

 <p>FLORENCE UNIVERSITY OF THE ARTS</p>	<h1>SYLLABUS</h1>	<p>Rev. 0 01.10.2008</p>
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FLORENCE UNIVERSITY OF THE ARTS
COLLEGE OF LIBERAL ARTS
COURSE TITLE **Fashion Marketing**
COURSE CODE **BE MK FM 320**

Contact hours: 45
Credit hours: 3
Day and Time:
Aula: Leonardo
Professor: Fiona Gillespie

Summer 2009


Teacher availability: contact: fionapetronigranata@tiscali.it or tel: 335 7220588
I am available to see students individually after class by appointment

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 and how to forecast trends. Other topics include: visual merchandising, planning, advertising, roles and components of the primary and secondary markets, different forms of in store and non-store retail, consumer behavior 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 field trips to Milan and the Ferragamo Shoe Museum.

Other topics include:

- The product development cycle of the fashion industry from the initial forecast, consumer analysis and marketing plans to sourcing and presenting the product.
- Merchandising principles and techniques / merchandiser's planning, editing and pricing strategies. Visual merchandising through analysis of store layout, lighting, fixtures, props, window, importance of creating the store's image
- Brand management, branding, and the ways that brands acquire and sustain value in the market place. Focuses on the challenges of brand management, exploring how successful marketers go about developing, managing and protecting the brands.

 <p>FLORENCE UNIVERSITY OF THE ARTS</p>	<h1>SYLLABUS</h1>	<p>Rev. 0 01.10.2008</p>
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The course will also cover market research, audience identification, visual merchandising, direct marketing, sponsorship, press releases, electronic media, publicity and advertising with a focus on how to generate media attention by using press kits, events, stunts, P.R. and press releases.

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 history 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.
- A questionnaire is distributed on the first day of class to inform the instructor about the general background and characteristics of the students. Students are not required to answer all questions.
- 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 find information on each meeting's readings: a good pre-reading activity of the material is highly recommended to better follow in-class explanations.
- 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).

 <p>FLORENCE UNIVERSITY OF THE ARTS</p>	<h1>SYLLABUS</h1>	<p>Rev. 0 01.10.2008</p>
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4- METHODS

Lessons will be structured in lectures with visual presentations, student presentations, extensive store visits and field trips.

Students are required to complete the assigned readings and research before class and be prepared to discuss them during the lessons

5- 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***.

Excused Absence

Students may request a one-time "Personal Day" to be excused from class for a medical or personal emergency one time during the semester / session.

The request must be made within 24 hours of the absence. Students must follow the instructions and regulations set forth in the FUA Academic Handbook. All questions regarding the "Personal Day" are handled by the front desk in Via Magliabechi 1.

Travel is NEVER an excuse for absence from class.

 <p>FLORENCE UNIVERSITY OF THE ARTS</p>	<h1>SYLLABUS</h1>	<p>Rev. 0 01.10.2008</p>
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6- EVALUATION – GRADING SYSTEM

(The professor must specify the grade breakdown) example:

Attendance: 5%
 Participation: 5%
 Research Paper: 20%
 Class Presentation: 10%
 Midterm Exam: 30%
 Final Exam: 30%

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


7- EXAMS PAPERS ASSIGNMENTS

1. Market Research Paper - 20% of the final course grade

- ❑ To be submitted on **10.02.2009**
- ❑ 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.)
- ❑ The title for the Paper / Project will be 'Apparel Brands Present in Florence - Retail Market Research'
- ❑ Length requirement_for paper: 6 pages typed (double spaced) with relevant visuals

2. Mid Term Exam - ,30% of the final course grade

- ❑ The time and date of the exam can not be changed for any reason.
- ❑ It will take place **on 17.03.2009**
- ❑ This exam paper requires each student to plan the marketing strategy of an apparel brand, chosen from a selection of profiles. Dealing with issues such as advertising, promotion, retail development, brand extension planning and the proposal of a comprehensive five-year plan, the exam/project is to be completed over the mid-term break and aims to stimulate original and innovative decision making.

 <p>FLORENCE UNIVERSITY OF THE ARTS</p>	<h1>SYLLABUS</h1>	<p>Rev. 0 01.10.2008</p>
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- The paper is to be consigned in class on the **Tuesday 31st March**

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

- This exam will test students on all aspects of the subject matter studied throughout the semester. The format requested is written answers in not less than three-hundred words to each of the fifteen questions

- **The Final Exam is cumulative**

8-TEXT BOOK – FURTHER READINGS:

- Students are also required to read every week the Tuesday Fashion page of the International Herald Tribune. Available on-line at no cost.

Suggested reference books available at the FUA Library : Marketing Today's Fashion by Carol Muller, Fashion Marketing by Dotty Oelkers, Fashion Marketing/ Contemporary Issues by Tony Hines, Inside the Fashion Business by Kitty G Dickerson, Consumer Behavior In fashion by Michael R Solomon, Fashion From Concept to Consumer by Gini Stephens Frings, Retail Fashion Promotion and Advertising by Mary Frances Drake, Fashion Merchandising and Marketing by Marian H. Jernigan


FURTHER SUGGESTED READINGS: Fashion magazines such as Vogue, Marie-Claire, Velvet, Elle, Wallpaper, Dutch, Spoon, Textile View and WWD

INTERNET RESOURCES: www.WWD.com, www.net.a.porter.com, www.style.com

9- ADDITIONAL FEES

In addition to the textbooks, students will be responsible to pay for all **museum/site visit entries** and **reservation costs** as well as any **materials or supplies** necessary for the successful completion of the course.

Students will be informed on the **first day of class** of the exact amount for the above by the instructor.

 <p>FLORENCE UNIVERSITY OF THE ARTS</p>	<h1>SYLLABUS</h1>	<p>Rev. 0 01.10.2008</p>
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10- VISITS-TRIPS

On site visits to fashion retailers and museums in Florence and Milan form an integral part of this course. An extra fee for the field trips is required.

11- MATERIAL LIST

No special materials are required for this class

12- LESSONS

Additional reading assignments will be distributed in class.

<p>1. MEET IN CLASS</p>
<p><i>Presentation of the course; introduction to the class syllabus. Information on assignments and exams. Presentation of Topics.</i></p>
<p><u>Lecture:</u> <i>Introduction to Italian fashion brands and the relationship between fashion and marketing (with visual presentation)</i></p>
<p><u>Discussion of Research Paper:</u></p>
<ul style="list-style-type: none"> • This research paper, to be completed in the first week of the semester, requires an analysis of a chosen fashion brand present in the Florence retail market, taking in to account, store location, architectural and interior design, visual merchandising, store layout, product type and merchandising. This gives a grounding to the subjects to be discussed throughout the course. • Apparel Brands in Florence – Retail Market Research Paper to be completed by 10.02.2009

<p>2. MEET IN CLASS</p>
<p><u>Lecture:</u> <i>Film – Viktor & Rolf “The Story of a Fashion Brand”. A behind the scenes documentary on the avant-gard luxury brand design duo with a focus on the companys brand marketing strategy</i></p>

<p>3. MEET IN CLASS</p>
<p><u>Lecture:</u> <i>Focus on the product development cycle of the fashion industry and supply chain strategies. Discussion of forecasting tools and consumer analysis to creating, sourcing and presenting fashion collections (with visual presentation)</i></p>
<p><u>Readings:</u> Textile View, View on Color and other forecasting publications</p>



FLORENCE
UNIVERSITY
OF THE ARTS

SYLLABUS

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4.

FIELD TRIP – meet outside Ferragamo Boutique, Via Tornabuoni at 10.00 am

*The visit to the museum costs 5 euro per person, this includes an audio guide.
The visit will take approximately one and a half hours*

5.

MEET IN CLASS

Lecture *Retail Reality Overview – the history and development of the retail reality, the advent of the mono-brand store, life-style shopping, fashion brand strategies in retail and the emergence of ‘Experience Shopping’. A focus on the ‘democratization’ of luxury, the concept of ‘trading-up’*

Readings: *Research paper from the Boston Consulting Group ‘Trading up’ – the new luxury and why we need it*

6.

MEET IN CLASS

Lecture: *‘Is Green the New Black’? Discussion of the emergence of environmentally aware, eco-friendly and fair-trade fashion brands and their alternative marketing strategies. Key trends for the new millenium and a focus on ‘Cause Marketing’ - stand for something bigger! (with visual presentation)*

Readings: *Emotional Branding by Marc Gobé – ‘abridged’ to be distributed in class*

7.

MEET IN CLASS

Mid Semester Exam: *From a selection of brand profiles presented in class students are required to complete an articulated proposal of a ‘brand marketing strategy’ for their brand of choice. Many aspects are to be addressed, from retail strategy; store concepts, visual merchandising and interior design to advertising, promotion, publicity, brand development ideas and ‘line-extension’ proposals together with a five year plan for further brand growth. The paper should be completed during the mid-term break and consigned in class on the **31.03.2009***

 <p>FLORENCE UNIVERSITY OF THE ARTS</p>	<h1>SYLLABUS</h1>	<p>Rev. 0 01.10.2008</p>
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MEET IN CLASS

Presentation and discussion of mid-term papers

Lecture: *Production-Inventory-Distribution. A focus on the 'vertically integrated business model', discussion of the case study of 'Zara' and Inditex the Spanish fast fashion global empire (with visual presentation)*

Readings: The Inditex Corporate Presentation, together with selected articles from Womenswear Daily

9.

FIELD TRIP – Meet at 6.45 am at S.M.N. train station at the head of Platform 10. The train for Milan leaves at 7.05 am. Students are required to book in advance their own return (or on-going) train ticket, for departure after 4.30 pm from Milan. (This field trip counts for two lessons)

The field trip concentrates on two very contrasting fashion retail areas of the city. The first 'The Golden Rectangle' ie; Via Montenapoleone, Via Spiga, Via Verri etc. is where all the most important luxury brands 'Flagship Stores' are situated. The second area Corso Como and Brera is an altogether more individual and 'bohemian' reality with independent boutiques and 'life-style' stores with an emphasis on 'experience-shopping' where art installations, book stores, cafes and restaurants are part of the conceptual retail mix.

Lecture: *There will be a short 'observational' paper to be completed during the field trip where questions will be asked regarding, visual merchandising, store design, product choice etc.*

10.

MEET IN CLASS

Lecture: *Discussion of Point of Sale – Image communication and the role of technology. Discussion of 'responsive retailing', identifying customer habits and anticipating desire*

Readings: Case study of Giorgio Armani - retail strategies and future development (hand out to be distributed in class)

11.

MEET IN CLASS

Lecture: *Film 'Marc Jacobs and Luis Vuitton' a comprehensive account of the work of global fashion design icon Marc Jacobs. A documentary which focuses on the arduous creative process behind the conception, development and marketing of one of the most influential and successful fashion brands in the world*

 <p>FLORENCE UNIVERSITY OF THE ARTS</p>	<h1>SYLLABUS</h1>	<p>Rev. 0 01.10.2008</p>
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<p>12. MEET IN CLASS</p>
<p>Lecture: <i>Fashion shows, PR and the generation of media attention by using press kits, celebrity endorsement, television and cinema 'product-placement' . Focus on the importance of the media and the relationship between fashion and fashion magazines</i></p>
<p>Readings/Visual Presentation: Retail Fashion Promotion and Advertising by Mary Frances Drake. Examples of the formatting of media support as discussed above, representation of the main syndicated fashion publications with examples of editorial and advertorial content.</p>
<p>13. MEET IN CLASS</p>
<p>Lecture: <i>Conclusions and Review – a revision of the topics discussed throughout the semester in preparation for the final exam</i></p>
<p>Readings: Revision of the study papers, hand outs and book extracts distributed throughout the semester</p>
<p>14. MEET IN CLASS</p>
<p>Final Exam: The exam will begin at 9.15am after a brief introduction and will last until 11.30am. The format is 15 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.</p>