



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: GLOBAL FASHION MARKETING

Level of Study: Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2018-2
ACADEMIC AREA	Marketing
SUBJECT TYPE	Elective
CREDIT POINTS	3
CLASSROOM HOURS PER WEEK	2
PRE-REQUISITES	None
LANGUAGE	English
INTERNATIONAL CONTENT	<ul style="list-style-type: none">• Readings taken from international journal articles• Reading materials in English• Research tasks on intercultural contexts• Development of projects with international or intercultural focus• International cases are used and compared against national reality• International bibliography is used
COURSE DETAILS	
COURSE DESCRIPTION	Understanding concepts of marketing and merchandising in the fashion industry. The course will lead students throughout the life cycle of the fashion business, from forecast trends to retail, through design, supply, development and production in the industry combined with different aspects of the marketing process such as: identity creation, brand positioning, sales, purchasing, costs, and integrated communication strategies covering both, developed and emerging markets and sustainability.
COMPETENCES DEVELOPED	<p>C1: Understanding and evaluating the principal elements of marketing that determines the growth of the fashion industry globally Emphasis: Skill (ILO 01, ILO 05; BIMLA ILO07, BIMLA ILO08)</p> <p>C2: Applying basic concepts of marketing for establishing the price of products and services in different contexts of the fashion industry. Emphasis: Skill (ILO 01, ILO 02, ILO 03; BIMLA ILO06, BIMLA ILO07, BIMLA ILO08)</p> <p>C3: Planning brand growth strategy, market trends, marketing and integrated communication strategies of products and services in the fashion industry</p>

	<p>Emphasis: Skill (ILO 02,ILO 03; ILO 04;ILO 05; BIMLA ILO07, BIMLA ILO08)</p> <p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BIMLA ILO06: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO07: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains</p> <p>BIMLA ILO08: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>
<p>COURSE CONTENTS</p>	<ul style="list-style-type: none"> • Topic 1: History and introduction to fashion industry • Topic 2: Fashion Marketing and Merchandising • Topic 3: Fashion brands growth determining factors: costs, promotion and communication, demand, distribution and competition • Topic 4: Marketing research in the fashion industry: Vision for global growth • Topic 5: Social responsibility, ethics and technology in the fashion and marketing industry
<p>METHODOLOGY</p>	<ul style="list-style-type: none"> • Lecture • Theoretical classes • Participative classes: Small Groups Discussion and Course Discussions • Workshops • Practical Exercises • Project based Learning

ASSESSMENT	<p>As part of the assessment activities, the teacher may take into account the following alternatives that fall within the conception of competency learning:</p> <ul style="list-style-type: none">• Presentations or oral midterm exams: from the contents developed in the course, the student will deliver an argumentative presentation in which the management of the subject, project or assignment previously assigned by the teacher is evidenced. This evaluation aims at demonstrating good management of language, communicative, argumentative, analytical and integration skills.• Written Midterm Exam. When designing this instruments, the teacher may include in the problem-based analysis and case method.
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