Centre: Barcelona  
Course: Marketing and Fashion  
Programme: Business, Design & Innovation  
Semester: 1 and 2 (Fall and Spring)  
ECTS credits: 6  
Language of instruction: English  
Instructor: Dr. Felipe Botaya

Course Description

Barcelona is without doubt one of the most active cities in Europe today and is an ideal setting for the fashion and design industry: international competitiveness, marketing trends, consumer behaviour and cool hunting.

The city meets all the necessary conditions to allow designers and creators of all sectors to compare ideas, trends and projects, with the fashion industry as a meeting point for them all. Big fashion labels (such as Zara, Bershka, Mango, Desigual, Custo, Springfield) and young fashion designers are already pushing this advantage. And the “Barcelona label” is positioned as a symbol for creativity.

The designers of the future will need to understand and create for the contemporary fashion system and its industry using marketing tools appropriately.

In order to develop a marketing and communication plan for the fashion industry, students will combine technical and theoretical knowledge of marketing with creative development and cultural knowledge.

Prerequisites

None
Attendance policy

Attendance is mandatory for all classes, including field studies. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in any course half a letter grade will be deducted from the final grade for each additional absence. Seven absences in any course will result in a Fail grade.

Learning outcomes

By the end of the course, students are able to:

- Understand the social and economic development of the fashion industry and its relation with marketing and design.
- Identify brand values in order to develop ideas for its promotion.
- Understand the importance of analysis for enabling conclusions and proposing suitable creative marketing strategies and actions.
- Identify strengths, weaknesses, opportunities and threats (SWOT analysis) in order to develop a marketing plan for a fashion brand.

Method of presentation

Lectures and discussions: Lectures with appropriate visual support provide the theoretical content of the sessions. Class discussions facilitate the students’ ability to connect reading and lectures, analysing or applying concepts.

Class participation: Students are expected to participate in group activities and in the discussions based on the course readings.

Field study

Student will visit different outlets and make comparison studies as well as benchmarking among brands, trying to discover possibilities and opportunities.

Brands like Zara, Desigual, Bershka as well as internet brands like Privalia, Vente Privée and so on, will be visited by the students to check out what they are doing and points of interest from a Marketing point of view.

Required work and assessment

- Case studies in class - 25%
- Oral presentation - 35%
- Participation - 15%
- Field work- 25%

Contents

Unit One: Introduction

Week 1. Definitions of fashion and marketing. Fashion marketing and consumers. Functions. Positioning the company for marketing. The marketing process.


Week 4. Field Research visiting different outlets: DESIGUAL, ZARA, SPHERA.

Unit Two: The marketing mix for the fashion industry


Week 10. Communication and promotion policies. Strategies and actions.

Week 11. Practical Analysis of internet Fashion Brands

Unit 3: The Marketing Plan.

**Week 13.** The marketing plan. Development of a real experimental fashion project in small groups of students (different models: improvement of a brand, creating a new brand, rebuilding a brand, or creating a fashion marketing plan for a young Catalan designer)

**Week 14.** Corrections and tutorials on the fashion marketing plan.

**Week 15.** Fashion marketing plan presentations.

**Required reading**


