



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE: Global Fashion Marketing (4407GFMA)**

**PROGRAM:**

**Bachelor of Business Administration (BBA),**

**Bachelor of Administration & Service (BA&S)**

**Bachelor of International Business (BIB)**

**Bachelor of International Marketing & Logistics Administration (BIMLA)**

**Bachelor of Economics & International Finance (BEIF)**

**Bachelor of Gastronomy (GAS)**

**LEVEL OF STUDY: Undergraduate Programme**

**GENERAL ACADEMIC INFORMATION**

**LATEST  
UPDATE**

2020-2

|   |                   |          |  |
|---|-------------------|----------|--|
| <b>ACADEMIC DEPARTMENT</b>                  | Marketing         |          |  |
| <b>Subject type</b>                         | Elective/Emphasis |          |  |
| <b>Language</b>                             | English           |          |  |
| <b>Semester</b>                             | Programme         | Semester |  |
|   | BBA               | Elective |  |
|   | BA&S              | Elective |  |
|   | BIB               | Elective |  |
|   | BIMLA             | Elective |  |
|   | BEIF              | Elective |  |
|   | GAS               | Elective |  |
| <b>Number of Academic Credits</b>           | 3                 |          |  |
| <b>Hours of academic work</b>               | 96                |          |  |
| <b>Contact hours</b>                        | 32                |          |  |
| <b>Hours of independent/autonomous work</b> | 64                |          |  |

|  |  |
|--|--|
| <b>Learning prerequisites</b>              | <ul style="list-style-type: none"> <li>English V</li> </ul>  |
| <b>International Component</b>             | <ul style="list-style-type: none"> <li>National and international standards, policies, regulations and mores related to the professional field.</li> <li>Vocabulary and technical language to communicate in different cultural contexts.</li> </ul> |
| <b>Sustainable Development Goals (SDG)</b> | SDG: 4. Quality Education  |

#### COURSE DETAILS

|                              |   |  |             |   |                                       |                          |
|------------------------------|---|--|-------------|---|---------------------------------------|--------------------------|
| <b>COURSE DESCRIPTION</b>    | Know, evaluate and apply knowledge and concepts of marketing and merchandising in the fashion industry. The course will lead students through the entire life cycle of the fashion business, from forecast trends to retail, through product design, sourcing, development and production of products in the industry combined with different aspects of the marketing process such as: identity creation, brand positioning, commercialization, purchase, costs, and integrated communication covering developed and emerging markets, sustainability and the growing significance of technology in these processes. |  |             |   |                                       |                          |
| <b>Key Words:</b>            | Marketing, Consumer experience, Fashion, Globalization.   |  |             |   |                                       |                          |
| <b>COMPETENCES DEVELOPED</b> | <b>EICEA ILOS or Programme ILOS</b>   | <b>Course ILOS</b>   | <b>Type</b> | <b>Content</b>  | <b>Teaching and Learning strategy</b> | <b>Assessment Method</b> |
|                              | ILO 01<br>ILO 05<br>BIMLA ILO 08<br>BIMLA ILO 09  | <b>Knows</b> about the fundamental marketing elements that determine the growth of the fashion industry globally | Knowledge   | Topic 1: History and introduction to the fashion industry<br>Theme 2: Fashion Marketing and Merchandising | Theoretical Class                     | Formative Assessment     |

|   |  |  |           |   |                          |  |
|---|--|--|-----------|---|--------------------------|--|
|   |  | <b>Evaluates</b> the determinants and influencing factors in the global fashion market.  | Skill     |   | Discovery Based Learning | Formative Assessment<br>Summative Assessment |
| <b>ILO 01</b><br><b>ILO 02</b><br><b>ILO 03</b><br><b>BIMLA ILO 07</b><br><b>BIMLA ILO 08</b><br><b>BIMLA ILO 09</b>  |  | <b>Applies</b> the basic concepts of marketing to establish the price of products and services in different contexts of the fashion industry   | Knowledge | Determinants of the growth of fashion brands globally: costs, promotion and communication, demand, distribution and competition                             | Theoretical Class        | Formative Assessment                         |
| <b>ILO 01</b><br><b>ILO 02</b><br><b>ILO 03</b><br><b>ILO 04</b><br><b>ILO 05</b><br><b>BIMLA ILO 07</b><br><b>BIMLA ILO 08</b>   |  | <b>Plans</b> the brand growth strategy, market trends, marketing and integrated communication of products and services in the fashion industry | Knowledge | Market Research in the Fashion Industry:<br>Vision for Global Growth<br>Social responsibility, ethics and technology in the fashion and marketing industry. | Theoretical Class        | Formative Assessment                         |
| <p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> <p>BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p> |  |  |           |   |                          |  |

**Bibliograph  
y**

- **Inside the Fashion Business 7th ed., Dickerson, Kitty, G. (2003), Pearson**