



FASHION MARKETING AND COMMUNICATION

THE PROFESSIONAL FIGURE

This course instills specific knowledge on the management of all communication and marketing activities related to fashion products: analyses of the costs of raw materials, distribution choices, relationships with various communication means. An all encompassing pathway finalized in communicating and promoting fashion products.

Product Managers are professional figures that closely follow the whole evolution of a product, from its birth, to the realizations of a collection and its distribution to sales outlets, anticipating trends and verifying market acceptance.

Communication Managers tackle relationships with various product interlocutors: from specialised and sector communication means, to final consumers.

1ST YEAR

ART HISTORY

This course will examine the general trends of artistic development (painting, sculpture and architecture) from the end of WW2 until the present day. The first classes will examine the accepted artistic trends of post war Europe and the United States (Abstract Expressionism, Pop Art, Minimalism, conceptual Art). Later classes will take a look at some of the many issues connected to contemporary art.

HISTORY OF FASHION

History of fashion centered around the 20th Century, yet, with a quick glance to Ancient and Historic timeline and silhouette guide. The natural evolution of clothing that reflects the societies needs and wishes: from physical to emotional needs. An in depth guide from 1900 until the new technologic materials in use, with visual images and video support intended to offer a vast perspective to fully comprehend the vital birth of fashion. Why do we not consider fashion as such in the 1750's for example?

SOCIOLOGY OF FASHION

Elements of analysis on social and artistic phenomena and consumer behaviour, with particular attention given to problems linked to life styles. The human needs. Hierarchy of needs. The modern society and consume of masses.

TECHNOLOGY AND MATERIALS 1

Introduction, typology and production methods of fibres, textiles. Research and development of new synthetic fibres: the "Technical Textiles", "Textiles no-textiles"

PRODUCTION PROCESSES

Product analysis and its market. Production phases within textile enterprises: from product ideation, to the realisation of finished garments.

MARKETING & DESIGN

This course is first exposure to Marketing for both Fashion Design and Fashion Communication student's and covers the major marketing topics of interest. Students will learn about the major institutions that are involved in the fashion marketing process- manufacturers, wholesalers, retailers, advertising agencies...- and will also examine the major tools used by marketers in the fashion industry - product design, packaging, branding, pricing, advertising.

FASHION TRENDS

This course intends to open the students mind and discover, reflect and bring out , most of all, what they are capable of. The student has to learn to observe, and with this we will decipher the key factors of trends and media communication in fashion. This is emphasized by individual work. We will take a look at fashion's incursion in media, music industry, art and fashion as itself.

COMPUTER TOOLS 1

This course is an introduction to Microsoft Office and takes students through the more advanced capabilities of the software suite. Topics included in the course are Word, Excel, and PowerPoint.

BUSINESS MANAGEMENT 1

Enterprises, in their internal organization and relationships with the environment-market, in regards to economic, management and cultural aspects.

CREATING AN IMAGE

How the brands build their image through the communication? Review on all activities and functions which develop a marketing department within a fashion company. Brand management, communication media, fashion brands advertising, events, product placement, Press agencies.

FASHION JOURNALISM I

Understanding the key elements in editing a publication: written contents, photos, design (through basic semiotic elements for analysis of images and design, design and edition in publications through the years, analysis of different editing styles)

Being able to produce and edit whole publications for different formats (paper, websites, blogs, etc.) and audiences.

MARKETING PLAN

Tools to develop a strategic marketing plan: definition of objectives, communication process, target identification, competition analysis.

COMMUNICATION & MEDIA

The main idea is to introduce students to the world of fashion communication by transferring all the knowledge and tools of strategic communication that allow students to design the direction of their own projects, to identify market opportunities and change them into a competitive advantage. Students will also see the different scale of each project, the people involved in each case, Elements, medias and materials that are normally part of each case (Press presentations, Ad Campaigns, PR, internet...). Students will be taught how to evaluate every project and how to develop specific strategies for each case. They will work on a system based on real samples/ experiences.

PROJECT DEVELOPMENT

The main objective could be described as: The importance of having a global and creative vision. Offering to the students the knowledge and tools of strategic research, design and planning that allow students to develop the creative direction of their own projects, to identify market opportunities, trends, gaps and niches -and change them into a competitive advantage. for a successful result. Students will be taught basic concepts of strategy, such as: language, models, tools, in order to exploit their own creativity and sensibilities.

FASHION EVENTS

The course will cover step by step how to organize a fashion event. We will analyze all the stakeholders that part of a complex net of interests involved in such events: the artists, press an media, sponsors, public institutions, general public, the team, etc.

We will also cover an essential point on an organization event company: the human aspect- the people, it's leadership, decision making, the team cohesion, etc.

2ND YEAR

MARKET RESEARCH

Transmit clear and useful guidelines to understand the use of research for minimizing the risk in marketing decisions. Based on fashion market with examples.

SEMIOTICS

Elements of general semiotics: definition of the semiotic area, the choices of the field and unified theory of signs. Two-dimensional and three-dimensional visual semiotics elements.

COMPUTER TOOLS 2

Software tools for designing: Photoshop, freehand, introduction to Microsoft Project.

PRODUCT MANAGER

Introduction to the *Answer Product Management*: analysis of company's reality, product's worth in order to satisfy the market needs, organization of product department.

RELATIONAL MARKETING-CUSTOMERS FIDELITY

Creation of an effective path to approach the consumer and it allows a long term relationship, through: general advertising, public relations, direct advertising.

THE DISTRIBUTION SYSTEM

The policy of national and international distribution channels: mono-brand shops, independent retailers, organised distribution, department and shopping centres, factory outlets, e-commerce.

COMMUNICATION MANAGEMENT

The way to work the new marketing strategies and its dissemination with the mass media and alternative media. Press office and how it works. The media. RRPP. Organise fashion event.

BRAND MANAGEMENT AND EXPLOITATION

The course is aimed to provide the students with a basic knowledge of Brand management and exploitation, as well as how to deal with infringement, in particular IP valuation methods, trademark licensing and co-branding, with special attention given to the fashion world.

STYLING

A selection of criteria to match garments with accessories in photographic shootings, analysis of locations, studies on images for the set-design of fashion shows and events.

FASHION JOURNALISM II

The presentation of a product or a fashion collection through a press release, magazine or web site.

BUSINESS MANAGEMENT II

Students should continue their knowledge about the most important concepts of business administration learned at the previous stage. This course has a heavy scope on practical business techniques that students will be able to apply in their everyday work, like project management or managerial decision making.

LEGAL PROTECTION OF INTELLECTUAL PROPERTY

The course is aimed to provide the students with a basic knowledge of intellectual property and its legal protection, in particular trademark protection in different countries (National, International, and Community) and different fields, with special attention given to the fashion world.

EXCEL/PIVOT TABLE REPORTS

This course is an introduction to methods of handling data and conducting basic analysis using buttons and menus in Microsoft Office Excel. A very useful tool for data management is PivotTable® reports - interactive tables that automatically extract, organize, and summarize data. You can then use the report to analyze the data - for example, make comparisons, detect patterns and relationships, and analyze trends. During this short workshop, students will learn how to prepare data for a Pivot Table report, how to create a Pivot Table Report and how to customize it in order to display data in the most understandable way.

BUSINESS DATA ANALYSIS

Part of the Product Manager job is to manage a lot of data and to distil some meaningful information from the data. Sales Data analysis enables students to retrieve, analyze, understand & present data according to their needs through easy to use graphics and charts. The course will focus on collection data, sales data and store data analysis.

COMMUNICATION PROJECT

Define objectives, detect and define target groups, develop a key message. Develop different medias to communicate the message, develop presentation skills.

3RD YEAR

RETAIL MARKETING

This course focuses upon the basic functions and challenges of retail marketing management but also emphasizes the vital role of flair and creativity. This approach is to encourage students to develop their own frameworks and guidelines for the effective analysis of retailing problems.

STRATEGIC MARKETING

Develop effective marketing strategies, understand different types of strategies.

Strategic models, how to market products, define prices, detect opportunities, develop strategies and evaluate failure/success of marketing strategies.

Students will get real life briefings, will have to develop presentation, each session one group will have to present Projects.

SALES & EXPORT MANAGEMENT

Many labels disappear even though they have an excellent product and a very creative communication. Why? Probably they choose a poor strategy, didn't work with the right partners or entered the wrong markets. At the same time, other labels quickly become big.

A successful sales and export management is what allows a brand to grow. This course explains how it works.

PUBLIC SPEAKING

The course is aimed to improve the students' skills in public speaking, and in all aspects of communication, including body language, speech organization, and improvisation, with the help of many practical exercises.

BRAND CREATION

The course is aimed to provide the students with a basic knowledge of Brand creation, in particular how to value the image of a brand, linguistic implications, creation strategies, origin of names, with special attention given to the fashion world

PRESENTATION TOOLS

A spoiled presentation can be all you need to flush down the toilet months of preparation, fail in selling your ideas and ultimately you as a professional. The goal of this course is to demonstrate how we can put our message across using Flash, PowerPoint, Keynote and PDF. We'll focus on each package strengths, weaknesses and convenience considering what kind of information we have to present.

DISSERTATION RESEARCH

The key goal is to pinpoint research pathways that simulate professional realities and develop project design competencies and autonomy.

DISSERTATION PROJECTS

Dissertation projects envisage the organisation of students into work and study teams that tackle complex issues incurred in project design. The key goal is to pinpoint research pathways that simulate professional realities and develop project design competencies and autonomy.

These teams are monitored and sustained by senior and junior members of our teaching faculty and professionals.

The Management of the Istituto Europeo di Design reserve the right to change this plan of studies depending on the demands that may arise related to teaching objectives.