

Introduction to Fashion Management

Principles of Fashion Marketing and Retail Management

First Summer Session from June 27th to July 8th 2011

Course Content

A thorough exploration of the fashion marketing environment and planning process analysing the relationship between company and markets at a domestic and an international level. Students will learn the fundamentals of marketing, its techniques and activities, from pricing strategies to the principles of consumer behaviour, as they are employed in the fashion business.

Objectives

The course has been designed to provide international students the basic marketing tools necessary to gain an understanding of the Italian and International fashion sector dynamics, and to anticipate and analyze its changes; to fully comprehend the basic fashion retail principles and to develop an effective marketing plan for a fashion product.

Who's the course addressed to?

This course introduces the world of fashion management to beginners.

Methodology

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

Course Leader and Project Leader

Laura Quarenghi-Wray

Laura graduated from San Diego State University in California, and the University of Milano and holds a B.Sc. and a Master in Business. After graduation she worked in Europe for two global corporations of the chemical sector among which Du Pont de Nemours, as Country Manager, European Marketing Manager, and Sales and Marketing Manager Europe, based in Italy and Germany. Currently Laura owns her own business specializing in start-up and internationalization of companies of the chemical and luxury markets. Besides its marketing consulting activities, Laura's company had developed a coaching program aimed at developing the problem solving and academic skills of perspective MBA and Master students in order to optimize their GMAT, GRE and TOEFL scores. Laura is also part-time faculty at European School of Economics and a lecturer in the field of luxury products marketing and merchandising at the Milano Chamber of Commerce and other Institutions.