



CIEE Study Abroad

Course title:	Fashion and Business in France
Course number:	BUSI 3101 CIEE
Programs offering course:	CIEE Summer Online
Language of instruction:	English
U.S. Semester Credits:	3
Contact Hours:	45
Term:	Summer 2020

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

CIEE Summer Online courses will involve asynchronous instruction. Instructors will apply theory and deliver the learning objectives using a rich array of online teaching methods and resources from CIEE host countries and communities. Full details, including dates and deadlines for assessments, will be provided in the final syllabus shortly before online learning begins.