. MATERIAL LIST-no special materials are required for this class.

8. ADDITIONAL FEES: entrance fee Gucci museum, Euro 6 - to be paid individually directly in the museum (50% of the entrance fee, Gucci donates it to charity).
Traveling cost to The Mall approx. 50 Euro.

9- EVALUATION – GRADING SYSTEM
10% Attendance
10% Participation
25% Mid Term Exam
25% Final Group Project
30% Final Exam

FUA GRADING SCALE

100-93=A	92-90=A-	89-87=B+	86-83=B	82-80=B-
79-77=C+	76-73=C	72-70=C-	69-60= D	59-0=F

10. ATTENDANCE-PARTICIPATION
Academic integrity and mutual respect between instructor and student are central to FUA's academic policies. This is reflected in the attendance policy. Class attendance is mandatory and counts towards the final grade.

Absence Policy

- Each absence from class will negatively impact your final grade. (Attendance and Participation)
- After the third (3rd) absence the instructor may lower the final grade by one letter grade at the end of the term. (Example: 90/A- = B-)
- After the fourth (4th) absence the student may receive an Automatic Failure. (WF)

It is always the student's responsibility to know how many absences they have in a course.

Late Arrival and Early Departure
Students should consult their course syllabi for their instructor's policy on late arrival or early departure from class. Failure to comply with established policy may result in an ***unexcused absence***.

Travel is NEVER an excuse for absence from class.

11- EXAMS PAPERS ASSIGNMENTS

1. Mid Term Exam - 25% of the final course grade

   - *This exam will cover all material studied throughout the first half of the semester. The format will be multiple questions with points and short written answers.*

2. Final Group Project: 25% of final course grade

Please note: Late papers or assignments will not be accepted. Also, papers left in Professors box will not be accepted. If the paper is not turned in, the grade will be F corresponding to 0 points. Papers will be accepted before the established date, but only during the class hours.

3. Final Exam - 30% of the final course grade

   In class on the last day of the course

   - *This exam will cover all material studied throughout the semester. The format will be questions with points each-short written answers, no less than three-hundred words.*

12- LESSONS

Additional reading assignments will be distributed in class.

Lesson 1:

MEET IN CLASS
Introductions, presentation of the course, topics and class syllabus & addendum
Information on assignments and exams.

Lecture: The difference between marketing and fashion marketing. Fashion Consumer's hierarchy of needs. Fashion brands and the relationship between fashion and marketing. The fashion marketing mix.

Home Work: *chapter 1& 3 from Text Book "Fashion Marketing" pages from 3 to17 and from 61 to96*

Lesson 2:

MEET IN CLASS
Lecture: *The Italian fashion system*
Film – Viktor & Rolf *"The Story of a Fashion Brand". A behind the scenes documentary on the avant-garde luxury brand design duo with a focus on the company's brand marketing strategy. A discussion of 'Branding' definition and strategy*

Home Work: Write an Essay describing Viktor & Rolf brand marketing strategy. Not less than 300 words/to be printed and handed out at next lesson
Chapter 2 *from Text Book "Fashion Marketing" pages from 18 to 59*

Lesson 3:

MEET IN CLASS
Lecture: Fashion product development cycle and supply chain strategies. Discussion of forecasting tools and consumer analysis to creating, sourcing and presenting fashion collections.

Case example-Video: New Balance supply chain management

Home Work: Chapter 2 from "Fashion Marketing Contemporary Issues" by Tony Hines available at school library

Lesson 4:

MEET IN FRONT OF GUCCI MUSEUM at 10 am - PIAZZA SIGNORIA , FIRENZE
Gucci Museum Visit

Home Work: Chapter 4&5 *from Text Book "Fashion Marketing" pages from97to 144*

Lesson 5:

MEET IN CLASS
Lecture: Retail Reality Overview
The evolution of Retail Reality, the mono-brand store, life style shopping, fashion brand strategies in retail and emergence of Experience Shopping.
Definitions and discussion focus: the democratization of luxury, the concept of trading-up. Fast Fashion versus Luxury fashion going through the bridge brands. How marketing has to adapt

Home Work: Chapter 6 *from Text Book "Fashion Marketing" pages from145 to 176*

Lesson 6:

FIELD TRIP VISIT see addendum

Home Work: Write an Essay describing THE MALL environment and structure. Enhance Fashion marketing tools used in this contest. Not less than 300 words/to be printed and handed out at next lesson

Lesson 7:

MEET IN CLASS-**MID TERM EXAM**

Home Work: Chapter 4 and 5 from "Fashion Marketing Contemporary Issues" by Tony Hines available at school library

Lesson 8:

MID TERM BREAK

Lesson 9:

MEET IN CLASS
Lecture: Pricing Strategy. How to price position a product, and the implication on the marketing strategy. How the product and/or distribution influence the pricing. Retail mark up around the world. Price analysis

Home Work: Chapter 7 *from Text Book "Fashion Marketing" pages from 177 to 195*

Lesson 10:

MEET IN CLASS
Lecture: Distribution network: mono-brand stores (directly run or franchised), independent boutiques, e-commerce and 'life-style' concept stores who emphasise 'experience-shopping': art installations, bookstores, cafes and restaurants are part of the conceptual retail mix. And the need for factory outlets; duty free; e-discounted commerce; e-event commerce.
Video: Mr Selfridge ITV Series 1st Part

Home Work: Chapter 8 *from Text Book "Fashion Marketing" pages from 196 to 216*

Lesson 11:

MEET IN CLASS
LECTURE: Public Relations Strategies: generating image and awareness, pr strategies: how to use press releases, events, sponsorships and other PR techniques.

Fashion media planning, review of key fashion publications, examples of editorial and advertising

Home Work: Chapter 9 *from Text Book "Fashion Marketing" pages from218 to 237*

Lesson 12:

Lecture: Fashion Marketing Planning:
The planning process and objectives; marketing audits and SWOT analysis: the marketing strategies and The fashion marketing plan

Home Work: Chapter 10 *from Text Book "Fashion Marketing" pages from238 to 250*

Lesson 13:

MEET IN CLASS
Group presentation of the Final Group Project

Lesson 14:

MEET IN CLASS
Review of the material covered in class, lectures, handouts, online references, research, book extracts, etc. distributed throughout the semester
Conclusions and Review – a revision of the topics discussed throughout the semester in preparation for the final exam

Lesson 15:

MEET IN CLASS
Final Exam: The format is questions with written answers to be not less than 300 words for each topic. All topics discussed throughout the semester will be covered in the exam

ALTERNATIVE LESSON:
--'The September Issue," behind the scenes documentary about Anna Wintour-US Vogue: write a 3 page analysis: how influential is Anna Wintour? What is a fashion brand's relationship with a magazine like Vogue, vs with a major store.