



Marketing Fundamentals (FBA)

Guía docente 2026-27

PRESENTATION

This subject is intended for students to master marketing tools, their applications and interrelation. Learning takes place from generic case studies (from which it is possible to extrapolate certain lessons) and cases applied to the fashion area (with the consequent specificity of the sector and the use of its main marketing tools). It provides research methods to analyze fashion markets and macro environment, helps acquire the knowledge of reviewing the Fashion Business Models Variables applied to marketing, makes the students able to position a fashion brand and provides knowledge about the value and positioning in fashion.

- **Degree:** Executive Master in Fashion Business Administration (FBA)
- **Module and subject:** Fundamentals Module / Marketing Fundamentals
- **ECTS:** 3
- **Term:** 1
- **Type of content:** Required
- **Professor:** Pedro Mir
- **Language:** English
- **Lecture schedule:** 7 Sessions
- **Room:** 1

SKILLS

CG01 – Development of a problem-solving approach; becoming accustomed to thinking critically and proposing creative solutions to problems.

CG02 - Identification and effective handling of information relevant to the work. Exhaustive management of information sources within the fashion industry and gathering of data, contrasting them with different situations.

CG03 – Development of personal skills for management: prioritizing objectives, programming activities in an appropriate manner and executing them within the foreseen period, revealing a capacity for criticism, reflection, time management, sensitivity to human diversity, in different situations and in different cultures, as well as an ability to continue learning through experience.

CG04 - Achieving effective performance in teamwork environments. Developing the ability to foster an environment of collaboration, communication and trust among team members, as well as diagnosing, facing and resolving interpersonal conflicts without damaging personal relationships.

CG05 – Listening to and conveying ideas effectively, using the appropriate channel at the right time, basing your observations and conclusions on specific data.

CG08 - Acquiring new knowledge, modifying habits and being open to change.

CG09 - Recognizing and addressing the ethical and social responsibility dilemmas in an appropriate manner, applying deontological principles and organizational values to the situations and options that are presented.



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CG10 - Developing business leadership, not only as a matter of knowledge, technology or charisma, but becoming aware that it also feeds on generosity, creativity, enthusiasm and the example of one's own behavior, as well as an ability to create a climate of trust among collaborators.

CB6 - Possessing and understanding knowledge that provides a basis or opportunity to be original regarding the development and/or application of ideas, often within a research context.

CB7 - Students should know how to apply the knowledge acquired and have an ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts relating to their area of study.

CB8 - Students should be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9 - Students should know how to communicate their conclusions and knowledge and the ultimate reasons that underpin them to specialized and non-specialized sections of the public in a clear and unambiguous way.

CB10 - Students should have the learning skills that allow them to continue studying in a way that is largely self-directed or autonomous.

CE01 – Students shall acquire the knowledge and precise skills to define and evaluate the "Marketing Mix," the management of operations, the strategy and business model, the financial management and the economic impact of decisions within the fashion industry.

CE02 – Students should develop, from an anthropological point of view, the concepts of motivation, organizational dimension, management style and organizational behavior.

PROGRAM

- 1. 4P2 Fashion Wheel Model Customer Behavior
- 2. Market Analysis & Macro Trends
- 3. Brand Values & Personality. Positioning 1
- 4. Segmentation
- 5. Marketing Metrics
- 6. Distribution & Channels

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

Training Activities

- Face-to-face classes
- Teamwork
- Guided projects
- Tutorials
- Personal study



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● Assessment

Teaching Methodologies

- Face-to-face classes
- Resolution of practical cases.
- Learning based on problem-solving
- Assessment of teamwork participation
- Personal study

ASSESSMENT

Evaluation in the ordinary call

The subject evaluation will be based on:

- 1. Case questions & Class participation (30%)
- 2. Final work based on case studies, lectures, readings and conferences (70%)

Evaluation in the extraordinary call

100% a test

OFFICE HOURS

At the request of the student, the most convenient tutorial times shall be arranged.

Prof. Pedro Mir: pmir@isem.es

BIBLIOGRAPHY

Mainly lecture notes for the cases that will be handed over before the classes.