

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	2020-2
UPDATE	2020-2

ACADE						
MIC						
DEPART	Marketing					
MENT						
Subject			Floative (Emphasic			
type			Elective/Emphasis			
Languag e			English			
	Programme	Semester				
	BBA	Elective				
Comonto	BA&S	Elective				
Semeste r	BIB	Elective				
I I	BIMLA	Elective				
	BEIF	Elective				
	GAS	Elective				
Number						
of	3					
Academi	5					
c Credits						
Hours of						
academi	96					
c work						
Contact	32					
hours						
Hours of indepen						
dent/au	64					
tonomo						
us work						

Learning prerequi sites	• English V	I				
Internati onal Compon ent	 National and international standards, policies, regulations and mores related to the professional field. Vocabulary and technical language to communicate in different cultural contexts. 					
Sustaina ble Develop ment Goals (SDG)	SDG: 4. Quality Education					
COURSE D COURSE DESCRIP TION	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 inductry combined with different aspects of the marketing process such as identity creation, bread positioning, commercialization, purchase					
Key Words:	Marketing, Consumer experience, Fashion, Globalization.					
	EICEA ILOS or	Course ILOS	Туре	Contont	Teaching and	
COMPET ENCES	Programme ILOS		Type	Content	Learning strategy	Assessmen t Method

ILO 01 ILO 02 ILO 03 BIMLA ILO 07 BIMLA ILO 09Applies the basic concepts of marketing to establish the price of products and BIMLA ILO 09Knowledge services in different contexts of the fashion industryDeterminants of the growth of fashion brands globally: costs, promotion and communication, demand, distribution and competitionLearningSumma AssesmILO 01 ILO 03 BIMLA ILO 07 BIMLA ILO 09Applies the basic concepts of marketing to establish the price of products and services in different contexts of the fashion industryKnowledge Market Research in the Fashion Industry: Vision for Clabal CrowthTheoretical ClassFormati Formati AssesmILO 01Plans the brand crowth strategyKnowledge Market Research in the Fashion Industry: Vision for Clabal CrowthTheoretical FormatiFormati Formati		Evaluates the	Skill		Discovery	Formative
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- Drivila iloug, communication, communicate effectively in written and spoken manner in Spanish, English, and a third languag	•	•		ely in written and spoken manner in Spanish, Eng	lish, and a thir	d language.

Bibliograph	• Inside the Fashion Business 7th ed., Dickerson, Kitty, G. (2003), Pearson
	• Inside the Fashion Business /th ed., Dickerson, Kitty, G. (2003), Pearson
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