

FASHION MARKETING

Code: 343022

Main Scientific Area: Tourism and Marketing

Lecturer: Manuel Filipe Oliveira Vinagreiro

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 30h Total Workload: 40h

ECTS: 3,0

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;
- 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 industry.

Course Contents

1 - Marketing concept:

- Concept definition;
- Evolution of the concept;

2 - Marketing - mix;

- Price;
- Product;
- Communication/Promotion;
- Distribution/Place

3 – Market Segmentation:

- Marketing segmentation importance;
- Identification of consumer target;
- Different types consumers;
- Consumer behavior.

4 - Development of branding concept

- Positioning;
- Vision;
- Values;
- Mission
- SWOT analysis;

5 – Franchising

- Franchising concept;
- Implementation strategies

6 – Merchandising

- Visual merchandising;
- Promotional merchandising

7 - Marketing plan;

·Functions of marketing plan;

·Structure of marketing plan.

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. Caviq, L (2008) – Plano de Marketing: Estratégias em Acção, Publicações Dom Quixote: Lisboa

Complementar:

Para além desta bibliografia base serão ainda usados artigos de revistas académicas e de revistas da atualidade que serão disponibilizados na plataforma Moodle.

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

Continuous assessment:

- Attendance; Participation - 10%
- Practical work (to be held in groups in classroom context) - 45%
- Written test - 45%

2.Written exam