Universidad de Navarra

Marketing (MFM)

Guía docente 2026-27

PRESENTATION

Breve descripción: Marketing subject is centered on the daily business of fashion marketing, using marketing mix management and making a focus on the consumer approach trough research and fashion marketing. The subject is divided in three parts which are marketing mix strategies and tools, consumer understanding through research and marketing applied to services. Consumer behaviour and strategies that don't fit with people's desires and preferences are the most common problems in marketing departments where market research can help to re-define strategies and product mix.

- **Titulación**: Master in Fashion Management
- **Módulo/Materia**: Sustainability and Digitalisation in Fashion Companies: digital marketing
- **ECTS**: 2
- **Curso, semestre**: 2026/27
- **Carácter**: Obligatorio
- **Profesorado**: Pedro Mir Bernal
- **Idioma**: English
- **Aula, Horario**: Aula 3 - 08:45-14:30 h

LEARNING OUTCOMES (CompetenciEs)

- BC6: Possess and understand knowledge that provides a basis or opportunity for originality in the development and/or application of ideas, often in a research context.
- BC7: Students are able to apply their acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
- BC9: Students are able to communicate their conclusions and the knowledge and rationale underpinning them to specialist and non-specialist audiences in a clear and unambiguous way.
- CB10: That students possess the learning skills that will enable them to continue studying in a largely self-directed or autonomous way.
- GC8: Reach satisfactory agreements for the parties involved, discovering or creating elements that produce added value to commercial relationships with fashion suppliers and distributors.
- SC4 - Handle the marketing and management market launching processes techniques and release of products in the fashion industry.
- SC10: Understanding fashion as a multidisciplinary phenomenon and identifying its cultural and historical references.
- SC12: Achieving an in-depth vision of a complex consumer, who must be known in depth and from different perspectives (segmentation, behaviour, trends).
- SC15: Constructing the commercial strategy in contexts in constant change, where the following play a key role: commercial research, consumer behaviour, the company's brand portfolio, the distribution process and commercial plans.
- SC18: Designing and developing online (e-commerce and m-commerce) and offline consumer experience projects.
- SC22: Planning the "Marketing Mix" in different cases of positioning and segmentation of fashion brands.

PROGRAM

The subject is focused on understanding external, economical and company factors that build the Marketing strategies of the company. Students will be able to identify and design de best Marketing Strategy in different markets and environments, understand how brand management works, they will learn how new tools such as digital media are giving new solutions to the companies to market their products and services. They will be able to build the best consumer

approach taking into account the consumer target with the most efficient brand strategy. The subject will cover topics such is how to identify and empower the strengths of the company and how to protect from threats of the market.

Another key learning objective of the subject is to analyze the consumer's behaviour, its typologies and how to address them to build a successful impact and a long term loyalty level with them.

The entire subject is supported in each learning objective worldwide brand cases such as L'Oreal, Nike, Amazon, or Eileen Fisher understanding with real examples why these companies succeeded or failed in their sector because of their marketing strategy. To complete the consumer behaviour understanding and the Marketing Strategy some lessons will cover the new trends on market research and the tools to identify consumer needs and market trends to maximize the forecasting and the customer's predictability.

Session 1 Introduction to Marketing

Session 2 Market Analysis

Session 3 Consumer Behaviour in Fashion

Session 4 Segmentation and Targeting

Session 5 Brand strategy : Positioning Methods

Session 6 Marketing Analysis Model

Session 7 Trends and Environment

Session 8 Experience Management: 9 points

Session 9 Omnichannel Marketing:

Session 10 Sustainability and Marketing: Sustainable Storytelling (Cisco)

Session 12 Pricing Strategies in Marketing

Session 13 Marketing Audit & Diagnosys: one pager

Session 14 Business CASE

Session 15 The Marketing Plan Structure

Session 16 Portfolio Management

Session 17 Marketing Metrics & Unicorns

Session 18 Brand heritage as a marketing enhancement tool

Session 19 Guest Speaker

Session 20 Business CASE

Session 21 Students Presentations

Session 22 Exam

Objectives

There is a new marketing paradigm in current market context. It's a critical moment to analyze the highly competitive market trends: there is a multi connectivity of the consumer, strong and powerful emerging markets with global offers and customization of the consumer's demand are drawing a tremendous competitive environment both for big and small companies. Consumer

decision power increased dramatically last years with new technologies making them able to create dialogues with the brands and companies.

As companies are demanding flexible profiles, empathic with consumer managers that should be able to generate high value innovative environments, at the end of Marketing students should be able to:

Knowledges:

- Student will learn how to lead with environmental factors and economical trends and how they impact on products, services and brands.
- Active learning with case method will be applied to immerse students into real situations of real products, fashion brands and markets. Business cases will be used to understand how the marketing foundations are built and how companies build relationships with their customers.
- A focus on presentation skills, persuasion and public communications will be practiced to lever communications skills of the students
- An introduction on Market research will be done by the students to realize about the complexity and the main factors of the market research.

EDUCATIONAL ACTIVITIES

- Theoretical face-to-face classes
- Seminars and conferences
- Non-attendance work by the student: personal study, preparation of assignments, etc.
- Final exam

EVALUATION

Methodology will consist of interactive case discussions, blended masterclasses and students presentations.

ORDINARY ASSESSMENT

- Class participation: 20%
- Final Exam: 80%

EXTRAORDINARY ASSESSMENT

- Class participation: 20%
- Final Exam: 80%

OFFICE HOURS

Students can contact the lecturer at the following email: pmir@unav.es

BIBLIOGRAFÍA

Mir, P., & Sadaba, T. (2022). The ultimate theory of the marketing mix: A proposal for marketers and managers. International Journal of Entrepreneurship, 26(1).

Hines, T., & Bruce, M. (2007). Fashion marketing. Routledge.

Frings, G. S. (1987). Fashion: From concept to consumer (pp. p67-69). New Jersey: Prentice-Hall.

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Lea-Greenwood, G. (2013). Fashion marketing communications. John Wiley & Sons. Find it in the library

Guercini, S., Mir, P., & Prentice, C. (2018). New marketing in fashion e-commerce. Journal of global fashion marketing, 9(1), 1-8.