Course Description
This course invites students to discover the landscape of fashion marketing and the analysis of fashion and luxury trends in France, with a specific focus on Paris. Through analyses of current trends and scrutiny of what inspires today's creators and designers, students will understand the stakes of this business from the identification of market codes, the conception of products, and their presentation and merchandising through retail and media. Students will also develop knowledge about the evolution of consumer taste and supply chains, as well as fashion promotions, including branding and communications. This course focuses on group work and brainstorming and offers many opportunities to contemplate the fashion and luxury worlds that make up this important part of Parisian culture (boutiques, exhibits, design ateliers'). By the end of the course, students will be working on the development of a marketing strategy and collection plan.

Learning Objectives
By the end of the course, students will be able to:
• Demonstrate understanding of key characteristics of the fashion and luxury sectors, including main business activities, yearly timeline of the fashion calendar, creation and design, distribution channels
• Demonstrate a general understanding of the history of fashion and business trends in the sector
• Comment on case studies illustrating the role of management principles in the creation of fashion marketing plans
• Use forecasting skills to understand trends to be considered in future collections
• Create a sample marketing and collection plan for a real or hypothetical business, outlining the entire strategic process.

Course Prerequisites
None

Methods of Instruction
This course will combine lectures, films, class roundtables, business visits and conversations with guest speakers and workshops. This interactive and experiential approach to learning immerses the student in all angles of the fashion business in France.
### Assessment and Final Grade

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<td>Reflective Responses (x2)</td>
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<td>Tests (x2)</td>
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<td>Presentation Outlines (x2)</td>
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<tr>
<td>Presentations (x2)</td>
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### Course Requirements

#### Reflective Responses

A 750-word written reflective response in essay form will be required after each outing and/or film. These are individual assignments explaining what the student learned or felt about the experience that should address the objectives outlined before. Additional guidelines will be given to students prior to outings or film. There will be two papers due at the end of weeks 1 & 2.

Time on task: 10h, or 5h per response

#### Tests

Two timed tests will be given. The first will take place after the history of fashion lectures and students will be able to use their class notes to identify important designers, their major influence and fashion or style eras. The other test will be on a case study done during week 3.

Time on task: 8h, or 4h per test

#### Marketing Presentation

During week 3, students will present their findings in their group on the evolution of a luxury brand of their choice. Students will apply key concepts discussed during the course. Elements of the presentation will include:

- Brief presentation of the brand, from the start to where they are now. This should include the evolution of collections, the Brand Identity (ethics & aesthetics), marketing campaigns, etc.
- Discuss the leadership of the brand, meaning creative & business sides. How have their interactions been over the years?
- If any controversies happened, what were they and how did they impact the brand? Did they aid in a positive or negative way, discuss why and how.
- Discuss the collaborations the brand has had/will have. How has this impacted their brand image in a positive/negative way?
- Where is the brand now? What types of things are they doing to revolutionize the industry, or to stand out amongst their competitors?
- Where are they going?

Do note that a presentation outline is required and has to be approved by the instructor before work on the presentation proceeds further.

Time on task: 10h
Trend Forecasting Presentation
At the end of week 4, students will use the same brand as they worked on for the Marketing Presentation. As part of this presentation, students will put together two trends for F/W and apply the strategies and concepts discussed in the course. As part of the trends, students will provide mood boards, fabrics to use, and some concrete examples of what the line will look like and why the brand would go in this direction.
Do note that a presentation outline is required and has to be approved by the instructor before work on the presentation proceeds further.
Rubrics will be used to assess each assignment and given to students in advance.

Time on task: 10h

Participation
Participation is defined as meaningful contribution in the digital classroom, using the resources and materials presented to students as part of the course. Meaningful contribution requires students to prepare in advance of each recorded session and regularly engage with the resources, discussions, reflective assignments, and all other online learning activities. Students are required to demonstrate engagement with course materials, for example, through insightful, constructive comments and by using subject-appropriate terminology in: online discussion boards, peer-to-peer feedback (after viewing the presentations of others), interaction with guest speakers, where available, and submissions related to other outside-of-class activities. Students should ensure that submitted commentary balances opinions, general impressions, and specific and thoughtful criticisms or contributions. Grades are based on the content, depth, and quality of the aforementioned types of meaningful contributions as measured per the Participation grading rubric in Canvas.

Students are also expected to use the Canvas inbox for communicating any clarifying questions they may want to ask about assessments or other course requirements.

Time on task per session: 2h30, or 30h overall.

Technology Requirements
Participation requires access to a computer with microphone (a headset and microphone are preferred over built-in sound devices) and webcam; a stable and strong internet connection; and a quiet and well-lit environment.

Attendance
Attendance Expectations: In an asynchronous online learning format, attendance takes the form of active student engagement:

- in instructional activities, course content, course tools
- with the course instructor, other students, and
- by timely completion of all assessments.

“Attendance” is more than just logging into the course on Canvas. Students must establish a record of participation in academically related activities in order to comply with this requirement. Academically related activities include, but are not limited to:

- submitting an academic assignment;
• taking an exam or quiz;
• attending a study group that is assigned by the instructor;
• participating in an online discussion about academic matters, designed by the instructor; or
• initiating contact in Canvas with the instructor to ask a question about the academic subject studied in the course.

Academically related activities do NOT include activities where a student may be present, but not academically engaged, such as:

• logging into an online class without active participation
• contributing to or engaging in the CIEE Orientation or Community Course(s)

**First Week of Class**: Online courses officially commence on the first day of the term. Students must demonstrate engagement in class by no later than day 5 of the term, or risk being administratively dropped from the course with no opportunity to re-enroll. Students administratively dropped from the course for failure to engage will be considered withdrawn from the program and subject to CIEE financial withdrawal policies and fees.

**Duration of Course**: Continued, regular class engagement is required throughout the scheduled duration of the course, and disengagement will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for completing courses online, consistent failure to engage in the course on a weekly basis (defined as failing to engage for two or more weeks of online learning) will result in a formal written warning from the CIEE Center Director. CIEE instructors / staff will monitor student engagement on a weekly basis. The weekly schedule below outlines due dates for asynchronous learning activities for this course.

*N.B. Please note the class schedule is subject to change if opportunities arise to enhance the curriculum.*

**Weekly schedule**

**Week 1 - Introduction and Concepts of the Fashion & Business World**

*Session 1 - Introduction to Fashion & Business*
Introductions and overview of the course. Timeline of the fashion world.

Readings
Course syllabus.
Time on task: 2h30

*Session 2 - Basic Design Principles of the Fashion World*

Readings
“The Old Fashion System is setting New Designers up for Failure” (Case study)
“Private Label Case Study” (Case study)
Session 3 - Digital marketing plans

Readings
Jarosinski, “Burberry’s New Challenge” (Case study)
Jones, “Christian Dior: A New Look for Haute Couture” (Case study)

Time on task: 4h30

Group Project Brand Choice due to professors.
Reflective Response 1 due.

Week 2 - History of Fashion and Fundamental Strategies for Fashion Business

Session 4 - Supply Chain & Value Proposition

Readings
Sody and Tang, “Supply Chains Built for Speed & Customization” (Case study)
Godart, “Re-Defining WSGN's Value Proposition and Positioning: Insight Generation for Fashion and Lifestyle Industries” (Case study)

Time on task: 3h30

Session 5 - History of Fashion 1

Readings
Burke, “History of Fashion Handout” (Timeline)

Film
Watch a fashion Documentary of your choice (ex. Bill Cunningham NY, The September Issue on M2M.tv, or YSL or Coco Before Chanel).

Time on task: 3h30

Session 6 - History of Fashion 2

Film
Watch a history documentary of your choice found in the resources folder

Time on task: 3h

Week 3 - Luxury, Trend Forecasting, Marketing, and Branding Strategies

Session 7 - Copywriting, TOV, and Brand Controversies

Readings
Edmonton, “What Good Leadership Looks Like During This Pandemic” (Article)

Time on task: 3h30

Reflective Essay 2 due.
Session 8 - Introduction to Luxury.

Readings
Kapferer and Bastien, “Anti-Laws of Marketing” (Article)
Berger, “The Mystery of the $2,000 Ikea Shopping Bag” (Article)
Time on task: 2h30
Test 1 due.

Session 9 - Trend Forecasting & Identity

Readings
BoF Intelligence “Why is Everyone Still Talking About This Cerulean Blue Jumper” (Case study)
Limz, “Reebonz: Bringing You a New World of Accessible Luxury” (Case study)
Time on task: 4h30
Marketing Presentations due.

Week 4 - The Future of Fashion: Trends in International Business

Session 10 - Trend Forecasting Workshop

Readings
Choose 3 articles from the Forecasting Workshop Folder.
Time on task: 3h

Session 11 - Business Branding & Counterfeiting

Readings
“Warby Parker: Vision of a “Good” Fashion Brand” (Case study)
Godart, “Vestiaire Collective: The Challenges of Second-Hand Luxury” (Case study)
Niessing, “S.T.Dupont - The Renaissance of a French Luxury Brand: Building a Strong Brand across All Touchpoints for Sustainable Growth” (Case study)
Time on task: 4h
Test 2 due.

Session 12 – Environmental and Organizational Sustainability

Readings
BoF Intelligence “Patagonia’s Circular Economy Strength” (Case study)
Time on task: 6h

Hoffman, “How Do We Get There? EDF Manages a New Diversity Plan” (Case study).
Trend Forecasting Presentation Due.

Course Materials
Required Readings


**Recommended Readings**


**Films**