

FASHION MARKETING

Final Exam – 40 points total

The final exam consists of two parts. The maximum score is 40 points – 40% of the course grade. The final exam is an individual take-home assignment. You can freely make best use of any readings and materials you find relevant. Independent data search and linking to previous studies are appreciated. All the submissions will be screened for any signs of plagiarism or excessive peer collaboration.

Submission deadline is December 15th at noon EET via MyCourses. The maximum length of the whole treatise is six pages – not including any appendices – with normal margins and 11 or 12 pt typeface. Please, indicate if you have a compelling reason to be graded by Christmas.

Have fun!

Part I – Course Contents – 30 points

Answer your selected two out of the following four questions. Only two answers are to be graded.

1. What are the most suitable and relevant approaches for segmenting the diversity of fashion consumers?
2. What are the key decision-making criteria when designing and planning the go-to-market strategy and distribution of a fashion brand?
3. What makes luxury marketing different from mainstream marketing? Is it true – defend and challenge this approach.
4. Ask ChatGPT any of the previous questions you did not yet answer and criticize the response based on your own knowledge and insight. What is right, wrong, or missing?

Part II – Your Own Learnings – 10 points

1. Content-wise, what was interesting or inspiring to you personally?
2. Which case study did you enjoy the most?