



Teaching Guide

Teaching Guide					
Identifying Data				2020/21	
Subject (*)	Promotional Strategies in Fashion I: Communication			Code	710G03021
Study programme	Grao en Xestión Industrial da Moda				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	1st four-month period	Third	Obligatory	6	
Language	English				
Teaching method	Face-to-face				
Prerequisites					
Department	Empresa				
Coordinador	Crespo Pereira, Verónica	E-mail	veronica.crespo@udc.es		
Lecturers	Crespo Pereira, Verónica	E-mail	veronica.crespo@udc.es		
Web					
General description	Communication has a prominent space in the business management of the fashion industry. The course introduces the student to the fundamental concepts of communication, as well as the construction of communication plan that result in the communicative effectiveness of the fashion brand.				
Contingency plan	1. Modifications to the contents; no changes will be made 2. Methodologies *Teaching methodologies that are maintained -Keynote speeches (will be held online via Teams) - Interactive sessions to develop and present the tasks required ((will be held online via Teams) - Multiple-choice test exam (will be held online via Moodle) *Teaching methodologies that are modified: no changes are made. 3. Mechanisms for personalized attention to students - Moodle will be used to consult course materials- Tutorials: request personalized attention and follow-up case studies for individual and small group tutoring will be provided via Teams 4. Modifications in the evaluation: no changes will be made *Evaluation observations: Those already included in the teaching guide will be maintained. Requirements to pass the course: Those already included in the teaching guide will be maintained 5. Modifications to the bibliography or webgraphy: no changes will be made.				

Study programme competences

Code	Study programme competences
A1	To acquire basic knowledge of the management of a textile/fashion firm at a strategic, operational and functional level
A5	To develop the necessary skills to generate creative and innovative ideas
A6	To know and to know how to use the necessary tools to implement, conceptualize and launch collections
A7	To know the reality and social conditions that influence fashion, with a perspective of its historical development
A8	To be able to design and implement efficient marketing strategies from knowledge of the social environment, with a focus on communication and distribution: messages, media, channels, customer relationships, etc?
A11	To acquire an international perspective of the fashion industry, and to master internationalization planning and management tools
A13	To know the impact of technology on the different processes of the textile industry
A19	To acquire the capacity to collect, select and analyse information flows; their integration in the information systems and processes of the firm; and their application to strategic and operational decision-making; always from an ethical perspective
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B6	Capacity for cooperation, team-work and collaborative learning in interdisciplinary settings
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations



B9	Capacity to analyse, diagnose and take decisions
C1	Adequate oral and written expression in the official languages.
C3	Using ICT in working contexts and lifelong learning.
C4	Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	Study programme competences		
Identifying communication campaigns from a strategic point of view	A1 A7 A8 A11 A13 A19	B2 B3 B6 B7 B8 B9	C1 C3 C4 C5 C7 C8 C9
Identifying the communicational problem that a fashion brand presents at a specific moment that will raise the need for a communication campaign	A8 A19	B2 B4 B5 B9	C1 C9
Proposing the communication objectives on the communication plan that must be related to the marketing objectives	A19	B2 B4 B5 B7 B9	C8 C9
Identifying the target audience of the fashion campaign and understanding it appropriately from a holistic point of view to offer them or content they demand	A5 A6 A7 A8	B7 B9	C3 C7 C9
Understanding how the effectiveness of the campaign depends on a properly planned communication strategy	A1	B7 B9	C8 C9
Evaluating how you can undertake a promotional mix in a communication campaign to positively influence the target	A8	B7 B8	C1 C3
Knowing how to assess the results of a communication campaign.	A1 A8	B7 B9	C3

Contents	
Topic	Sub-topic
Part I. Introducción to communication	1.1. What's communication? 1.2. Elements of communication 1.3. Communication models 1.4. Trends in communication:IMC



Part II. Marketing communication as a integrated strategy in the fashion industry	2.1. The fashion brand 2.2. The briefing 2.3. Communication plan in fashion 2.3.1. What is the communication plan for and what is it usefeul for? 2.3.2 Communication plan benefits in the field of fashion 2.3.3. How to create a communication plan in the field of fashion 2.3.4 Communication effectiveness assesment
Part III. Communication tools in the fashion industry	3. Promotional mix in fashion 3.1. Promotion above the line in fashion 3.2. Promotion below the line in fashion 3.3. Trends in fashion communication 3.4. Digital marketing (SEO, SEM, Google Analytics...)

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Oral presentation	A8 A19 B2 B4 B5 B7 B8 B9 C1 C9	2	8	10
Guest lecture / keynote speech	A5 A6 A7 A11 A13 B2 B3 B6 C4 C5 C7 C8	21	0	21
Workbook	B5 B7 B9	0	20	20
Workshop	A8 A19 B2 B4 B6 B7 B8 B9 C1 C3 C7 C9	19	26	45
Multiple-choice questions	A1 C3	1	50	51
Personalized attention		3	0	3
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Oral presentation	Students will carry out final work (communication plan) in groups. They must present a written work as well as an oral presentation at the end of the course. The oral defense of this task will be done the last week of the course and it will be evaluated.
Guest lecture / keynote speech	The theory of the subject will be presented in class with the aid of visual and audiovisual support.
Workbook	Students will have access to complementary readings to the syllabus. They will allow them to deepen the theory seen in class.
Workshop	Students will receive instructions from the teacher to guide the practical work. They should prepare a communication plan in groups that will be developed both in the classroom (interactive session) and outside the classroom (autonomous work) and whose evidence will be the presentation of a written work at the end of the course.
Multiple-choice questions	Multiple choice multiple choice test in which only one option is correct. Incorrect answers will not penalize.

Personalized attention	
Methodologies	Description
Workshop	If there is any doubt regarding the material explained in class, hours of tutoring are available for this purpose. For students with recognition of part-time dedication and academic exemption can benefit from a specific tutoring schedule that will be agreed with the teacher and compatible with their dedication of the student. Members of the group would be able to consult the doubts corresponding to the development of the practical cases / readings that they will have to present or expose in this part of the subject.



Assessment			
Methodologies	Competencies	Description	Qualification
Multiple-choice questions	A1 C3	Individual multiple choice test with only one correct answer. Incorrect answers do not penalize. All materials and content taught and discussed in the classroom, either online or in offline, may be part of the exam questions. The exam, of an individual nature, must be prepared by using all the materials available on the virtual platform, that is, not only make use of the documents shared in class, but also the readings, audiovisual materials and notes the student take in the classroom. To pass the exam it must be obtained a grade equal or superior to 2 points out of 4.	40
Oral presentation	A8 A19 B2 B4 B5 B7 B8 B9 C1 C9	All the members of the group must present the final task (communication plan) orally. In the oral part, students must adequately defend the key points of the task and demonstrate knowledge in the topic, thus properly answer the questions posed by the teacher, if any. The maximum grade will weigh 10% of the final grade. All team members will get the same grade.	10
Workshop	A8 A19 B2 B4 B6 B7 B8 B9 C1 C3 C7 C9	Students will carry out a final work in groups (communication plan). This task will be developed both in practical class and outside of it (autonomous work). The written task will be presented at the end of the course. The work must respect the points indicated in an index socialized in the class. The quality of the research, the citation of sources according APA 6th format, the argumentation of the objectives of the plan, as well as a strategic and tactical design of a fashion firm will be evaluated. The written work represents 50% of the final grade. All members of the group will get the same grade. The minimum grade to pass the oral presentation of the work (10%) and the written work (50%) is 3 points out of 6.	50

Assessment comments
To pass the subject students must pass both the final exam with a minimum of 2 points out of 4 and the practical work (oral presentation and written work) with a minimum of 3 points out of 6. The minimum to pass the subject is 5 points. Students with "dispensa académica de exención de asistencia" must do the oral presentation (10%), the written work (50%) and the exam (40%). To pass the subject, a minimum of 2 points out of 4 must be achieved in the final exam, as well as in the practical part (oral presentation and written work) a minimum of 3 points out of 6. The minimum to pass the subject is 5 points. The introduction of any technological device in the classroom is banned in the exam.

Sources of information
Basic Aaker, D. (1991). ?Managing Brand Equity: Capitalizing on the Value of a Brand Name?, Free Press, New York. Chevalier, M. and Mazzavolo, G. (2008): ?Luxury Brand Management: A World od Privilege?, Jhon Willey and Sons, Singapore. Garre, O. (2018). ?Marketing y comunicación de moda, lujo y lifestyle?. CEU, Madrid. Graham, B. (2018). Promocionar la moda: comunicación, marketing y publicidad?. Promopress, Madrid. Lea-Greenwood, G. (2013): ?Fashion Marketing Communications?, Wiley, 1st Ed. Martínez-Navarro, G. (2017). ?Marketing y comunicación de moda?. Esic, Madrid. Mitterfellner, O. (2019): ?Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry?, Routledge, 1st Ed. Posner, H. (2016). ?Marketing de moda?. Gustavo Gill, Barcelona Tungate, M. (2008): ?Fashion Brands?, Kogan Page, London, 3rd Ed.



Complementary	
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Recommendations
Subjects that it is recommended to have taken before
Fashion Marketing and Market Research/710G03012
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Promotional Strategies in Fashion II: Advertising and Public Relations/710G03027
Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.