Universidad de Navarra

Fashion Marketing (FBA)

Guía docente 2026-27

INTRODUCTION

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.

- **Degree**: Executive Master in Fashion Business Administration (FBA)
- **Module and subject**: Applied Module / Fashion Marketing
- **ECTS**: 14
- **Term**: 1,2,3

- **Type of content:** Required
  - **Professors**:
- **Course 1 Fashion Communication:** Teresa Sádaba
- **Course 2 Luxury Industry:** Ainhoa García
- **Course 3 Marketing Planning:** Mariano A. Hernández
- **Course 4 Retail:** Francisco Iniesta
- **Course 5 Sustainability:** Silvia Pérez Bou
- **Course 6 Visual Merchandising:** George Homer
  - **Language:** English
  - **Room**: 3

COMPETENCIES

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.

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.

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.

CE04 - Managing techniques relating to the management of operations (products, processes, information systems, etc.) at fashion companies; being able to diagnose and implement continuous improvement processes.

PROGRAM

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

Part 1 : Fashion Communication (content course)

Number of sessions: 8

Professor: Teresa Sádaba

Email: teresa.sadaba@isem.es

Language: English

Part 2: Marketing Planning (content course)

Number of sessions: 4

Professor: Mariano A. Hernández

Email: mariano.hernandez@external.unav.es

Language: English

Part 3: Luxury Industry (content course)

Number of sessions: 7

Professor: Ainhoa García

Email: garcia.ainhoa@gmail.com

Language: English

Part 4: Visual Merchandising

Number of sessions: 7

Professor: George Homer

Email: george@gheassociados.com.br

Language: English

Part 5: Sustainability (content course)

No. of sessions: 8

Language: English

Professor: Silvia Pérez Bou

E-mail: sperezb@unav.es

Part 6: Retail (content course)

Course: Retail

No. of sessions: 8

Language: English

Professor: Francisco Iniesta

E-mail: finiesta@iese.edu

EDUCATIONAL ACTIVITIES

Teaching Methodologies

· Lectures

· 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

· Supervised work

· Drafting of reports

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

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

All parts 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 part.

Percentage of each subject with regard to the Grade:

- Fashion Communication 20%

- Luxury industry 20%

- Marketing Planning in the Fashion Industry 20%

-Retail 20%

-Sustainability 20%

OFFICE HOURS

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

Part 1: Fashion Communication (check the content here)

Profª. Teresa Sádaba.

Email: teresa.sadaba@isem.es

Part 2: Marketing Planning.

Prof. Mariano A. Hernández

Email: mariano.hernandez@external.unav.es

Part 3: Luxury Industry.

Profª. Ainhoa García.

Email: garcia.ainhoa@gmail.com

Part 4: Visual Merchandising.

Prof. George Homer.

Email: george@gheassociados.com.br

Part 5: Sustainability.

Profª. Silvia Pérez Bou.

E-mail: sperezb@unav.es

Part 6: Retail.

Prof. Francisco Iniesta

E-mail: finiesta@iese.edu

BIBLIOGRAPHY AND RESOURCES

Check the bibliography of each part