

FLOW – LECTURES AND READINGS

23.10.2023 / 17.15–19.00

Familiarizing with the course

Applying a strategic marketing framework in the context of fashion

Understanding established and emerging business models in fashion

BRIEFING OF CASE 1

25.10.2023 / 17.15–19.00

NO LECTURE

30.10.2023 / 17.15–19.00

Decoding fashion consumer

Taking the steps from segmenting to targeting

DEBRIEFING OF CASE 1

1.11.2023 / 17.15–19.00

Positioning effectively

6.11.2023 / 17.15–19.00

Managing fashion brands

Decoding purpose-driven brands

BRIEFING OF CASE 2

8.11.2023 / 17.15–19.00

Pricing fashion and lifestyle

13.11.2023 / 17.30–19.00

Building effective distribution networks

DEBRIEFING OF CASE 2

15.11.2023 / 17.15–19.00

Decoding the business of luxury

20.11.2023 / 17.15–19.00

Investigating the impossible: sustainable fashion

BRIEFING OF CASE 3 - LIVE CASE WITH REIMA

22.11.2023 / 17.15–19.00

Digitalizing fashion beyond retail

27.11.2023 / 17.15–19.00

NO LECTURE

29.11.2023 / 17.15–19.00

Digitalizing fashion beyond retail

Assigning the final assignment

DEBRIEFING OF CASE 3 - LIVE CASE WITH REIMA