

**AUF***The American
University of Florence***SYLLABUS**Rev. 8
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Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

FUA study abroad programs may include AUF offerings, which are US-aligned in terms of higher education standards as per the university's institutional structure. Common courses offered by FUA and AUF have been jointly selected by both institutions as eligible for mutual recognition and delivery. As such, equal academic standards, credibility, and outcomes are vetted by the Academic Offices of the institutions for all courses and syllabi offered in the study abroad program.

DEPARTMENT OF MANAGEMENT**COURSE TITLE: INTRODUCTION TO FASHION MARKETING****COURSE CODE: BUMKFM280; FTFMFM280****3 Semester Credits****1. DESCRIPTION**

This course is an introduction to marketing and merchandising concepts in the fashion industry.

Emphasis is placed on the apparel and accessory industry in Italy. Students learn terminologies specific to the field. Topics include the meaning of the 'brand' in today's consumer market, how to forecast trends, the product supply chain, the vertical business model and outsourcing, visual merchandising, advertising, different forms of in store and non-store retail, consumer behavior and profiles, and store location and design. On-site visits to fashion retailers in Florence are an integral part of this course with suggested field trips to local designers as well as to fashion museums such as the Gucci Museum.

Other topics include:

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

2. OBJECTIVES

Upon successful completion of this course students will be able to explain about:

- The Fashion marketing components and how these vary depending on different brands.
- Consumer analysis and behavior in the fashion buying process.
- The product development cycle of the fashion industry: the initial forecast, marketing plans, sourcing and presenting the product.
- Pricing Strategies from wholesale to retails
- Fashion communication evolution. From traditional communication to the explosion of internet, bloggers and influencers.
- The world of Public relations,
- The importance of retail marketing and '*experience shopping*' - visual merchandising through analysis of store layout.

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects, and interaction with the local community.

Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

- Easey, Mike. *Fashion Marketing*, Third edition. John Wiley & Sons, 2008

The textbook is mandatory for course participation and completion. Where applicable additional materials may be provided by the instructor.

FURTHER READINGS

- Agins, Teri. *The End of Fashion: How Marketing Changed the Clothing Business Forever*, New York Harper, 1999
- Bertelli, Patrizio; Prada, Miuccia & Koolhaas, Rem. *Projects for Prada Part I*, Milano Fondazione Prada, 2001
- Dickerson, Kitty G. *Inside the Fashion Business*, Prentice Hall, 2003
- Oelkers, Dotty. *Fashion Marketing*, South-Western Educational Pub, 2004
- Drake, Mary Frances. *Retail Fashion Promotion and Advertising*, Maxwell Macmillan Canada, 1992
- Ferragamo, Salvatore. *Shoemaker of Dreams*, Giunti Editore, 1985.
- Forden, Sarah Gay. *The House of Gucci*, HarperCollins World, 2001.
- Frings, Gini Stephens. *Fashion from Concept to Consumer*, Prentice Hall, 2009
- Solomon, Michael R. *Consumer Behavior in Fashion*, Prentice Hall, 2004
- Jackson, Tim & Shaw, David. *Mastering Fashion Marketing*, Palgrave Master Series, 2009
- Jernigan, Marian H. *Fashion Merchandising and Marketing*, Macmillan Publishing Company, 1990
- Posner, Harriet. *Marketing Fashion*, Laurence King Publishing, 2011

LIBRARY

Course participants may access the campus library. Please consult the library site for resources such as collections, borrowing, scanning and wifi connection, and research:

<https://www.auf-florence.org/Library/the-library/>

6. COURSE MATERIALS

No additional course materials are necessary.

7. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. If this course requires a fee, the exact amount is communicated prior to enrollment.

8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance

10% Participation, Homework and Reading

20% Assignments

20% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable)

20% Final Project

20% Final Exam

The above grade breakdown percentages reflect the grading scale standards in the “Grading and Evaluation System” section of the catalog.

Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog's attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours:

https://catalog.auf-florence.org/standard_regulation

9. EXAMS / PROJECTS / ASSIGNMENTS

Midterm Assessment: The instructor will provide students with a task based on topics and reading materials of the first half of the semester. Via submission

Final Exam: The exam is divided into two sections:

- Part I: 10 short-answer questions.
- Part II: 3 essay questions.

The final exam is cumulative.

Final Project: The instructor will provide students with the guidelines. Via submission

Assignments: This course requires at least 3 assignments as per the course outline in the syllabus. Further details are provided in the course portal.

10. COURSE OUTLINE

Lesson 1	
Meet	In class
Lecture	Course presentation, syllabus, review, information on assignments and exams. <u>Lecture:</u> Marketing versus Fashion Marketing. Fashion Consumer's hierarchy of needs. Fashion brands and the relationship between fashion and marketing. The fashion marketing mix.
Objectives	By the end of this class students will be able to: <ul style="list-style-type: none"> • Demonstrate an understanding of course content, objectives, assignments and expectations.
Readings/ Assignments	Assignment #1 assigned, due by next class meet: List the marketing mix that characterizes the 2 fashion brands: 1) Chanel 2) Zara Read: Textbook, Chapter 1: from page 3 to 17

Lesson 2	
Meet	In class
Lecture	The Fashion Market and Environment Fashion Marketing Research
Objectives	By the end of this class, with reference to the fashion market, students will be able to understand: <ul style="list-style-type: none"> • Its development • Its size and structure • The marketing environment from both its micro and macro point of view.
Readings/ Assignments	Read: Textbook, Chapter 2: from page 18 to 60 Read: Textbook, Chapter 4: from page 97 to 127

Lesson 3	
Meet	In class
Lecture	Consumer Analysis and market segmentation: Who is your target customer? Understanding the various aspects of consumer behavior Positioning and Perceptual Mapping

	Hands on: working in groups on different assignments
Objectives	By the end of this class students will be able to have knowledge of: <ul style="list-style-type: none"> • Fashion consumers decision process • Influence of Sociological factors • Influence of Psychological factors • The importance of targeting the correct customer • How to position a fashion brand and construct a perceptual map
Readings/ Assignments	Assignment #2 assigned, due by next lesson: Finish the group work began in class. Upload it on the course website and be ready to present it in class. Read: Textbook, Chapter 3 from page 61 to 95 Read: Textbook, Chapter 5 from page 129 to page 144

Lesson 4	
Meet	In class
Lecture	Fashion product development cycle and supply chain strategies. 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
Objectives	By the end of this class students will be able to have knowledge of: <ul style="list-style-type: none"> • The various steps in the building and launching of a collection • Discussion of forecasting tools. • Creating, sourcing and presenting fashion collections
Readings/ Assignments	Read: Textbook, Chapter 6: from page 145 to page 176 FINAL PROJECT OVERVIEW

Lesson 5	
Meet	In class
Lecture	Gucci Museum: this visit will include a tour of the brands’ main fashion outlets in town from the Museum, to the retail store.
Objectives	By the end of this class students will be able to demonstrate an understanding of Gucci’s key brand elements and the historical evolution among them.
Readings/ Assignments	MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	In class
Lecture	Distribution network and retail reality overview: mono-brand stores (directly run or franchised), independent boutiques, e-commerce and ‘life-style’ concept stores who emphasize ‘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.
Objectives	By the end of this class students will be able to understand different distribution channels and the characteristic of each one in order to learn how to identify the correct one in the definition of the marketing mix Preparation for Midterm exam
Readings/ Assignments	Read: Textbook, Chapter 8: from page 196 to page 216 Watch: ZeroOverride427, <i>Internal Apple Store Video about the Experience</i> , 2012: https://www.youtube.com/watch?v=eddwUdgH2vs

Lesson 7	
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.
Objectives	By the end of this class students will be able to gain knowledge of: <ul style="list-style-type: none"> • Wholesale pricing and retail pricing • How to build a fashion price list • Different pricing techniques
Readings/ Assignments	Read: Textbook, Chapter 7: from page 177 to page 195 Watch: The Wall Street Journal, <i>Psychology on Pricing?</i> , 2012: https://www.youtube.com/watch?v=gTrDadzS0FA Assignment #3 assigned, due by next lesson: Finish the group work began in class. Upload it on the course website and be ready to present it in class.

Lesson 8	
Meet	In class
Lecture	Fashion Marketing Communications: evolution of fashion communication from the traditional approach to digital Media Visual Merchandising: a strong communication element in fashion
Objectives	By the end of this class students will be able have knowledge of: <ul style="list-style-type: none"> - The world of fashion communication and its evolution - The traditional channels - The internet and the revolution in communication - Visual merchandising components and essence
Readings/ Assignments	Read: Textbook, Chapter 9: from page 218 to 225 and from 229 to page 236

Lesson 9	
Meet	In class
Lecture	Fashion Public Relations Strategies: Fashion media planning, review of key fashion publications, examples of editorial and advertising
Objectives	By the end of this class students will be able to understand: <ul style="list-style-type: none"> • the structure of the fashion PR industry. • PR strategies and how to use press releases, events, sponsorships and other PR techniques.
Readings/ Assignments	Read: Textbook, Chapter 9: from page 226 to 228 Watch: Cutler, R.J. <i>The September Issue</i> , United States Momentum Pictures, 2009

Lesson 10	
Meet	In class
Lecture	Fashion Marketing Planning The planning process and objectives; marketing audits and SWOT analysis: the marketing strategies and the fashion marketing plan The planning process and Fashion Marketing Plan through a specific fashion case analysis
Objectives	By the end of this class students will have gained knowledge of the basic steps to create a fashion marketing plan
Readings/ Assignments	Read: Textbook, Chapter 10: from page 238 to 246 Read: Textbook, Chapter 10 pp. 247 -250

	FINAL PROJECT PRESENTATION
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Lesson 11 Final Exam	
Meet	In class
Lecture	FINAL EXAM