

BA (HONS)

FASHION MARKETING & COMMUNICATION

Study Plan



FASHION MARKETING & COMMUNICATION

BA (HONS)

IED Barcelona is the only Spanish school offering Bachelor of Arts (Hons) validated by the University of Westminster. Since 2010, IED Barcelona offers the possibility of taking the three-year course entirely in English. This certification recognizes our formative quality and consolidates the international prestige of IED Barcelona courses.

+100 nationalities

50 years of experience

100% worldwide network

11 centres all over the world

10,000 students every year

+1000 agreements with companies



GENERAL INFORMATION

Language: English

Credits: 360 UK Credits

Duration: 3 years (6 semesters)

Hours: Monday to Friday, full time

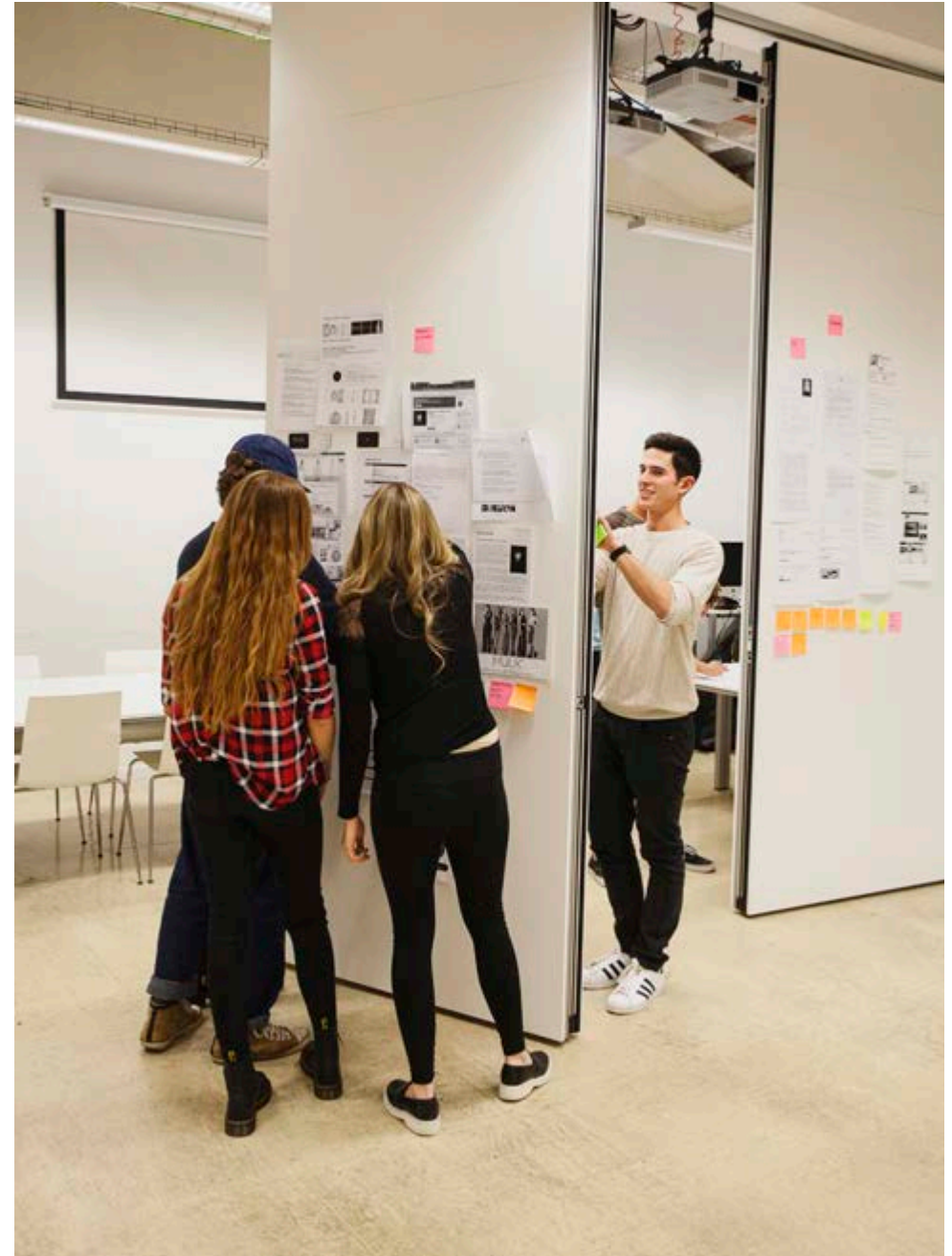
Calendar: The academic year starts in October (1st year) and in late September (2nd and 3rd years)

Management School Director: Manuela Procopio

COURSE DESCRIPTION

“Fashion Marketing and Communication trains professionals in the strategic and executive fields, with the tools, knowledge and capacities required to create innovative ideas in the marketing and communication.”

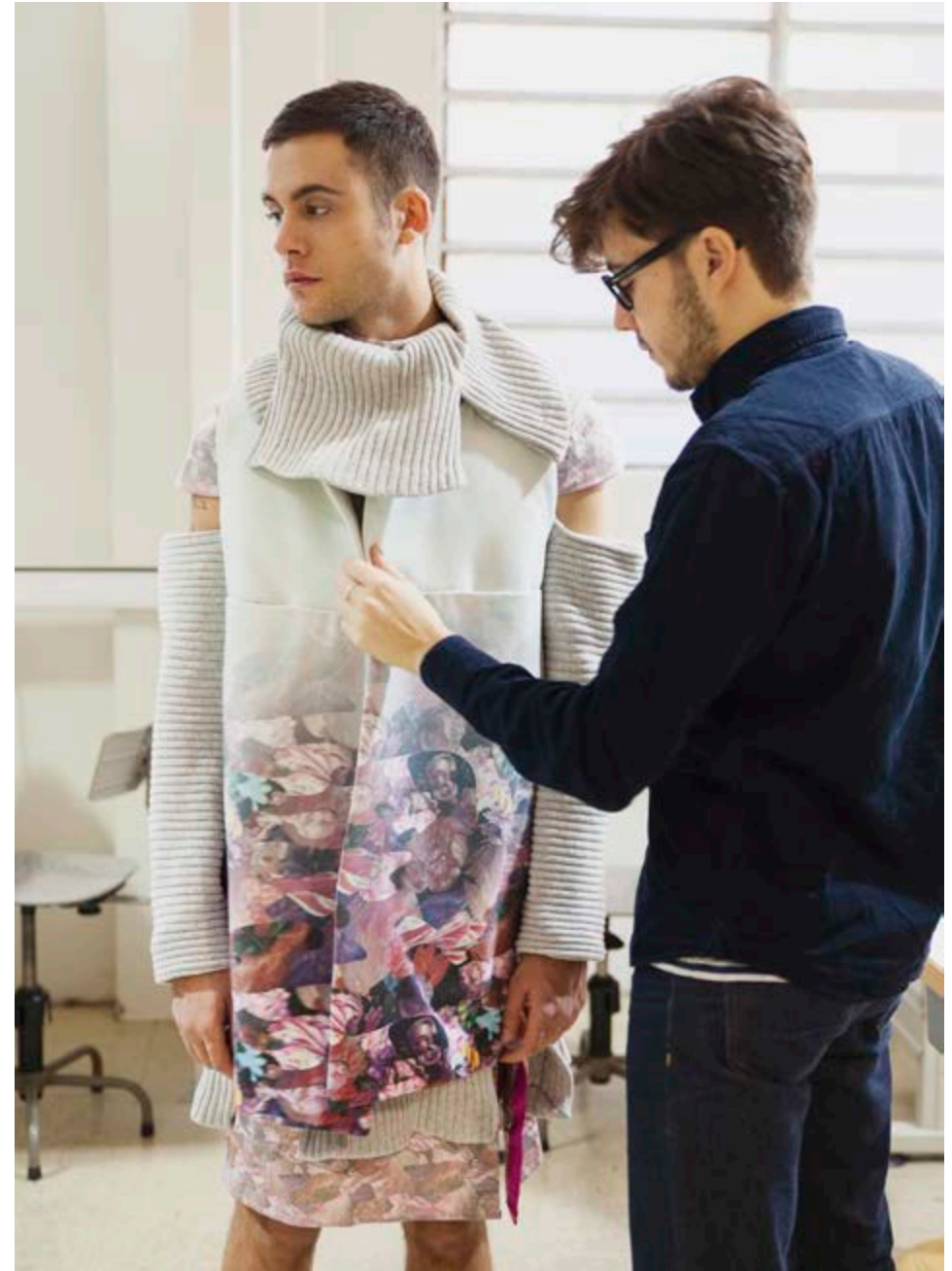
BA (Hons) Fashion Marketing and Communication trains professionals in the strategic and executive fields, with the tools, knowledge and capacities required to create innovative ideas in the marketing and communication world. The contents and strategies of the course allow the graduates to work at companies of international level, create small ones or start-ups to implement innovative ideas. There are collaborations with companies and institutions of the sector, bringing the possibility of having contact with teachers and professionals with a wide experience and great recognition. Applied didactics are innovative, diversified and transverse, and permit development, not only professionally but also socially, thus obtaining a versatile profile.

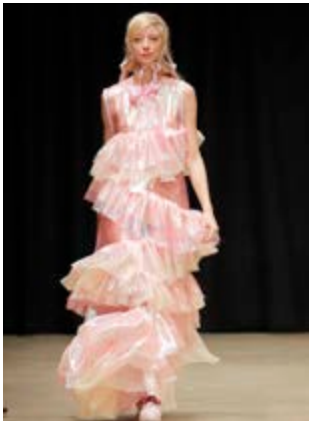
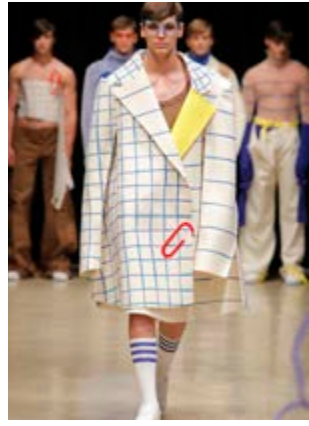
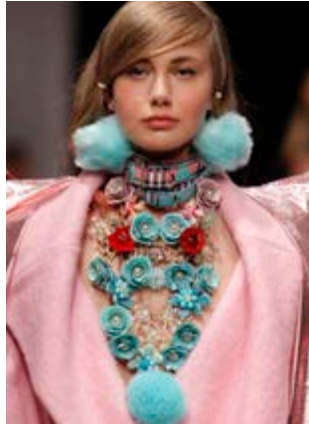


WHO IS FASHION MARKETING AND COMMUNICATION FOR ?

“The aim is to train fashion marketing professionals perfectly adapted to the new reality of the current market and to the latest trends of the sector.”

The three-year course, taught in English, allows students to undertake a Bachelor of Arts validated by the University of Westminster. The aim is to train fashion marketing professionals perfectly adapted to the new reality of the current market and to the latest trends of the sector. Students will learn the operation and the cycle of brands, from production to sale, going deeply into marketing or communication depending on the specialization chosen. The teaching staff and collaborators are fashion professionals from prestigious signatures and brands with whom develop a myriad of projects and real cases.





JOB OPPORTUNITIES

Consumer analyst,
buyer, fashion merchandiser,
marketing strategist, professional influencer,
digital content manager,
fashion journalist/editor,
public relations manager, fashion consultant,
product manager,
fashion events organizer, etc...

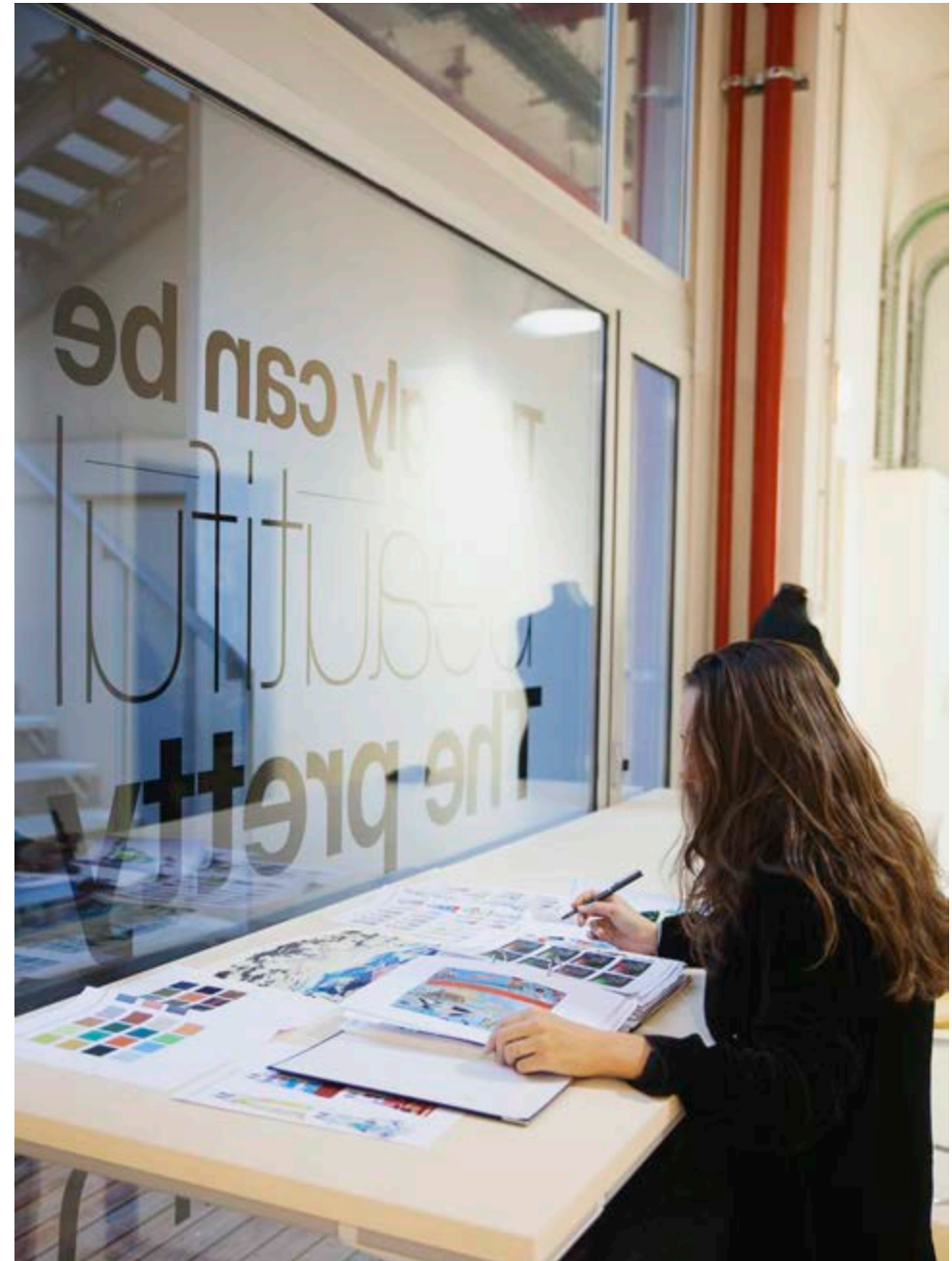
FIRST YEAR

120 WESTMINSTER CREDITS
LEVEL 4

Course Subjects	Credits
FASHION MARKETING & COMMUNICATION MARKET RESEARCH FASHION MARKETING FASHION COMMUNICATION TEXTILE CULTURE FASHION PRODUCT	40
DATA REPRESENTATION AND EDITING MICROSOFT OFFICE - EXCEL ADOBE - PHOTOSHOP & ILLUSTRATOR	20
FASHION MANAGEMENT DESIGN MANAGEMENT FASHION PUBLISHING FASHION SYSTEMS FASHION COMPANY MANAGEMENT	20
FASHION AND ART HISTORY OF ART HISTORY OF FASHION CONTEMPORARY FASHION	20
Major Subjects	Credits
MARKETING TECHNIQUES MERCHANDISING FASHION MARKETING PROJECT	20
COMMUNICATION TECHNIQUES FASHION JOURNALISM FASHION COMMUNICATION PROJECT	20
WORKSHOP SUBJECTS MAY VARY EACH YEAR	0

1 University of Westminster Credit = 12,5 comprehensive hours of work.
1 ECTS = 25 comprehensive hours of work.

Comprehensive hours of work = contact hours (in class) + independent learning
The headship of the Istituto Europeo di Design reserves the right to modify the study plan depending on demands that may appear in relation to the didactic objectives.



FASHION MARKETING AND COMMUNICATION

The Fashion Marketing & Communication module provides a basic knowledge of the marketing research, planning and communication processes, while giving an overview of fashion product and materials. The module focuses on fashion marketing and communication concepts, practices, applications and research methodologies, thus covering the major topics of interest from a strategic point of view (target, positioning and brand values definition) and from an operational point of view (product, price, promotion and distribution policies). The main object of fashion, the product and its materials, is described through all its life cycle.

FASHION MANAGEMENT

The Fashion Management module focuses on the basic elements defining the structure and dynamics of the hybrid fashion business at both company and systemic level. General operations alongside principles and tools of strategy management will be re-framed from the perspective of the fashion enterprises hybrid nature; the needs for coordination between the creative/design and manufacturing and marketing competences will be highlighted and analysed in depth. Value creation in the fashion business will be analysed as a system wide process, highlighting the role of value networks and system wide supply chain relationships with a special focus on the publishing sector as a key partner in the fashion business.

FASHION AND ART

The Fashion and Art module provides a first approach to Fashion Culture through the study of basic contents related to the world of visual arts and historical events. A basic frame of references regarding Western Culture (European and North-American artistic movements of the 20th century, Western fashion from the mid-19th to today) and a set of tools for reading it, will be provided.

DATA REPRESENTATION, TEXT AND IMAGE EDITING

The Data representation, text and image editing module introduces the students to computer aided representation and calculating techniques to create graphic and scheduling designs. It focuses on the major calculation program Excel to provide students with a support to main marketing tasks. In parallel, it introduces students to the use of Adobe Suite, bitmap based Photoshop and vector based Illustrator, as creative tools to visualise ideas and produce experimental designs for the development and delivery of fashion oriented projects.

COMMUNICATION TECHNIQUES AND STRATEGY 1

The Communication Techniques and Strategy 1 module provides a first approach to the world of communication, its techniques and strategies (writing and developing a communication plan for the fashion industry) within the fashion sector.

MARKETING TECHNIQUES AND STRATEGY 1

Marketing Techniques and Strategy 1 provides a first approach to marketing role within a fashion company focusing on one main profession (merchandiser), thus leading to the development of a complete marketing strategy.

TRANSVERSAL WORKSHOPS LEVEL 4

The transversal workshops will be assessed across the other Level 4 Modules. Their content will vary according to each year's demands. As an example, some of the topics that may be included in Level 4 are: Design thinking in fashion communication, Academic Writing, Public speaking, etc.



SECOND YEAR

120 WESTMINSTER CREDITS

LEVEL 5

Course Subjects Credits

DIGITAL FASHION COMMUNICATION AND MARKETING **40**
ADVERTISING
BELOW THE LINE (PR EVENTS)
DIGITAL MEDIA MARKETING AND COMMUNICATION
BUDGETING

VISUAL AND VIDEO TECHNIQUES **20**
ADOBE IN-DESIGN
VIDEO LANGUAGES
VIDEO TECHNIQUES

FASHION TRENDS, CONSUMER AND LANGUAGE CULTURE **20**
SEMIOTICS
SOCIOLOGY
LIFESTYLE AND TRENDS

Major Subjects Credits

MARKETING TECHNIQUES AND STRATEGY 2 **40**
DISTRIBUTION SYSTEM
RETAIL MANAGEMENT
FASHION BUYING
VISUAL MERCHANDISING

COMMUNICATION TECHNIQUES AND STRATEGY 2 **40**
BtoB AND BtoC COMMUNICATION
EDITORIAL OFFICE
EVENT ORGANISATION
FASHION SHOW
DIGITAL IDENTITY

WORKSHOP **0**
SUBJECTS MAY VARY EACH YEAR



Guided visits to concept shops, Paris, 2016.

DIGITAL FASHION COMMUNICATION AND MARKETING

The Fashion Communication Techniques and Digital Media Marketing module provides an advanced approach to fashion marketing and communication through a set of in-depth contents related to the world of digital marketing and communication strategies (digital resources and content, strategy, consumer insights, transmedia and budgeting aspects).

FASHION TRENDS, CONSUMER AND LANGUAGE CULTURE

The Fashion Trends, Consumer and Language Culture module focuses on the development of a more articulate and active approach on Fashion Culture. The module is designed to provide the fundamental tools to analyse the lifestyles and consumer trends that characterise the most advanced Western societies today. text layout organization, video techniques and languages

THE TEXT LAYOUT ORGANISATION, VIDEO TECHNIQUES AND LANGUAGES MODULE

Provides students with a developed approach to computer aided Representation Techniques by using the Adobe Publishing Suite, acquiring notions at the roots of the contemporary audio-video expression, and working on the analysis, development and use of video for diverse communication purposes.

MARKETING TECHNIQUES AND STRATEGY 2

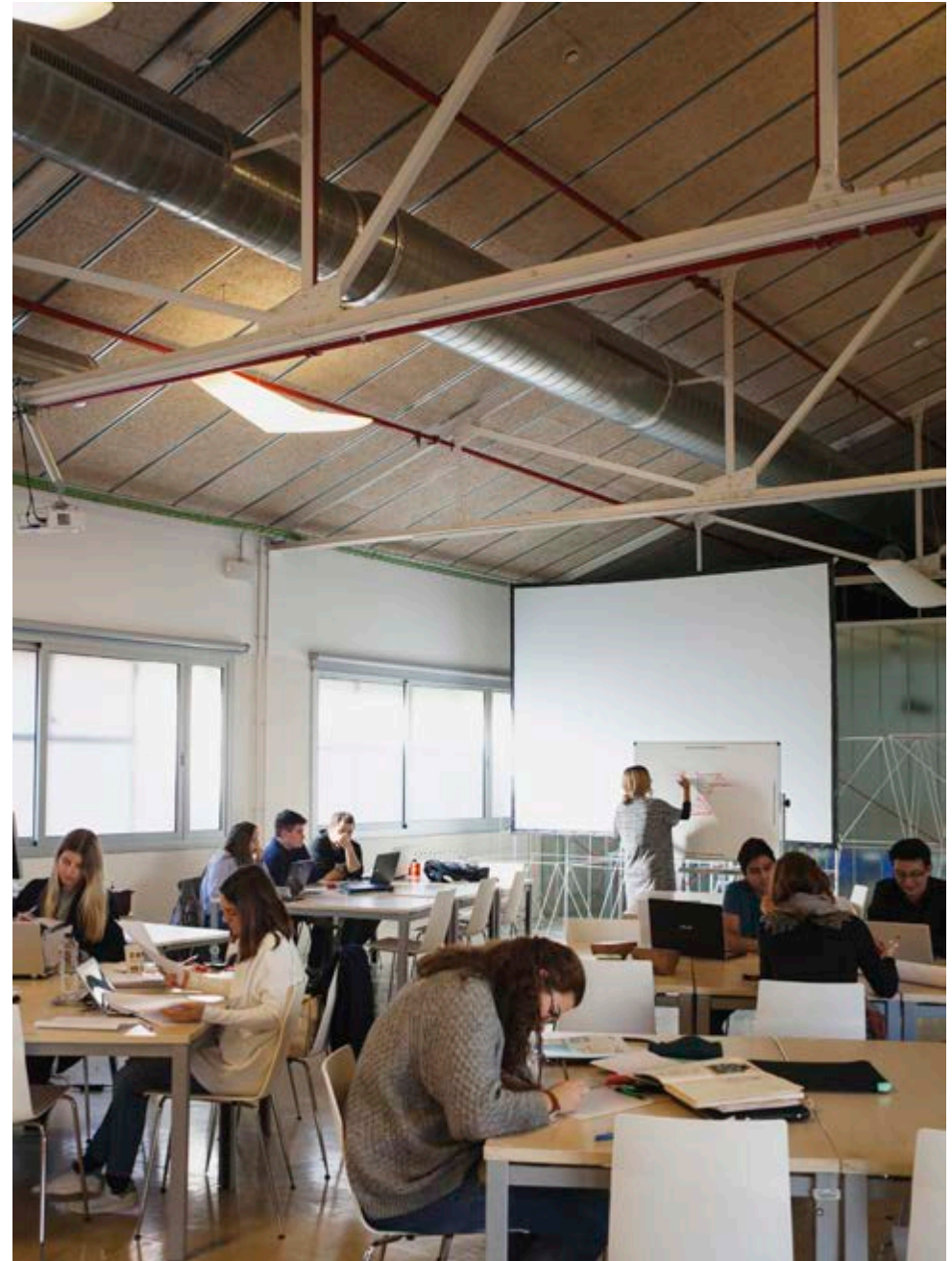
The Marketing Techniques & Strategy 2 module provides an overall overview of the Fashion distribution system from wholesale pricing to product communication in the point of sale. Students will acquire familiarity with all the distribution typologies, both physical and digital, proprietary or intermediate, full and off price. The attention is focused on the store - how to fill it in with the proper merchandise and how to display the products.

COMMUNICATION TECHNIQUES AND STRATEGY 2

The Communication Techniques and Strategy 2: Fashion Promotion module provides students with an advanced approach to fashion communication techniques and strategies through a set of contents related to the world of fashion communication in a broad sense (events, digital resources and content, communication practical strategy).

TRANSVERSAL WORKSHOPS LEVEL 5

The transversal workshops will be assessed across the other Level 5 Modules. Their content will vary according to each year's demands. As an example, some of the topics that may be included in Level 5 are: Academic Writing, Presentation Skills, Public speaking, etc.



THIRD YEAR

120 WESTMINSTER CREDITS
LEVEL 6

Course Subjects Credits

INTERNATIONAL BRANDING AND SUSTAINABILITY STRATEGIC BRAND MANAGEMENT INTERNATIONAL MARKETING MARKETING ETHICS	20
BUSINESS MODELLING AND MANAGEMENT BUSINESS PLAN ENTREPRENEURSHIP AND BUSINESS LAW	20
VISUAL ARTS FASHION PHOTOGRAPHY FASHION IN MUSIC AND CINEMA STYLING	20

Major Subjects Credits

MARKETING TECHNIQUES AND STRATEGY 3 MARKETING STRATEGY MERCHANDISING PLAN PERSONAL DEVELOPMENT SKILLS	20
COMMUNICATION TECHNIQUES AND STRATEGY 3 COMMUNICATION STRATEGY ART DIRECTION PERSONAL DEVELOPMENT SKILLS	20
WORKSHOP SUBJECTS MAY VARY EACH YEAR	0
FINAL MAJOR PROJECT FINAL MAJOR PROJECT	40



INTERNATIONAL BRANDING AND SUSTAINABILITY

The International Branding and Sustainability module focuses on the ethical aspects in a profit-driven fashion company, with an interest in the concepts of CSR, management for stakeholders and sustainability. The course will cover the topic as relevant to the company as a whole; product design, sourcing and manufacturing processes, brand and marketing management; brand creation and development over time, with specific regards to the BRICS markets.

BUSINESS MODELLING AND MANAGEMENT

The Business Modelling and Management module concentrates on the roles and essential skills for a successful fashion business. The entrepreneurial focus of this subject drives students through the process of developing a comprehensive and feasible business plan, understanding the company value chain from product to market including its competitive advantage, which is essential to start a new business or manage an existing one. The course provides a concrete insight into fashion business world by illustrating the main steps and requirements (competencies, skills and personality traits) to enter the fashion world and comply with the demands of the different functions and roles within this business.

VISUAL ARTS

The Visual Arts module is an advanced approach to Fashion Culture as it takes into account the world of contemporary

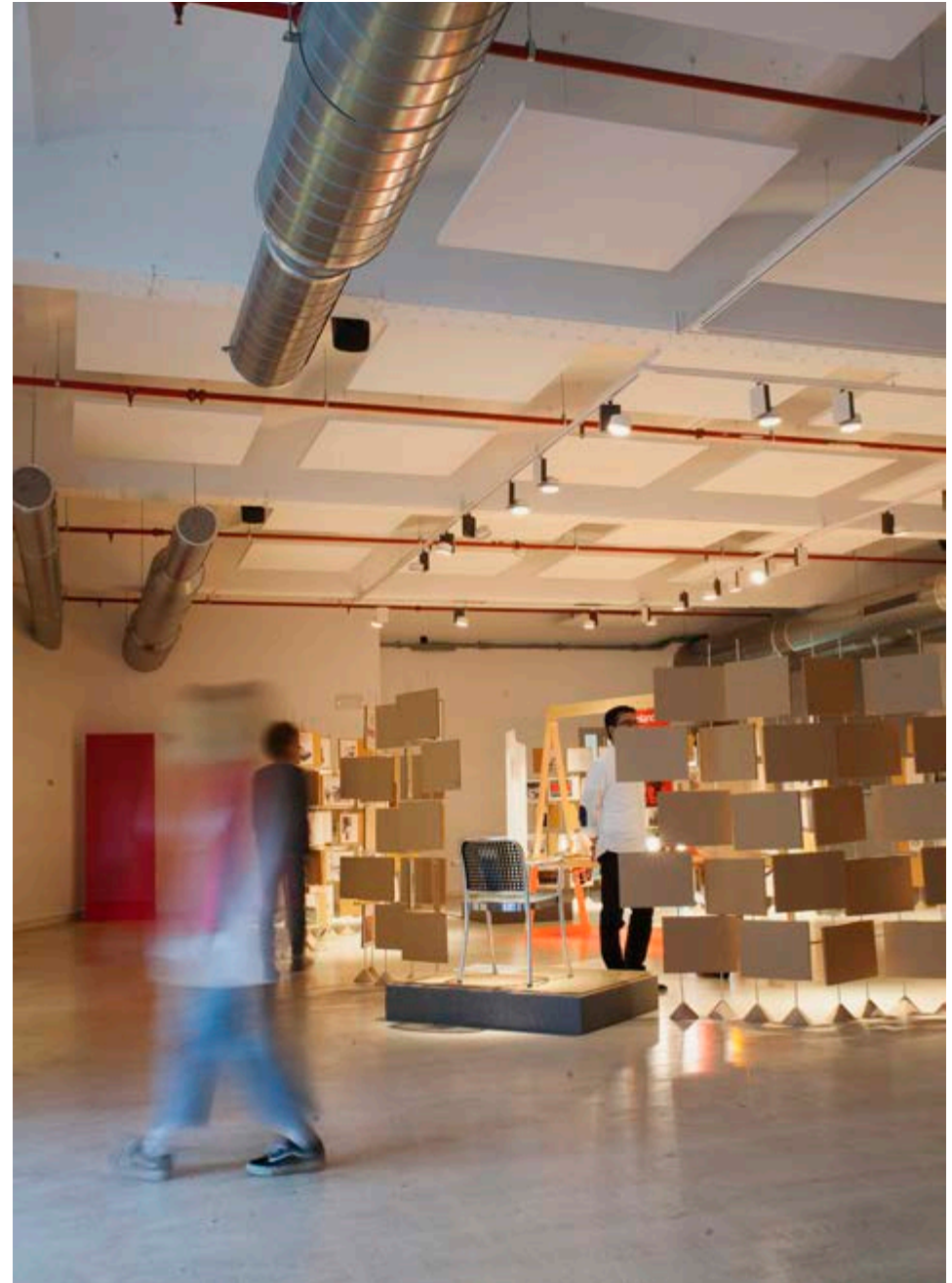
visual art (particularly, photography and video). This will be critically read through a substantial application of Sociology and Semiotic tools for observation, research and conscious use of varied languages in an increasingly complex, digitalised world. Students will develop abilities to both deliver an articulate critique of today's multifaceted culture and personally reinterpret it through the creation of a project that reflects the current evolution of aesthetics and perspective on the fashion world.

MARKETING TECHNIQUES AND STRATEGIES 3

The Marketing Techniques and Strategies 3 module provides a professional approach to Fashion, through a set of high-level contents related to the world of fashion marketing in a broad sense, and a personal plan for the development of students' future career (merchandising plan, marketing strategy and entrepreneurial/personal development skills).

COMMUNICATION TECHNIQUES AND STRATEGIES 3

The Communication Techniques and Strategies 3 module provides a professional approach to Fashion through a set of high-level contents related to the world of fashion communication in a broad sense, and a personal plan for the development of students' future career (art direction, communication strategy, digital resources and entrepreneurial/personal development skills).



TRANSVERSAL WORKSHOPS LEVEL 6

The transversal workshops will be assessed across the other Level 6 Modules. Their content will vary according to each year's demands. As an example, some of the topics that may be included in Level 6 are: Transmedia storytelling, Digital Identity, Big Data, etc.

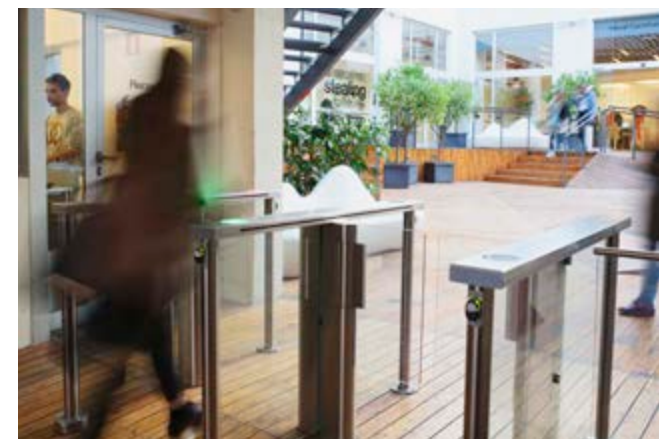
FINAL MAJOR PROJECT

The Major Project provides the avenue for students to combine the skills and knowledge acquired from all modules taught during the course into one cohesive project, with a creative freedom that allows identifying a new perspective concerning different marketing & communication concepts. The Major Project begins with a concept research, for which students are required to undertake an in-depth, relevant, and exhaustive investigation of the selected topic and to develop the research into a coherent project. The student has to define the target market, consumer insights, budget, marketing plan for their idea, including an overall graphic layout / identity. It requires students to combine elements from all aspects of fashion marketing and communication, including marketing, branding, entrepreneurial thinking, fashion and visual culture, a deep strategic approach and a solution-based attitude, as well as a developed sense of aesthetics and design.



ADMISSION AND REQUIREMENTS

DIPLOMA	REQUIREMENTS	ADMISSION PROCESS
<p>BA (HONS) / WESTMINSTER (3 Years / 360 Credits)</p>	<p>HIGHSCHOOL (Diploma and IELTS 6.0 Certificate or equivalent)</p>	<p>Interview with the Orientation and Admission Department together with the Area Director (in person, Skype or phone). Submission of a written essay (500-600 words).</p>



ALUMNI (STUDENTS WORK OR HAVE WORKED WITH): **International Atomic Energy Agency, DGTL Festival, New Entrepreneurs Foundation, ZOOM PR, MADE Magazine, Coworking Tapai, Ciclus by Tati Guimarães, Agilent Technologies, Hewlett Packard, S/Cavoli, View Management, WGSN, Mango, Reebok, Equipo Singular, Diesel Iberia, Levi Strauss Iberia, H Magazine, Inditex, XXL Comunicación, etc.**

NOTES:

