

# **FASHION MERCHANDISING STUDIO**

## **July 15<sup>th</sup> – 25<sup>th</sup> July**

<b>TIME</b>	<b>LESSON</b>
<b>TUESDAY July 15th</b>	
<b>9 - 10</b>	<b>Welcome NABA Staff</b>
<b>10 - 13</b>	<b>Course kick-off</b>
<b>14 - 16</b>	<b>Global markets and global supplies</b>
<b>WEDNESDAY July 16th</b>	
<b>10 - 13</b>	<b>Supply chain management: strategies structures relationships</b>
<b>14 - 16</b>	<b>Fashion buying and merchandising</b>
<b>THURSDAY July 17th</b>	
<b>10 - 13</b>	<b>Segmenting fashion consumers</b>
<b>14 - 16</b>	<b>Internationalization of fashion retailing</b>
<b>FRIDAY July 18th</b>	
<b>10 - 13</b>	<b>Retail brand marketing</b>
<b>14 - 16</b>	<b>Competitive marketing strategies of fashion companies</b>

<b>TIME</b>	<b>LESSON</b>
<b>MONDAY July 21st</b>	
<b>10 - 13</b>	<b>Trend development, fashion trends and seasons, fashion forecasting</b>
<b>14 - 16</b>	<b>Marketing and design: management of innovation</b>
<b>TUESDAY July 22nd</b>	
<b>10 - 13</b>	<b>Issues in consumer behavior</b>
<b>14 - 16</b>	<b>Fashion retailing and corporate identity; development of corporate identity</b>
<b>WEDNESDAY July 23rd</b>	
<b>10 - 13</b>	<b>H&amp;M and Zara; comparative analysis</b>
<b>14 - 16</b>	<b>Fashion e-tailing; net fashion</b>
<b>THURSDAY July 24th</b>	
<b>10 - 13</b>	<b>The international flagship stores: strategic purpose</b>
<b>14 - 16</b>	<b>Flagship and distribution hierarchy</b>
<b>FRIDAY July 25th</b>	
<b>10 - 13</b>	<b>Projects discussion</b>
<b>14 - 16</b>	<b>Projects discussion</b>