



23E57000 - FASHION MARKETING

INTRODUCTION TO THE COURSE

AGENDA

- Faculty
- Course Learning Goals
- Course Practicalities and Schedule
- Deliverables

FACULTY

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Fashion Marketing Course Assistant and Project Researcher

So, how does fashion
marketing differ from
”regular” marketing?



CORE COURSE CONTENT

Aim of the course: illuminate the theoretical and practical principles of fashion marketing

- Cutting edge theory and empirics on fashion marketing
- Students should consider this an advanced-level (and highly focused) marketing strategy course
- Primary topics: supply chain management, branding, retailing, sustainability

BROAD LEARNING GOALS

Students will gain...

... an understanding of the core business and marketing functions within fashion

... an ability to plan brand positions, retail strategies, and supply chains in fast-moving business contexts

... valuable insights into management practices in culturally sensitive business areas

... new perspectives on the culture and production of fashion

... appreciation for circular economy practices as a business advantage

CORE COURSE CONTENT

Who should take this course?

1. Those wanting to work in the fashion industry
2. Also, those interested in fast-moving consumer markets
3. Future cultural or creative industry practitioners
4. Aspiring retailing and/or supply chain practitioners
5. Potential brand managers and branding experts
6. Those interested in sustainable business

SCHEDULE

Monday 11 January

Course Introduction and Practicalities

Wednesday 13 January

Info lecture for those new to Harvard Case work

Monday 18 January

Business Models in Fashion

Wednesday 20 January

Case 1: ZARA

Monday 25 January

Branding, Brand Management, and Brand Building

Wednesday 27 January

Magic in Luxury Fashion Branding (Eric Arnould)

Monday 1 February

Case 2: LONGCHAMP

Wednesday 3 February

Company Guest Lecture: Monochrome

Influencer Marketing (Essi Pöyry, University of Helsinki)

Monday 8 February

Retailing and Supply Chains

Wednesday 10 February

Sustainability and fashion

Monday 15 February

Case 3: GAP

Wednesday 17 February

Wrap-up Session and Tips for Final Assignment

CHANGES TO THE COURSE

Changes made based on feedback for our our fall fashion course and last year's course:

1. Online execution > Zoom-lectures; Perusall & group presentation submission
2. Reduction in amount of class readings (moved to “recommend readings”)
3. Removal of group project and addition of third case study
4. Better balance between individual and group work

GRADING

Breakdown of the final grade

Harvard cases	45%
Individual essay	40%
Class activity	15%

HARVARD CASES

“[The] case method is a profound educational innovation that presents the greatest challenges confronting leading companies, nonprofits, and government organizations—complete with the constraints and incomplete information found in real business issues—and places the student in the role of the decision maker. There are no simple solutions; yet through the dynamic process of exchanging perspectives, countering and defending points, and building on each other's ideas, students become adept at analyzing issues, exercising judgment, and making difficult decisions—the hallmarks of skillful leadership. [...]”

- <https://www.youtube.com/watch?v=eA5R41F7d9Q>
- Please see “Guidelines for course deliverables and assignments”!

HARVARD CASES

- The course contains two Harvard cases, 15p each (written case analysis 10p and class discussion 5p)
- The written part is done in groups of 2-3, but in class you are graded individually
- Link for buying cases is on MyCourses → All students must purchase and download all cases (Harvard policy)!
- The written case analysis will be submitted via MyCourses prior to the session in which it is meant to be discussed and unpacked
- The length of each report must not exceed 6 pages (1.5 line spacing, 12-point Times New Roman, and 1" margins)!

HARVARD CASES

- 1. Zara: An Integrated Store and Online Model** (Antonio Moreno)
- 2. Longchamp** (Jill Avery, Tonia Junker, Daniela Beyersdorfer)
- 3. Predicting Consumer Tastes with Big Data at Gap** (Ayelet Israeli, Jill Avery)

Given that each case will be discussed right after it has been returned, there will absolutely be no late returns!

HARVARD CASE REPORT FORMAT

ZARA CASE

- Introduction (5%)
- **Background (50%)**
- **Outline the alternatives (15%)**
- **Your proposed solution (25%)**
- Conclusion and recommendations (5%)

LONGCHAMP AND GAP CASES

- Introduction (5%)
- Background (30%)
- Outline the alternatives (30%)
- Your proposed solution (30%)
- Conclusion and recommendations (5%)

A top-down photograph of a person sitting cross-legged on a bed with white linens. They are wearing a white long-sleeved shirt with lace-up cuffs and light-colored jeans. Their hands are on a silver laptop keyboard. The person is wearing a gold watch on their left wrist and a ring on their left ring finger. The text 'INDIVIDUAL ASSIGNMENT' is overlaid in white, bold, italicized capital letters on the left side of the image.

INDIVIDUAL ASSIGNMENT

INDIVIDUAL ASSIGNMENT

- Choose a fashion brand and write an essay that analytically explores the marketing strategy of fashion brand of your choice in the light of concepts we have covered in the course (lectures and readings).
 - The essay needs to reflect your learnings, and show you are able to critically apply the course topics in practice.
 - You must apply the theories and relevant course literature from all lectures to structure your analysis and exploration.
 - Use academic references and enrich and justify your analysis with visual material (if many, put them in the appendix).
 - Important! Please include a “trend forecast” section where you try to anticipate where the brand might be going next!
- Maximum length of **4.500** words (+ possible appendix); Times New Roman 12pt, 1,5 spaced, 1” margins.
- The submission deadline for the final assignment is **February 28th** by midnight
- Please, submit the final assignment through MyCourses
- Evaluation: max score of the individual essay is 40% of the final grade.



[Welcome to H&M Group](#) > [Sustainability](#) > [Circular and Climate Positive](#) > [Circularity and our value chain](#)

The climate crisis and resource depletion are two of the biggest challenges facing the planet. A linear, unconstrained model of production and consumption is not sustainable, and we are determined to lead our industry towards a better, circular, way of working. This means driving change throughout our business and our entire value chain.

RUNWAY

In an Increasingly Digital World, Bottega Veneta Signs Off From Social Media

BY STEFF YOTKA
January 5, 2021



INDIVIDUAL ASSIGNMENT

Fashion brand analysis	20p	
Retail & market trends exploration	10p	
Conclusions and academic writing, structure of the essay, usage of relevant Academic references	10p	
	40p	(40%)

Detailed evaluation rubric will be available in MyCourses

ACTIVITY POINTS

The maximum of activity points is 15p.

Active participation during the lectures 10 points

- Classroom presence, active participation in discussions and contributing to a good learning environment
- Sharing examples or ideas through MyCourses' discussion forums or to the instructors

Active participation through Peruall 10 points

- (see next slide)

- Course home
- My scores
- Add to my calendar

Readings

Documents

- College E&M Textbook

Assignments

- Feb 12: Assignment 1: ...

Chats

Groups

- Announcements
- General discussion

One-on-One

- Describe how a lightning rod works.
 - Explain how a metal car may protect passengers inside from the dangerous electric fields caused by a downed line touching the car.
- 18.8. Applications of Electrostatics**
- Name several real-world applications of the study of electrostatics.

Introduction to Electric Charge and Electric Field

The image of American politician and scientist Benjamin Franklin (1706–1790) flying a kite in a thunderstorm is familiar to every schoolchild. (See Figure 18.2.) In this experiment, Franklin demonstrated a connection between lightning and static electricity. Sparks were drawn from a key hung on a kite string during an electrical storm. These sparks were like those produced by static electricity, such as the spark that jumps from your finger to a metal doorknob after you walk across a wool carpet. What Franklin demonstrated in his dangerous experiment was a connection between phenomena on two different scales: one the grand power of an electrical storm, the other an effect of more human proportions. Connections like this one reveal the underlying unity of the laws of nature, an aspect we humans find particularly appealing.



Figure 18.2 When Benjamin Franklin demonstrated that lightning was related to static electricity, he made a connection that is now part of the evidence that all directly experienced forces except the gravitational force are manifestations of the electromagnetic force.

Much has been written about Franklin. His experiments were only part of the life of a man who was a scientist, inventor, revolutionary, statesman, and writer. Franklin's experiments were not performed in isolation, nor were they the only ones to reveal connections.

For example, the Italian scientist Luigi Galvani (1737–1796) performed a series of experiments in which static electricity was used to stimulate contractions of leg muscles of dead frogs, an effect already known in humans subjected to static discharges. But Galvani also found that if he joined two metal wires (say copper and zinc) end to end and touched the other ends to muscles, he produced the same effect in frogs as static discharge. Alessandro Volta (1745–1827), partly inspired by Galvani's work, experimented with various combinations of metals and developed the battery.

During the same era, other scientists made progress in discovering fundamental connections. The periodic table was developed as the systematic properties of the elements were discovered. This influenced the development and refinement of the concept of atoms as the basis of matter. Such submicroscopic descriptions of matter also help explain a great deal more.

Atomic and molecular interactions, such as the forces of friction, cohesion, and adhesion, are now known to be manifestations of the electromagnetic force. Static electricity is just one aspect of the electromagnetic force, which also includes moving electricity and magnetism.

All the macroscopic forces that we experience directly, such as the sensations of touch and the tension in a rope, are due to the electromagnetic force, one of the four fundamental forces in nature. The gravitational force, another fundamental force, is actually sensed through the electromagnetic interaction of molecules, such as between those in our feet and those on the top of a bathroom scale. (The other two fundamental forces, the strong nuclear force and the weak nuclear force, cannot be sensed on the human scale.)

This chapter begins the study of electromagnetic phenomena at a fundamental level. The next several chapters will cover static electricity, moving electricity, and magnetism—collectively known as electromagnetism. In this chapter, we begin with the study of electric phenomena due to charges that are at least temporarily stationary, called electrostatics, or static electricity.

Current conversation X

+18 ?
I didn't realize that lightning was due to static electricity - is this true? I thought static electricity means electrons that are still -with lightning - the electrons are clearly moving quickly as the lightning strikes. Lightning travels 2.8×10^8 m/s - that's almost as fast as the speed of light - clearly not static!

Jun 28 10:21 pm

DS
good question! lightning itself is not static (as it is moving). however - lightning strikes when there is enough of a build-up on charge (in the clouds - compared to the ground) that there is a breakdown of the air that separates the clouds from the air. Lightning doesn't happen without enough of a build-up of static charge.
+15 ✓

Jun 28 10:39 pm

B I A

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Enter your comment or question and press Enter. Mention a friend by typing @

COURSE READINGS

- Course readings are entirely article-based
- All articles corresponding to each lecture will be available on Perusall, additional readings on MyCourses!
- We expect you to familiarize yourself with the articles independently before each class, make it obvious by your in-class participation, and apply the relevant theories in the group and individual assignments
- We will provide reading instructions per article!

PERUSALL INSTRUCTIONS

1. Create an account on Perusall.com
2. Join the course by inserting the course code: **WEIJO-GHPCY**
3. Complete the assignments before each class (check the deadlines!)

Your Perusall score depends on:

1. Contributing thoughtful questions and comments to the class discussion, spread throughout the entire reading
2. Starting the reading early
3. Breaking the reading into chunks (instead of trying to do it all at once)
4. Reading all the way to the end of the assigned reading
5. Posing thoughtful questions and comments that elicit responses from classmates
6. Answering questions from others
7. Upvoting thoughtful questions and helpful answers

PERUSALL INSTRUCTIONS

Note! Comments similar to...

”I agree!”

”Great point!”

”So true!”

...etc.

... will be deleted!

GRADING AND WORKLOAD

Grading (100 points max):

91 >	5	Excellent
81 – 90	4	Very good
71 – 80	3	Good
61 – 70	2	Very Satisfactory
50 – 60	1	Satisfactory
> 50	0	Failed

You must obtain **at least 50 points** and **complete all assignments** to pass the course.

COURSE WORKLOAD

14h	Lectures from faculty and guest speakers
6h	Case unpacking sessions and group work presentations
55h	Reading outside of class
62h	Preparing group work and case deliverables
25h	Personal deliverables
162h	TOTAL (6 ECTS)

SUMMARY OF DELIVERABLES

Assignment	Deadline	Composition
Case 1: ZARA	January 20th at 13:00	Group of 2-3
Case: LONGCHAMP	February 1 st at 13:00	Group of 2-3
Case: GAP	February 15 th at 13:00	Group of 2-3
Individual assignment	February 28 th at 23:59	Individually

- Groups are self-formed by the students!
- **Groups will have peer review, which can affect final grades (+/-)**
- Post your group members in MyCourse Forum (link to be sent)

COURSE LOGISTICS AND PRAXIS

Course website and announcements:

<https://mycourses.aalto.fi/course/view.php?id=27543>

1. All submissions via Turnitin links on MyCourses (absolutely no email!) in either PDF or Word format
2. Late submissions incur a penalty and **late submissions of Harvard cases will not be graded at all!**

CONTACT INFO

Should you have a question about the course or the practical arrangements:

Ask yourself: “Is it possible that the question or issue may concern other students as well?”

Yes: Post your question in MyCourse Forum.

No: Email Linda Turunen (linda.turunen@aalto.fi)

Alternatively, please feel free to email Henri (henri.weijo@aalto.fi) or Linda (linda.turunen@aalto.fi) and arrange a meeting

FOR NEXT TIME:

1. Todeschini, B. V., Cortimiglia, M. N., Callegaro-de-Menezes, D., & Ghezzi, A. (2017). Innovative and sustainable business models in the fashion industry: Entrepreneurial drivers, opportunities, and challenges. *Business Horizons*, 60(6), 759-770.
 2. Pedersen, E.R.G. & Netter, S. (2015). Collaborative consumption: business model opportunities and barriers for fashion libraries. *Journal of Fashion Marketing and Management*, 19(3), 258-273.
- Read both articles on Perusall!
 - Start preparing for the first case already