

## FASHION MARKETING

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Code: 343022

Main Scientific Area: Business sciences

Lecturer: Manuel Filipe Oliveira Vinagreiro

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 30h Total Workload: 40h

ECTS: 3,0

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### **Objectives**

1. Acquire notions of Marketing and Publicity; Acquire notions of Marketing and Publicity;
2. Develop knowledge about the fashion industry, working method and Identification of stakeholders/players;
3. Identify consumer behaviors;
4. Develop ideas and encourage creativity, identify distinct market visions;
5. Understand the new consumer and find answers to their consumer habits.

### **Learning Outcomes**

1. Understand what marketing applicability;
2. Understanding the Importance of Marketing in the Fashion World;
3. Understand the branding process;
4. Understand Consumer behavior;
5. Develop work capacity;
6. Develop creativity and critical spirit;
7. Develop skills to resolve problems of fashion industry.

### **Course Contents**

1 - Marketing concept:

- Concept definition;
- Evolution of the concept;

2 - The fashion industry:

- The production process;

- Mainfairsin the sector;

- Market Segmentation.

3 - The new fashion consumer:

- Consumer comportement;

- Fashion bloggers influence.

4 - Development of branding concept

- Positioning;

- Vision;

- Values;

- Mission

- SWOT analysis;

5 - Marketing - mix;

- Price;

- Product;

- Communication/Promotion;

- Distribution/Place

6 - Marketing plan;

- Communication tools

7 - Digital marketing for fashion industry

### **Recommended Bibliography**

- Diaz, P. (2014). Comunicación y Gestión de Marcas de Moda. Colección GC Moda: Madrid

- Schwaab, C. (2011). Talk About Fashion. Flammarion

- Moore. G (2013). Promoção de Moda. Coleção GC Moda: São Paulo

- Oliveira-Brochado, A. (et al) (2013). Marketing e Comunicação: Desafios da Globalização. Escolar Editora

- Kotler, P Armstrong, G. (2006) - Princípios de Marketing: São Paulo

- Nunes, J. C. Caviqne, L (2008) – Plano de Marketing: Estratégias em Acção, Publicações Dom Quixote: Lisboa

## **Learning and Teaching Methods**

The contents were defined based on the goals to be reached for this Curricular Unit as well as the skills to be acquired by students.

So that the proposed objectives are achieved, it is essential that the student go through all the topics listed in program contents, in order to be able to acquire new knowledge, new strategies and new forms to apply in their professional life.

## **Assessment Methods**

### 1. Continuous assessment:

- Attendance; Participation - 20%
- Practical work (to be held in groups in classroom context) - 40%
- Written test - 40%

### 2. Written exam