



## CIEE Paris, France

<b>Course title:</b>	Fashion and Business in France
<b>Course code:</b>	BUSI 3101 PAFR
<b>Programs offering course:</b>	Arizona State University Global Flex - Course + Internship, Arizona State University Global Flex - 3 Credit, Arizona State University Global Flex - 6 Course Credits, Paris Open Campus Block, Summer in Paris
<b>Open Campus Track:</b>	Business
<b>Language of instruction:</b>	English
<b>U.S. semester credits:</b>	3.00
<b>Contact hours:</b>	45.00
<b>Term:</b>	Spring Block II 2023

### Course Description

This course invites students to discover the landscape of fashion marketing and the analysis of fashion and luxury trends in France, with a specific focus on Paris. Through analyses of current trends and scrutiny of what inspires today's creators and designers, students will understand the stakes of this business from the identification of market codes, the conception of products, and their presentation and merchandising through retail and media. Students will also develop knowledge about the evolution of consumer taste and supply chains, as well as fashion promotions, including branding and communications. This course focuses on group work and brainstorming and offers many opportunities to contemplate the fashion and luxury worlds that make up this important part of Parisian culture (boutiques, exhibits, design ateliers'). By the end of the course, students will be working on the development of a marketing strategy and collection plan.

### Learning Objectives

By completing this course, students will:

- Demonstrate understanding of key characteristics of the fashion and luxury sectors, including main business activities, yearly timeline of the fashion calendar, creation and design, distribution channels
- Demonstrate a general understanding of the history of fashion and business trends in the sector
- Comment on case studies illustrating the role of management principles in the creation of fashion marketing plans
- Use forecasting skills to understand trends to be considered in future collections
- Create a sample marketing and collection plan for a real or hypothetical business, outlining the entire strategic process.

### Course Prerequisites

None

### Methods of Instruction

This course will combine lectures, films, class roundtables, business visits and on-site classes, walking tours, conversations with guest speakers and workshops. This interactive and experiential approach to learning immerses the student in all angles of the fashion business in France.

### Assessment and Final Grade

1. Reflective Responses	15%
2. Quizzes	10%
3. Presentation materials (in written form)	25%
4. Presentations	30%
5. Class Participation	20%
TOTAL	100%

### Course Requirements

## **Reflective Responses**

A 400-word written reflective response in essay form will be required after each outing and/or film. These are individual assignments explaining what the student learned or felt about the experience that should address the objectives outlined before. Additional guidelines will be given to students prior to outings or film. There will be three papers in total, one being due at the end of weeks 2, 4, and 5.

## **Quizzes**

Two 10-minute timed quizzes will be given. The first will take place after the history of fashion lectures and students will be able to use their class notes to identify important designers, their major influence and fashion or style eras. The other quiz will be a pop quiz given sometime during the course. It will cover a case study.

## **Presentation materials (in written form)**

Week 4, Session 2: Each group of 3 or 4 will turn in a detailed digital marketing plan highlighting the market growth of the company they chose either with a new segment or location.

Week 6, Session 2: Each group of 3 or 4 will turn in a presentation showing two trends and how they are used to filter down into a product line for their company.

The format for written materials should be: Times New Roman, size 12, single space. Original source materials, photographs, and illustrations must be employed (for CIEE policy on Academic Integrity, including plagiarism, see section at the end of the syllabus). Bibliography and citations are required and should be based on the APA guidelines (<http://www.apastyle.org/>). Additional requirements will be given by the instructor the first day of class, so that the student understands precisely what is expected of him/her.

## **Presentations**

- Week 4, Session 2: a 15-minute maximum presentation on the international marketing plan of the company your group chose, as well as an explanation of the recommendations that your group provided in the plan, followed by a Q&A with the instructor and peers.
- Week 6, Session 2: a 15-minute maximum presentation of a trend forecast with cited research on a product or line for their company. All presentations must be submitted before the class to the professor and accompanied by proper research and citation to back up the findings.

Rubrics will be used to assess each assignment and given to students in advance.

## **Class Participation**

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

It is expected that students attend class and participate actively. Assigned texts and case studies should be carefully read before the sessions in order for the students to be able to contribute to a coherent and interesting discussion. It is vital to read and understand the case studies for each class, as they will be discussed heavily and will impact your class participation score if you are not prepared. Students will receive participation grades on Weeks 2, 3, 4, 5, and 6.

## **Attendance**

To encourage engaged learning, regular class attendance is required throughout the program. This includes any required co-curricular class excursion or event, as well as internship, service-learning, or other required field placement.

An excused absence in a CIEE course will only be considered if approved by a CIEE Center Director/Academic Director (not the Instructor), and:

- it is a self-certified absence for illness (only once per course, requires formal request before or within 24 hours, cannot miss assessment worth more than 5% of final course grade)
- a doctor's note from a local medical professional is provided
- evidence of a family emergency is provided

- it is a pre-approved observance of religious holiday

Unexcused absences include personal travel and/or travel delays, as well as missing more than 25% of a single class period (including tardiness and early departure). Assessments missed due to unexcused absences will be marked as zero. Students with over 10% unexcused absences will be contacted by CIEE staff. Students with over 20% unexcused absences will be contacted by CIEE staff, receive a formal warning letter (shared with their home institution) and lose 10% of the final course point total (e.g., a final A grade of 93% will be lowered to a B grade of 83%).

For more detail, please consult your CIEE Academic Manual.

### **Academic Integrity**

Academic integrity is essential to a positive and inclusive teaching and learning environment. All students are expected to complete coursework responsibilities with fairness, respect, and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in grade penalties or disciplinary action. See the CIEE Student Academic Manual for further information on academic integrity.

***N.B. Course schedule and co-curriculars are subject to change. The final duration and distribution of content and assignments will be determined and presented to students at the onset of the course.***

### **Weekly Schedule**

#### **Week 1**

Class: 1.1 Introduction to Fashion & Business

Introduction. Timeline of the Fashion World.

Introduction and basic overview of course and fashion on how it relates to business. Business setup and structure-buyers, merchandisers, etc.

#### Readings

Course syllabus

Class: 1.2 Basic Design Principles of the Fashion World

Design Principles II.

#### Readings

"The Old Fashion System is setting New Designers up for Failure"

"Private Label Case Study"

#### **Week 2**

Class: 2.1 History of Fashion and introduction to the business management of fashion

History of Fashion.

Digital marketing plan.

#### Readings

Jarosinski, "Burberry's New Challenge"

#### Film

Watch a fashion Documentary of your choice (ex. Bill Cunningham NY, The September Issue on M2M.tv, or YSL or Coco Before Chanel).

Class: 2.2 History of Fashion / Chanel & Schiaparelli Walking Tour

Supply chain management.

Guest speaker - Pierre Maladain.

Business trends in fashion (1): Digital, Artificial Intelligence, and Virtual Reality.

Readings

Sody and Tang, Supply Chains Built for Speed & Customization

**Reflective essay on film Go Global due.**

**Group Project Brand Choice due to professors.**

**Week 3**

Class: 3.1 Introduction to Luxury

Fashion publications: copywriting and editorial topics of fashion.

Pick Brands & Groups for Projects

Quiz 1.

Readings

Berse et al., "Vogue: Defining the Culture of Fashion" (case study)

Kapferer and Bastien, "Anti-Laws of Marketing

Class: 3.2 Business site visit: YSL Museum.

Class: 3.3 Business trends in fashion

Breakout sessions for Week 4 project.

**Week 4**

Class: 4.1 Business trends and identities in fashion

Trends & identities/ Forecasting.

Business trends in fashion 3: E-commerce & websites.

**Reflective Essay on business site visit (and topic-related) due.**

Readings

"Saks: Shocking the Fashion Industry with Supply Chain" (case study)

Ferreira and Lakhan, "Fashion: Art vs. Science in Fashion Retailing" (case study)

"Why is Everyone Still Talking About This Cerulean Blue Jumper"

Class: 4.2 Marketing Presentations.

Presentation & Paper due: Marketing plan.

Readings

Nueno, "Zara: Fast Fashion" (case study)

Class: 4.3 Trend Forecasting Workshop & Possible Atelier Visit

Readings

Choose 3 articles from the Forecasting Workshop Folder.

**Week 5**

Class: 5.1 PR, Communication & Sustainability.

Branding and culture in business.

### Readings

Utila, "Selling New Fashions Through Facebook in Peru" (case study)

"Patagonia's Circular Economy Strength" (case study)

Class: 5.2 Guest speaker panel

### Readings

"Warby Parker: Vision of a "Good" Fashion Brand" (case study)

## **Week 6**

Class: 6.1 Sustainability in fashion

**Reflective essay for Week 5, Session 2 due.**

### Readings

Hoffman, "How Do We Get There? EDF Manages a New Diversity Plan" (case study)

Class: 6.2 Presentations given and turned in: Trend Forecasts.

## **Course Materials**

### **Readings**

#### **Required Readings**

- Berse, Anita, Ferrer, Joseph, Gough, Elizabeth, Katsarou, Victoria. 2013. Vogue: Defining the Culture of Fashion. HBS No. 9-514-036. Boston, MA: Harvard Business School Publishing.
- BoF Intelligence. 2017. "The Old Fashion System is Setting New Designers Up for Failure." Business of Fashion Magazine.
- BoF Intelligence. 2016. "Private Label Partnerships, the Deals that Keep Fashion Ticking." Business of Fashion Magazine.
- BoF Intelligence. 2017. "Patagonia's Circular Economy Strength." Business of Fashion Magazine.
- BoF Intelligence. 2017. "Why is Everyone Still Talking About This Cerulean Blue Jumper." Business of Fashion Magazine.
- Ferreira, Kris, Lakhan, Karim. 2017. Fashion: Art vs. Science in Fashion Retailing. HBS No. 9-617-059. Boston, MA: Harvard Business School Publishing.
- Hoffman, Andrew. 2017. How Do We Get There? EDF Manages a New Diversity Plan. HBS No. 9-421-071. Boston, MA: Harvard Business School Publishing.
- Jarosinski, Martha. 2017. Burberry's New challenge. W17177. London, Ontario, Canada. Richard Ivey School of Business Foundation.
- Kapferer, Jean-Noël, and Bastien, Vincent. The Luxury Strategy: Break the Rules of Marketing to Build a Luxury Brand. London, Philadelphia, New Delhi: Kogan, 2009. 2nd ed., 2012.
- Marquis, Christopher. 2014. Warby Parker: Vision of a "Good" Fashion Brand. HBS No. 9-413-051. Boston, MA: Harvard Business School Publishing.
- N.a. 2014. Saks: Shocking the Fashion Industry with Supply Chain. Boston, MA: Harvard Business School Publishing.
- Nueno, José Luis. 2006. Zara: Fast Fashion. HBS No. 9-703-497. Boston, MA: Harvard Business School Publishing.
- Sodi, Manmohan, Tang, Christopher. 2017. Supply Chains Built for Speed & Customization. MITSloan SMR612. Cambridge, Massachusetts. MIT Sloan Management Review Publishing.
- Utila, Susan. 2017. Selling New Fashions Through Facebook in Peru. HBS No. 1-531-111. Boston, MA: Harvard Business School Publishing.

#### **Recommended Readings**

- Kotler & Keller, Marketing Management (15th ed.), Prentice Hall, 2015.
- Chevalier & Mazzalovo, Luxury Brand Management (2nd ed.), Wiley, 2012.
- Granger, Fashion: The Industry and its Careers (2nd ed.), Fairchild Books, 2012.

#### **Media Resources**

#### **Films**

## Films

Nicklaus, Olivier. Go Global! Arte, La La La Productions, 2012.