COURSE DETAIL

MANAGEMENT OF FASHION COMPANIES

Country
Italy

Host Institution
University of Commerce Luigi Bocconi

Program(s)
Bocconi University

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
129

UCEAP Course Suffix

UCEAP Official Title
MANAGEMENT OF FASHION COMPANIES

UCEAP Transcript Title
MGMT FASHN COMPNIES

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

The course provides an overview of the fashion system and an in-depth understanding of the strategic, organizational and managerial features of fashion companies, both in the high end and in the mass market. Main topics addressed in the course are: what is fashion, which are the fashion related sectors, and what are the differences between fashion and luxury; how creativity and management do integrate in fashion and luxury companies; how to carry out an industry analysis: strategic features of fashion companies and main business models in fashion and their evolution; the role of the textile sector and the origin of trends: where do they come from and how do they spread; fashion history and country branding: why France, Italy and US became leaders and which are the new centers for fashion; customer segmentation: how to engage the customers from new senior to generation Z; brand positioning in fashion: how to become a lifestyle brand; and key processes and main roles in fashion: product strategy and merchandising, distribution and omnichannel management, and communication and PR in the digital era. This course recommends background knowledge on some basic concepts on corporate and competitive strategy (such as industry analysis, consumer segmentation, growth strategies, and SWOT analysis) as a prerequisite.

Language(s) of Instruction
English

Host Institution Course Number
30221

Host Institution Course Title
MANAGEMENT OF FASHION COMPANIES

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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