Market

COURSE NUMBER: 29:630:475
COURSE TITLE: Fashion Branding

I. **Course Description**

The most sought after fashion houses (e.g., Versace, Michael Kors, Diesel, Gucci, Kate Spade) are those firms who are most aware of, and proactive with their branding strategies. The purpose of this course is to develop an understanding of the roles, activities, and responsibilities of the fashion brand manager – the person on the front lines at the implementation of branding strategy. In some cases, this is a person who works within an organization as an employee who has been tasked with stewardship over existing, and perhaps legacy, brand. In other cases, this is an entrepreneurial designer who is seeking to establish and build their own personal fashion brand. During the term, you will develop your analytical skills in making fashion branding decisions and your oral and written skills for communicating them. The classes will consist of case discussions, lectures, presentations, and guest speakers.

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COURSE MATERIALS

V. **Textbook and Other Reading Material**

Text: *Strategic Brand Management;* Keller, Pearson; Prentice Hall; 4th Ed.

Note: Cases for the class will be distributed during the first class meeting.

II. **Course Overview**

- Strategic activity for Brand/Product Managers to build, manage and measure brand equity, aligned with the principals of the customer/client based brand model.
- As a function integrating with many other business functional disciplines with the corporate environment, including operations, finance, sales, market research, and customer service.
Brand Management is a central focus in the field of Marketing. The field also borrows from other disciplines such as psychology, sociology, economics, organizational behavior, finance, accounting, and human resources. These perspectives are utilized by marketing managers for designing and implementing branding strategies. Participants will be expected to become familiar not only with the brand management concepts reviewed, but also with their managerial applications. As theoretical understanding of brand management develops during this course, relations to important marketing issues in current-day context will be discussed through case studies, brand audits and class discussions.

III. **Course Objectives**

- To develop the participant's basic analytical skills, conceptual abilities and substantive knowledge in the field of brand management from a variety of perspectives which are interdisciplinary, cross-functional, international, or of an applied nature.
- To develop an appreciation and understanding of how marketing research, marketing strategy, and basic research influence management of brands.

CLASS ORGANIZATION & ADMINISTRATION

IV. **Methods of Instruction**

In presenting the class, I shall make use of a variety of teaching methods that include lectures, discussion and guest speakers on current events topics; case studies, and written assignments. I believe in active learning and as such, the style adopted in this course is highly interactive. Offering your views and interpretations through active participation will add to the quality of discussion and learning. Differing opinions are welcome as they provide food for thought. Class meetings will organize marketing concepts, clarify the material and correlate real life examples from the business world.

FINAL GRADE ASSIGNMENT

VI. **Grading Policy**

- Midterm 30%
- 2 Written Case Problems @20% each 40%
- Final 30% 100%
Marketing (29:630:475)

COURSE SCHEDULE

September
1. Introduction; Chapter 1
15. Chapter 2
22. Chapter 3; Louis Vuitton
29. Chapter 4; The Fashion Channel

October
6. Chapter 5
13. Chapter 6; Zara; Fast Fashion (W)
20. Chapter 7
27. Mid-Term Exam

November
3. Chapter 8
10. Chapter 9; Burberry (W)
17. Chapters 10 & 11
24. Chapter 12; Calvin Klein

December
1. Chapter 13
8. Chapter 14

TBA - FINAL EXAM