



COURSES / **FASHION** / FASHION MANAGEMENT /

INTRODUCTION TO FASHION MARKETING

COMBINING CREATIVITY AND MANAGEMENT

OBJECTIVES

The course was designed to provide international students the tools necessary to understand and interpret the macro-economic scenario of the fashion business in Italy and internationally, and to anticipate and analyze its changes; to manage and implement company strategies, and to write and implement an effective marketing plan.

MAIN TOPICS

The course will explore the fundamentals of marketing and its techniques and activities as they are employed in the fashion business. The following topics will be covered:

- Vision and mission; the fashion marketing environment, fashion product development and production, the relationship between company and markets, both domestic and international; the marketing decision system, the marketing research and information system
- The fashion marketing mix, pricing policies and distribution channels, integrated marketing communication and promotion, net fashion; loyalty and fashion brand equity, pricing strategies: value creation and pricing structure
- Principles of fashion consumer behaviour: cultural influences on fashion consumers, consumer characteristics, and their implications in the fashion business
- Auditing the organization and its environment; strategic and operative planning; selection of target markets, definition and segmentation; positioning, analysis of competition, competitive advantages and global/glocal marketing strategies
- The fashion marketing planning process, and the different approaches to planning; the impact of the internal and external environment on the decision-making process. Periodic monitoring of the plan, coordination of retail activities
- Fashion communication and decision making

LANGUAGE

English

CALENDAR AND ATTENDANCE

5 July – 16 July, 2010

45 hours lessons: on Monday 5 July there will be an orientation session from 10 am to 11 am, lessons from 11 am to 1 pm, lunch break from 1 pm to 2 pm and lessons again from 2 pm to 5 pm.

On the other days there will be lessons from 10 am to 1 pm and from 2 pm to 4 pm. There will be no lessons on Friday 9 July. Attendance is mandatory.



MILANO
SUMMER SCHOOL
JUNE > AUGUST > 2010

Milano



Comune
di Milano



CANDIDATE PROFILE

Applicants should possess the following skills:
Knowledge of the English language.

ADMISSION PROCEDURE AND DEADLINE

Please go to <http://www.design-summer-courses.com/enrol-design-courses.html> and follow the application procedure step by step (you can enrol online or choose the wire transfer enrolment procedure). The deadline for application form acceptance is 25 June 2010.

ASSESSMENT AND FINAL QUALIFICATION

The final output of the course is the development of a fashion marketing plan.
At the end of the course students will be awarded an attendance certificate as long as they have completed 80% of the course.

E.C.T.S.

Currently not available.

TEACHING STAFF

Course Leader and Professor:
Laura Quarenghi-Wray

LOCATION

Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano

FEE

€ 1,480 (including a voucher to be spent at the NABA cafeteria for each day of classes)

CONTACTS

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