



CIEE Global Institute – Paris

Course name:	Fashion and Business in France
Course number:	BUSI 3001 PCFS
Programs offering course:	Paris Open Campus (Business Track)
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Fall 2018

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 the end of the course, students will be able to:

- 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, class roundtables, fieldtrips and on-site classes, walking tours, conversations with guest speakers and creative activities.

Assessment and Final Grade

Midterm:	30%
Written Assignment:	20%
Presentation:	30%
Class Participation:	20%

Course Requirements

Midterm Exam

Students will take a midterm exam. The exam (multiple choice test and short essays) will include all topics previously analyzed in class.

Written Assignment

There will be one 2-page paper assigned (Font Times New Roman, size 12, single space). Original source materials, photographs, illustrations must be employed. A fashion timeline will also be assigned and created online with dates and illustrations. 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 on the first day of class, so that the student understands precisely what is expected of him / her.

Presentation

Students will be required to research and present one in-class presentation. Each student will choose a fashion company that has a presence in Paris and develop a marketing strategy and collection plan. This personal project will be based on findings of the written assignments regarding competition, as well as on previous class work about forecasting and trends. Rubrics will be used to assess each assignment.

Class Participation

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As part of their work in this course, students should demonstrate learning beyond the submission of written assignments or presentations. As such, all students receive grades based upon participation.

Participation is valued as meaningful contribution in the digital and tangible classroom, utilising the resources and materials presented to students as part of the course. Students receive grades based upon their contributions both in the classroom and in the Canvas course.

Meaningful contribution requires students to be prepared, as directed by the Instructor, in advance of each class session. Students must clearly demonstrate they have engaged with the materials where directed.

This includes valued or informed engagement in, for example, small group discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Class Attendance and Punctuality

Regular class attendance is required throughout the program, and *all unexcused absences will result in a lower participation grade for any affected CIEE course.*

Due to the intensive schedules for Open Campus and Short Term programs, *unexcused absences that constitute more than 10% of the total course sessions will also result in a lower final grade.*

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. *Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement.* Students who miss class for personal travel will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

An absence in a CIEE course will only be considered excused if:

- a doctor's note is provided
- a CIEE staff member verifies that the student was too ill to attend class
- satisfactory evidence is provided of a family emergency



Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1	No academic penalty
10 – 20%	2	Reduction of final grade
More than 20%	3 content classes, or 4 language classes	Automatic course failure, and possible expulsion

Weekly schedule

week 1

session 1
Timeline of the Fashion World & Design Principles

week 2

session 1
History of Fashion (1)

session 2
History of Fashion (2)

session 3
Outing to a fashion exhibition.



week 3

session 1

Timeline of the Fashion World & Design Principles. Assignments due.

session 2

Midterm examination

week 4

session 1

Principles of forecasting & trends & Identities / forecasting workshop

session 2

Communication, Advertising, PR & Sustainability

session 3

Outing to a workshop.

week 5

session 1

Communication, Advertising, PR & Sustainability

session 2

Pricing in Fashion and Luxury & Shops, Department Stores & the Internet

week 6

session 1

Final presentations.

session 2

Final presentations (2). Conclusions. Course evaluations.

Course Materials

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Bibliography

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

Further reading materials will be assigned on a week-by-week basis.

Professor will provide a complete list of complementary readings, media sources and articles published in national and international media in order to stimulate class debates and activities.