



**COURSE TITLE : FASION BRANDS & CONSUMERS BEHAVIOR**

**COURSE NUMBER: MKTG 240**

**CREDITS: 3**

**PREREQUISITE : NONE**

**ECTS CREDITS: 6**

**OFFERED : SUMMER**

**SEMESTER HOURS: 45**

**COURSE DESCRIPTION:**

Give student's sufficient understanding of the different consumer behavior in fashion and luxury business with a strong multicultural approach.

We will first focus in Europe key players mainly: France and Italy.

On a second stage, we will focus on the new consumers from the Brics (Brazil, Russia, China and India) but also in the USA, the first luxury market in the world.

Emerging economies are becoming the main buyers and the new territory for fashion and luxury brands. Their increasing buying power, the growing numbers of wealthy tourist and a different consumer behavior has started to affect the way fashion and luxury houses build and distribute their brands.

Understanding cultural differences is key for future managers as the fashion business is one of most international industry and each of these markets has its own and unique characteristics. Luxury and fashion brand are an expression on a national culture. They act as ambassadors of national virtues. We will also focus on some of these new fashion designers from China, Brazil that could play an important role in a near future and influence thus the fashion industry.

To succeed, future sales & marketing & communications managers need to have a multicultural approach of these markets and its consumer's habits.

This course is for students interested in working in marketing, brands management, ad sales, and sales managers in both retail and B2B in the luxury and fashion industry more and more confronted with customers from divers cultures.

Marketing of mass consumption goods was invented in the US and developed by US corporations such as P&G and they conquered the planet. The luxury and fashion strategy was invented in Europe mainly by French and Italian companies and developed worldwide.

**INSTRUCTIONAL METHODOLOGY :**

- The course is interactive, students are requested to participate and play the role of brand managers
- Teacher presents and clarifies how to present and sale luxury fashion brands
- Presentation of practical business cases (success or failure).
- Student groups are requested to work in teams and to present a luxury brands and premium in a competitive environment.
- Student are invited to analyse, suggest managing ideas to implement brands

**EVALUATION/GRADING SYSTEM:** Mid-Term Exam: 30%; Class Presentations 30%; Final Exam: 40%