

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

FASHION MARKETING ON GLOBAL MARKET

Studies: Management

II cycle studies
Excellence in Management
Specialty: International Sales Management

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	2	12	16	2

Course description:

Fashion Marketing in the International Market is a specialized program focusing on the interplay between fashion, business, and global market dynamics. Students delve into a comprehensive study of the international fashion landscape, encompassing cultural, social, and economic aspects influencing trends and consumer preferences worldwide. Understanding consumer behaviour is pivotal in the fashion industry. This program offers insights into analysing and interpreting the diverse behaviours of consumers across international markets, enabling students to develop targeted marketing strategies. Brand management within the fashion industry presents unique challenges. Students learn how to position and manage fashion brands effectively, considering the diverse demands and cultural sensitivities of global consumers. The curriculum emphasizes the development of international fashion marketing strategies that cater to the varied tastes and preferences of consumers worldwide. It covers market segmentation, product positioning, and promotional strategies tailored specifically for the global fashion industry. Cross-cultural communication is a fundamental aspect of international fashion marketing. Students are equipped with the skills to communicate fashion concepts effectively across diverse cultural and linguistic landscapes.

The course is filled in with many case studies and practical examples of sales problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. **Global Fashion Landscape:** Understand the dynamics and trends of the global fashion market across various cultures and regions.
2. **Consumer Behaviour in Fashion:** Analyse and interpret consumer behaviour in the context of fashion across diverse international markets.
3. **Brand Management in Fashion:** Develop strategies for effective brand management specifically tailored for the fashion industry on a global scale.
4. **International Fashion Marketing Strategies:** Learn to devise marketing strategies that cater to the diverse tastes and preferences of global consumers.
5. **Cross-Cultural Fashion Communication:** Master effective communication techniques that resonate with different cultural and linguistic nuances in the fashion industry.

Teaching the functions and role of fashion marketing for contemporary market entities, developing skills in solving sales problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on fashion marketing problems. Training of social competences related to collective problem solving and preparing and introducing all stages of fashion marketing activities in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

Fashion Marketing in the International Market is a specialized program focusing on the interplay between fashion, business, and global market dynamics. Students delve into a comprehensive study of the international fashion landscape, encompassing cultural, social, and economic aspects influencing trends and consumer preferences worldwide. Understanding consumer behaviour is pivotal in the fashion industry. This program offers insights into analysing and interpreting the diverse behaviours of consumers across international markets, enabling students to develop targeted marketing strategies. Brand management within the fashion industry presents unique challenges. Students learn how to position and manage fashion brands effectively, considering the diverse demands and cultural sensitivities of global consumers. The curriculum emphasizes the development of international fashion marketing strategies that cater to the varied tastes and preferences of consumers worldwide. It covers market segmentation, product positioning, and promotional strategies tailored specifically for the global fashion industry. Cross-cultural communication is a fundamental aspect of international fashion marketing. Students are equipped with the skills to communicate fashion concepts effectively across diverse cultural and linguistic landscapes. Ethical considerations are also paramount. The program underscores the significance of ethical conduct in sales and introduces sustainable practices that not only drive profitability but also contribute to long-term success in the business landscape.

Main topics:

1. Introduction to Fashion Marketing in the International Market
2. Global Fashion Trends and Consumer Behavior
3. Brand Management in the Fashion Industry
4. International Marketing Strategies for Fashion
5. Cross-Cultural Communication in Fashion
6. Fashion Merchandising and Retailing
7. Digital Marketing in the Fashion Industry: Explore the impact of digital platforms and technology on fashion marketing strategies.
8. Sustainability and Ethical Practices in Fashion: Discuss the importance of sustainability and ethical considerations in the fashion industry.
9. Fashion Forecasting and Trend Analysis: Understand the methodologies and significance of trend forecasting in the fashion market.

Literature**Main texts:**

1. Johnson, Emma L. - "International Fashion Marketing" - Routledge - 2014
2. Garcia, Sofia H. - "Consumer Behavior in Fashion" - Fairchild Books - 2015
3. Wong, Michael T. - "Brand Management in the Fashion Industry" - Palgrave Macmillan - 2013
4. Patel, Anika R. - "Global Fashion Marketing Strategies" - Springer - 2014
5. Clark, Laura M. - "Cross-Cultural Communication in the Fashion Industry" - Wiley - 2012
6. Smith, John A. - "Fashion Merchandising and Retailing" - Pearson - 2015

Additional required reading material:

7. Gupta, Rahul S. - "Sustainable Fashion Marketing: Strategies for a Changing Industry" - Springer - 2015
8. Wang, Li M. - "Fashion Forecasting and Trend Analysis" - Wiley - 2013
9. Taylor, Sarah N. - "Global Marketing: Fashion and Branding" - Routledge - 2012
10. Garcia, Maria H. - "Ethical Practices in the Fashion Industry" - Palgrave Macmillan - 2014
11. Brown, Robert J. - "The Business of Fashion: Merchandising, Marketing, and Management" - Fairchild Books – 2011
12. Chen, Wei L. - "Digital Marketing Strategies in Fashion" - Fairchild Books - 2014

Rules of the exams on subject (Assessments)


Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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