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 Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30221&anno=2021&Id…

Host Institution Campus
Bocconi University

Host Institution Faculty
Host Institution Degree
Host Institution Department Management
Course Last Reviewed 2021-2022

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