

## SYLLABUS

Fashion is a hard industry to thrive in. It is fast-paced, requires a keen eye for cultural trends and marketing excellence, and requires mastery of both supply chain and talent management. But if you can master marketing in fashion, you are well-equipped to do marketing in any fast-moving consumer industry.

The course is primarily designed for those pursuing a career in the fashion or lifestyle industries. We dive deep into theory as well as empirics of fashion marketing and emphasize its key characteristics and success factors.

The key points of emphasis relate to practices in branding, supply chain management, sustainability and circular economy, retailing, and understanding of business models. As such, the course will also be of high value to aspiring B2C marketing executives working in other fields.

### OBJECTIVES

During the course students will gain:

1. Understanding of the core business and marketing functions within fashion.
2. Ability to plan brand positions, retail strategies, and supply chains in fast-moving business contexts.
3. Valuable insights into management practices in culturally sensitive business areas.
4. New perspectives on the culture and production of fashion.
5. Appreciation for sustainability as a business advantage.

### CONTENT, ASSESSMENT AND WORKLOAD

The course integrates and utilizes a broad range of theoretical concepts, frameworks, and topics on a practical level. Key areas include strategic marketing and branding, value propositions and business models, supply chain management, retail, and distribution management as well as business case development.

During the course, students are divided into multidisciplinary teams to work on various business cases and challenges. The outcomes are presented for sparring, comments, and critique from the audience.

### Grading

The course grade will consist of the following components:

- Group presentations – 50%
- Active class participation and class preparation – 10%
- Written assignments – 40%

### Workload

6 credits, 160 hours.

The course includes lectures, readings, case work, individual assignments, and group work conducted both in class as well as outside of it.

SDG: Sustainable Development Goals

12: Responsible Production and Consumption.