



INTRODUCTION

Descripción:

In this subject, consumer behavior will be studied in order to understand what consumers value, analyzing them as a social agent. We shall look at how social conditions influence people's decisions but, on the other hand, how these choices affect the maintenance or transformation of the initial conditions. We shall also analyze how the preferences, tastes and opinions of people are formed. This subject also aims to address the application of fundamental concepts of the Marketing Fundamentals Module to the fashion sector: how to develop and analyze market surveys; more in-depth brand management; understanding the special aspects presented by Luxury/Prestige brands; and learning about the main tools of fashion communication. In addition, special emphasis shall be placed on the elements of distribution and the implementation of commercial strategies. In this respect, we shall analyze the management of customer value, the management of the sales force, the distribution channels (design and management), and students will be guided towards creating a marketing plan.

- **Titulación:** Executive Master in Fashion Business Administration
- **Módulo/Materia:** Applied Module / Fashion Marketing
- **ECTS:** 14
- **Curso, semestre:** 1
- **Carácter:** English
- **Profesorado:**
 - Mrs. Teresa Sádaba: Communication
 - Mrs. Carmen Sáenz: Luxury Industry
 - Mr. Jorge González: Marketing Planning in the Fashion Industry
 - Mr. Francisco Iniesta: Retail
 - Mrs. Silvia Pérez Bou: Sustainability
 - Mr. Visual Merchandising
- **Idioma:** English
- **Aula, Horario:** Aula 5

SKILLS:

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.
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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 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.
CB10	Students should have the learning skills that allow them to continue studying in a way that is largely self-directed or autonomous.
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.
CG06	Reaching satisfactory agreements for the parties involved, and discovering or creating elements that generate an added-value dimension for the relationship.
CG07	Develop initiative and entrepreneurial behavior capabilities, initiating and promoting the necessary changes with energy and personal responsibility.
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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CE02	Students should develop, from an anthropological point of view, the concepts of motivation, organizational dimension, management style and organizational behavior.
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.
CE09	Acquire a global vision of the fashion industry and the functioning of its market: to understand fashion as a sector of activity subject to progressively shorter cycles, one that struggles to adapt to a complex consumer in which decisive factors - aesthetic, sociocultural, anthropological, emotional - have to be known in depth (segmentation, behavior, trends).
CE10	Design a business strategy, in constantly-changing contexts, in which the following play a key role: commercial research, consumer behavior, the portfolio of company brands, the distribution process and business plans.



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CE11	Gain an in-depth knowledge of the most innovative business models in the fashion industry and understand and manage factors concerning innovation relating to products, designs, materials, manufacturing processes, distribution and the sale of fashion items.
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PROGRAM

The subject Fashion Marketing has 14 ECTS, and consists of six courses:

1. Course: Fashion Communication ([content course](#))

Number of sessions: 7

Professor: Prof^a. Teresa Sádaba

Email: teresa.sadaba@isem.es

Language: English

2. Course: Marketing Planning in the Fashion Industry ([content course](#))

Number of sessions: 7

Professor: Prof. Jorge González

Email: JGonzalez@iese.edu

Language: English

3. Course: Luxury Industry ([content course](#))

Number of sessions: 7

Professor: Prof^a. Carmen Sáenz

Email: carmen.saenz@bestforless.es

Language: English

4. Course: Visual Merchandising

Number of sessions: 4

Professor: Prof. George Homer

Email: george@gheassociados.com.br

Language: English

5. Course: Sustainability ([content course](#))



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No. of sessions: 6

Language: English

Professor: Prof^a. Silvia Pérez Bou

E-mail: sperezb@unav.es

6.Course: Retail ([content course](#))

Course: Retail

No. of sessions: 6

Language: English

Professor: Francisco Iniesta

E-mail: finiesta@iese.edu

EDUCATIONAL ACTIVITIES

Training Activities

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

Teaching Methodologies

- Face-to-face Classes
- Resolution of practical cases
- Learning based on problem-solving
- Implementation of practical exercises
- Student's study based on different sources of information. Assessed participation in group discussions
- Implementation of off-campus work
- Drafting of reports

Solving problems and practical issues relating to the subjects that make up the module.



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Resolution of cases whilst demonstrating an ability to apply knowledge to a series of complex situations at fashion companies.

Presentation in public of the conclusions of the case analysis, reports and proposals, demonstrating the student's ability to communicate effectively, both orally and in writing

ASSESSMENT

The course grade will be the average of the grades for the 5 subjects that make up the course (Visual Merchandising is not evaluated). The grade for each subject will depend on the different assessment procedures indicated by each professor in their course.

All courses must be passed to calculate the average.

Should students fail the course, they have a right to a retake test.

Non-attendance shall be taken into account in the final grade for this course.

Percentage of each subject with regard to the Course Grade:

- Fashion Communication 25%
- Luxury industry 15%
- Marketing Planning in the Fashion Industry 25%
- Retail 25%
- Sustainability 10%

OFFICE HOURS

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

Professor: Prof^a. Teresa Sádaba. Email: teresa.sadaba@isem.es

2. Course: Marketing Planning in the Fashion Industry. Professor: Prof. Jorge González. Email: JGonzalez@iese.edu

3. Course: Luxury Industry. Professor: Prof^a. Carmen Sáenz. Email: carmen.saenz@bestforless.es

4. Course: Visual Merchandising. Professor: Prof. George Homer. Email: george@gheassociados.com.br

5.Course: Sustainability. Professor: Prof^a. Silvia Pérez Bou. E-mail: sperezb@unav.es

6.Course: Retail. Professor: Francisco Iniesta E-mail: finiesta@iese.edu

BIBLIOGRAPHY AND RESOURCES



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Check the bibliography of each course