UNIVERSIDADE DA CORUÑA

Teaching Guide				
Identifying Data				**2020/21**
Subject (*)	Omni-Channel Fashion Retailing		**Code**	710G03024
Study programme	Grao en Xestión Industrial da Moda			
Descriptors				
Cycle	**Period**	**Year**	**Type**	**Credits**
Graduate	2nd 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		**E-mail**		
Web				
General description	This course is structured to provide a multifaceted knowledge of omnichannel strategy, as well as to dig into the process to implement retailing onmichannel strategies.			
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 requiered ((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**
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?
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
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
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**		
Appreciating the importances of marketing channel management to a firm?s success	A8	B4 B6 B7 B8 B9	C1 C3 C4 C7 C8 C9	
Identifying differences between omni-channel strategies and multichannel strategies	A8	B1 B7 B9	C3 C5 C8	
Identifiying and describing drivers and trends shaping the move to onmichannel strategies in fashion market	A8	B6 B7	C3 C5 C8	
Designing onmichanel retailing strategies for fashion industry	A8	B2 B3 B4 B6 B7 B8 B9	C3 C8 C9	

Contents	
Topic	**Sub-topic**
Parte I. Distribution channels in the fashion industry	1.1. Introduction to the distribution in fashion industry 1.2. Singlechannel marketing in fashion 1.3. From the singlechannel to multichannel in fashion industry 1.4. Multichannel marketing in fashion industry 1.5. From the multichannel strategy to omnichannel strategy 1.6. Online and offline distribution channels in fashion
Parte II. Distribution channel strategies: omnichannel approach in the fashion industry	2.1. Consumer behavior in fashion industry 2.2. Profitable, responsible and sustainable textile-fashion retail 2.3. Exploring omnichannel retailing in fashion 2.4. Integrating traditional and digital channels: Roadmap to create and implement omnichanel retailing strategy in fashion industry (design, implementarion and evaluation) 2.5. The new rol of the physical shop in a offline context.
Part III. Tactical onmichannel applications in the fashion industry	3.1. Platforms and marketplace in fashion 3.2. Shooping experience digitalization in fashion industry 3.3. Technology for the intelligent store in fashion industry 3.4. Mobile Apps 3.5. Beacons 3.6. Movile payment methods 3.7. Social CRM 3.8. Augmented reality and VR 3.9. Gamification

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Case study	A2 A7 B7 B10 C2	1	19	20
Oral presentation	A8 B1 B2 B3 B4 B6 B8 C1 C3 C4 C7 C8 C9	2	8	10
Guest lecture / keynote speech	A1 A2 B2 B10 C2 C5	21	20	41
Multiple-choice questions	A8 A1	1	29	30
Workshop	A5 B9 C3 C5 C7 C8	20	25	45
Personalized attention		4	0	4
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Case study	Study of real examples of omnichannel strategies in fashion firms
Oral presentation	Students will carry out final work 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.
Multiple-choice questions	Multiple choice multiple choice test in which only one option is correct. Incorrect answers will not penalize
Workshop	Students will receive instructions from the teacher to guide the practical work. They should prepare a final work 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 and its oral defense at the end of the course.

Personalized attention	
Methodologies	Description
Workshop Guest lecture / keynote speech	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

Workshop	A5 B9 C3 C5 C7 C8	Students must present a final work that will be made in groups. This work will take place both in interactive sessions and outside of the class (autonomous work). The written work will be presented at the end of the course. It must respect the evaluation criteria socialized in class. The written work represents 40% of the final grade. All group members will get the same marks. In order to pass the practical assignment, students must get at least 2.5 points out of 5 as a result of the sum of the written work (40%) and its oral presentation (10%).	40
Oral presentation	A8 B1 B2 B3 B4 B6 B8 C1 C3 C4 C7 C8 C9	All the members of the group must present the final task 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
Multiple-choice questions	A8 A1	Knowledge of the theory will be evaluated	50

Assessment comments
To pass this subject, students must pass either the final exam and the final assigment with a minimun of 2,5 out of 5 for each of the part mentioned. A minimum of 5 point will be requiered for the students to pass the subjetc. Students with "dispensa académica de exención de asistencia" must do the oral presentation (10%), the written work (40%) and the exam (50%). To pass the subject, a minimum of 2,5 points out of 5 must be achieved in the final exam, as well as in the practical part (oral presentation and written work) a minimum of 2,5 points out of 5. 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	- Ramadan, S. (2017). Omnichannel marketing . CreateSpace Independent Publishing Platform - Palmatier, W., Sivadas, E., Stern, L.W. (2020). Marketing channel strategy: an onmichannel approach. New York: Routledge - Ozuem, W., Pattern,E., Azemi, Y. (2020). Harnessing omnichannel marketing strategies for fashion and luxury brands. Boca Ratón: Brown Walker Press/Universal Publishers - Piotrowicz, W., Cuthbertson, R. (2019). Exploring omnichannel retailing . Oxford: Springer - Diserhan, T. (2020). Managing customer experiences in an omnichannel world. Business science reference - Ozuem, W., Pattern,E., Azemi, Y. (2020). Harnessing omnichannel marketing strategies for fashion and luxury brands. Boca Ratón: Brown Walker Press/Universal Publishers - Cabigiosu, A. (2020). Digitalization in the luxury fashion industry. Springer
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Fashion Marketing and Market Research/710G03012
Global Trends in Fashion: Digital Transformation and Sustainability/710G03008
Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus
Other comments