Universidad de Navarra

Strategies in fashion communication

Guía docente 2026-27

INTRODUCTION

Course description:

Communication is an essential element of the fashion system. The communication tools within the fashion business vary greatly from other sectors. It is a fact, current paradigms of fashion communication are being challenged. Strategies in Fashion Communication intends to take a close look at current trends in fashion journalism, fashion branding –though advertising, store design, events and media- and case studies analyzing the best practices in the field. Content marketing is a relevant field, especially in the fashion industry. In this course, we will learn to build content marketing strategies and plans for fashion brands and apply them concretely to real cases of fashion brands.

In this course there are a number of competences that the student will work on.

Development of logical reasoning.

Ability of analysis and synthesis of the defied problems.

Sense of responsibility and effort.

Planning of tasks and time management.

Ability of autonomous learning

Critical evaluation of the outcome of one's own work.

Ability to elaborate and defend in a rigorous manner own opinions.

Application of the specific fashion communication tools in the analysis and discussion of case studies.

- **Degree: MARKETING, JOURNALISM, AUDIOVISUAL COMMUNICATION**
- **Module in the Degree Program**: Electives.
- **Number of credits: 3 ECTS**
- **Year:** Third or four, 2º semester
- **Type of course:** Elective
- **Instructors**: Dra. Dña. Cristina Sánchez-Blanco and Dra. Dña Patricia Sanmiguel
- **Language: English**
- **Department:** Marketing and Media Management
- **Lecture schedule:** Friday 10 AM, Room 5.

LEARNING OUTCOMES (Competencies)

MARKETING

CORE COMPETENCIES

CB1 - Students have demonstrated knowledge and understanding in an area of study that

builds on the foundation of general secondary education, and is usually at a level that, while

relying on advanced textbooks, also includes some aspects that involve knowledge from the

cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences typically demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

GENERAL SKILLS

GC1 - Understand and critically evaluate the shaping elements of the human being and current society in its multiple dimensions: anthropological, historical, cultural, social and economic, which influence the business and marketing context.

GC2 - Knowing and assessing the role of marketing from a multidimensional perspective: historical, economic and business, legal, sociological, deontological and technological.

GC3 - Knowing the tools and techniques of innovation and entrepreneurship processes that occur in marketing management.

GC4 - Apply marketing tools based on an in-depth analysis and understanding of the functioning of markets and consumer behaviour.

GC5 - Apply leadership, teamwork, planning and time management skills to responsible decision-making and problem-solving in marketing.

SPECIFIC COMPETENCIES

SCO3 To understand the fundamentals and management tools of marketing and communication in fashion businesses and in markets that are highly influenced by fashion phenomena.

SCO4 Apply analytical, strategic and innovative thinking to the solution of problems related to marketing and communication management in the fashion world, understood in a broad sense.

PERIODISMO (RESULTADOS DE APRENDIZAJE)

1.KNOWLEDGE

RA1 - Students should demonstrate knowledge and understanding of the subject area based on a general secondary school education. They should have a general level that is well supported by advanced texts, but that also encompasses aspects that suggest knowledge of the leading edge of their field of study

RA2- Understanding and valuing communication in history, economics and business, law, ethics and technology.

RA01 To understand the fundamentals and management tools of marketing and communication in fashion businesses and in markets that are highly influenced by fashion phenomena.

2.SKILLS

RA11 - Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area.

RA13 - Expressing thoughts and ideas in speech and writing in an accurate, orderly, creative fashion in order to make information available to society.

RA14 - Engaging in responsible decision making and problem solving by applying teamwork and leadership skills.

RAO7 Conocer cómo se desempeñan las principales tareas periodísticas, géneros y procedimientos periodísticos, aplicándolos a diferentes áreas de especialización.

RAO8 Apply analytical, strategic and innovative thinking to the solution of problems related to marketing and communication management in the fashion world, understood in a broad sense.

3.COMPETENCIES

RA22 - Students should be able to gather and interpret relevant data (normally within their field of study) in order to make judgments that encompass consideration of social, scientific and ethical topics.

RA24 - Understanding, analyzing and critically evaluating the defining elements of human beings and contemporary society from anthropological, historical, cultural, political, social and economic points of view.

RA25 - Devising, planning and carrying out collaborative projects in the field of journalism.

AUDIOVISUAL

1.KNOWLEDGE

RA1 - Students should demonstrate knowledge and understanding of the subject area based on a general secondary school education. They should have a general level that is well supported by advanced texts, but that also encompasses aspects that suggest knowledge of the leading edge of their field of study.

RA2 - Understanding and valuing the impact of audiovisual communication on society, culture, history, economics, business, law, science, ethics and technology.

RAO1 Conocer los elementos específicos de diversas áreas de interés profesional.

2.SKILLS

RA10 - Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area

RA11 - Students should be able to convey information, ideas, problems and solutions to both specialized and general audiences.

RA12 - Accurately expressing knowledge and ideas in speech and writing in the field of audiovisual communication.

RA13 - Applying the technical, technological and professional knowledge necessary to develop audiovisual material.

RA14 - Engaging in responsible decision making and problem solving by applying teamwork and leadership skills.

RAO7 Conocer cómo se desempeñan las principales tareas periodísticas, géneros y procedimientos periodísticos, aplicándolos a diferentes áreas de especialización.

3.COMPETENCIES

RA19 - Students should be able to gather and interpret relevant data (normally within their field of study) in order to make judgments that encompass consideration of social, scientific and ethical topics.

RA21 - Understanding, analyzing and critically evaluating defining elements of human beings and contemporary society from anthropological, historical, cultural and social points of view.

PROGRAM

- Introduction and general fashion communication trends
- Content Marketing intro and content plan
- Fashion content strategies
- User-generated content
- Fashion video marketing
- Social media and influencer marketing
- Digital experience
- Fashion events
- Visual merchandising

EDUCATIONAL ACTIVITIES

- theoretical and practical class: 30h
- mentorship to fulfill the project: 0,5h
- personal study: 10h
- group work: 34,5h

EVALUATION

CRITERIA TO PASS THE COURSE

- 60% final team project (all the information necessary and also some important bibliography, on Contents, ADI)
  - TEAM: 7-8 students each (8 teams): complete an Excel file (ADI) before January 22th.
  - It is necessary to apply the content given during the classes (ppt and texts).
  - TOPIC: **Content marketing strategy** for a fashion brand
    - Diagnosis
    - Content Strategy: story angle, target, objectives and kpis
    - Content Plan: user generated content, influencer generated content and digital experience
      - Content Calendar
      - Budget
- 20% assistance, participation, and exercises during the classes
- 20% test during the classes

EXTRAORDINARY CALL

- 100% individual project

OFFICE HOURS

Dra. Cristina Sánchez Blanco csblanco@unav.es

- Despacho 0706 Edificio Ismael Sánchez Bella. Planta baja
- Horario de tutoría: concertar por email.

Dra. Patricia Sanmiguel psanmiguel@unav.es

- Despacho 0702 Edificio Ismael Sánchez Bella. Planta baja
- Horario de tutoría: concertar por email.

BIBLIOGRAPHY

"Social Media in the Fashion Industry: Fundamentals, Strategy and Research Methods", Routledge, 2024, 9781003505495, ISBN