CIEE Paris, France

Course title: Fashion and Business in France
Course code: BUSI 3101 CIEE
Programs offering course: Open Campus Block
Open Campus Track: Business
Language of instruction: English
U.S. semester credits: 3.00
Contact hours: 45.00
Term: Fall Block II 2020

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 completing this course, students will:

- 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 on-site classes, walking tours, 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

1. Reflective Responses 15%
2. Quizzes 10%
3. Presentation materials (in written form) 25%
4. Presentations 30%
5. Class Participation 20%
TOTAL 100%

Course Requirements

Reflective Responses
A 400-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 three papers in total, one being due at the end of weeks 2, 4, and 5.

Quizzes

Two 10-minute timed quizzes 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 quiz will be a pop quiz given sometime during the course. It will cover a case study.

Presentation materials (in written form)

Week 4, Session 2: Each group of 3 or 4 will turn in a detailed digital marketing plan highlighting the market growth of the company they chose either with a new segment or location.

Week 6, Session 2: Each group of 3 or 4 will turn in a presentation showing two trends and how they are used to filter down into a product line for their company.

The format for written materials should be: Times New Roman, size 12, single space. Original source materials, photographs, and illustrations must be employed (for CIEE policy on Academic Integrity, including plagiarism, see section at the end of the syllabus). Bibliography and citations are required and should be based on the APA guidelines (http://www.apastyle.org/). Additional requirements will be given by the instructor the first day of class, so that the student understands precisely what is expected of him/her.

Presentations

- Week 4, Session 2: a 15-minute maximum presentation on the international marketing plan of the company your group chose, as well as an explanation of the recommendations that your group provided in the plan, followed by a Q&A with the instructor and peers.
- Week 6, Session 2: a 15-minute maximum presentation of a trend forecast with cited research on a product or line for their company. All presentations must be submitted before the class to the professor and accompanied by proper research and citation to back up the findings.

Rubrics will be used to assess each assignment and given to students in advance.

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.

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

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
“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**

**Class: 1.1 Introduction to Fashion & Business**


Introduction and basic overview of course and fashion on how it relates to business. Business setup and structure-buyers, merchandisers, etc.

**Readings**

Course syllabus

**Class: 1.2 Basic Design Principles of the Fashion World**
Week 2

Readings
“The Old Fashion System is setting New Designers up for Failure”
“Private Label Case Study”

Class: 2.1 History of Fashion and introduction to the business management of fashion
History of Fashion.
Digital marketing plan.
Readings
Jarosinski, “Burberry’s New Challenge”

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

Class: 2.2 History of Fashion / Chanel & Schiaparelli Walking Tour
Supply chain management.
Guest speaker - Pierre Maladain.
Readings
Sody and Tang, Supply Chains Built for Speed & Customization
**Reflective essay on film Go Global due.**
**Group Project Brand Choice due to professors.**

Week 3
Class: 3.1 Luxury & Fashion Extensions
Introduction to Luxury
Fashion publications: copywriting and editorial topics of fashion.
Pick Brands & Groups for Projects
Quiz 1.
Readings
Berse et al., “Vogue: Defining the Culture of Fashion” (case study)
Kapferer and Bastien, “Anti-Laws of Marketing

Class: 3.2 Business site visit: YSL Museum.

Class: 3.3 Business trends in fashion
Breakout sessions for Week 4 project.

Week 4
Class: 4.1 Business trends and identities in fashion
Trends & identities/ Forecasting.
**Reflective Essay on business site visit (and topic-related) due.**
Readings
“Saks: Shocking the Fashion Industry with Supply Chain” (case study)
Ferreira and Lakhan, “Flashion: Art vs. Science in Fashion Retailing” (case study)
“Why is Everyone Still Talking About This Cerulean Blue Jumper”

Class: 4.2 Marketing Presentations
Presentation & Paper due: Marketingplan.
Readings
Nueno, “Zara: Fast Fashion” (case study)

Class: 4.3 Trend Forecasting Workshop & Possible Atelier Visit

Readings
Choose 3 articles from the Forecasting Workshop Folder.

Week 5
Class: 5.1 Communication & Branding

PR, Communication & Sustainability
Branding and culture in business.

Readings
Utila, “Selling New Fashions Through Facebook in Peru” (case study)
“Patagonia’s Circular Economy Strength” (case study)

Class: 5.2 Guest speaker panel

Readings
“Warby Parker: Vision of a “Good” Fashion Brand” (case study)

Week 6
Class: 6.1 Sustainability in Fashion & Business

Sustainability in fashion

Reflective essay for Week 5, Session 2 due.

Readings
Hoffman, “How Do We Get There? EDF Manages a New Diversity Plan” (case study)

Class: 6.2 Presentations given and turned in: Trend Forecasts.

Course Materials
Readings

Required Readings


**Recommended Readings**


**Media Resources**

**Films**