

INTRODUCTION TO FASHION MARKETING

June 30th – July 11th

TIME	LESSON
MONDAY June 30th	
9 - 10	Welcome NABA Staff
10.00- 13.00	Corse kick-off
14.00 – 16.00	The Fashion Marketing Environment
TUESDAY July 1st	
10.00- 13.00	Marketing research and information systems
14.00 – 16.00	The Fashion Marketing Mix
WEDNESDAY July 2nd	
10.00- 13.00	Integrated marketing communication
14.00 – 16.00	Fashion marketing communication
THURSDAY July 3rd	
10.00- 13.00	The fashion product development and production
14.00 – 16.00	The development of a marketing plan

TIME	LESSON
MONDAY July 7th	
10.00- 13.00	Fashion Consumer Behaviour
14.00- 16.00	Fashion Consumer Behaviour
TUESDAY July 8th	
10.00- 13.00	The supply chain: strategies, structures and relationships
14.00 – 16.00	Global markets and global supplies; net fashion
WEDNESDAY July 9th	
10.00- 13.00	Selection, definition and segmentation of target market
14.00 – 16.00	Positioning, analysis of competition, competitive marketing strategies of luxury fashion companies
THURSDAY July 10th	
10.00- 13.00	Auditing; the impact of internal and external environment on the decision process
14.00 – 16.00	Fashion retailing; international flagship stores of luxury fashion retailers
FRIDAY July 11th	
10.00- 13.00	Projects presentation
14.00 – 16.00	Projects presentation