

# 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\\_anteprema.php?cod\\_ins=30221&anno=2021&ld...](https://didattica.unibocconi.eu/ts/tsn_anteprema.php?cod_ins=30221&anno=2021&ld...)

### **Host Institution Campus**

Bocconi University

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**  
Management

**Course Last Reviewed**

2021-2022

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