



Teaching Guide

Identifying Data					2024/25
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	humanidades.udc.es/estudos/gim				
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.				

Study programme competences / results

Code	Study programme competences / results
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?
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 / results		
	A	B	C
Analyze and interpret the economic, political, socio-cultural, technological, and communicative environment of a fashion brand	A8 A19	B2 B4 B5 B9	C1 C9
Identify, evaluate, manage, and strategically leverage the intangible assets of the organization	A1 A7 A8 A19	B2 B3 B5 B6 B7 B8 B9	C1 C3 C4 C5 C7 C8 C9
Establish the communication objectives of an organization, adapting resources and communication strategies to organizational goals	A19	B2 B4 B5 B7 B9	C8 C9
Design and present the communication plan of an organization, incorporating objectives, defining the target audience, and aligning them with communication strategies	A5 A6 A7 A8	B7 B9	C3 C7 C9
Understand how the effectiveness of a campaign depends on a well-planned communication strategy	A1	B7 B9	C8 C9
Propose a promotional mix that allows achieving corporate objectives	A8	B7 B8	C1 C3
Know how to evaluate the results of a communication campaign	A1 A8	B7 B9	C3

Contents	
Topic	Sub-topic
Part I. Introducción to comunicación	1.1. What's communication? 1.2. Elements of communication 1.3. Communication models
Part II. Marketing communication as a integrated strategy in the fashion industry	2.1. The fashion brand 2.2. The briefing 2.3. Brand equity, brand image, reputation 2.4. Communication plan in fashion 2.5. The elaboration of the communication plan 2.6. The design of messages and the selection of communication channels 2.7. How to measure effective communication
Part III. Communication tools in the fashion industry	3.1. Operational communication policies 3.2. The promotional mix in fashion (sales promotion, advertising, direct marketing, point of sale advertising, window dressing) 3.3 Digital marketing and social networks positioning strategies (SEO, SEM, Google Analytics...)

Planning



Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Oral presentation	A8 A19 B2 B4 B5 B7 B8 B9 C9 C1	2	2	4
Guest lecture / keynote speech	A5 A6 A7 B2 B3 B6 C4 C5 C7 C8	21	42	63
Workbook	B5 B7 B9	0	4	4
Supervised projects	A8 A19 B2 B4 B6 B7 B8 B9 C1 C3 C7 C9	19	57	76
Multiple-choice questions	A1 C3	1	0	1
Personalized attention		2	0	2

(*)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.
Supervised projects	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 penalize.

Personalized attention	
Methodologies	Description
Supervised projects	<p>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.</p> <p>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.</p>

Assessment			
Methodologies	Competencies / Results	Description	Qualification



Multiple-choice questions	A1 C3	<p>Individual multiple-choice test with a single correct answer. Incorrect answers will be penalized. All the materials and content covered in the class, whether virtual or in-person, may be included in the exam questions. The exam, being an individual assessment, should be prepared using all the materials available on the virtual platform, which means not only relying on the slides but also utilizing the readings, audiovisual materials, and notes taken in class.</p> <p>It is necessary for the students to pass the exam, meaning they need to obtain a score equal to or higher than 2.5 points out of a total of 5.</p>	50
Oral presentation	A8 A19 B2 B4 B5 B7 B8 B9 C9 C1	<p>All members of the group must orally present the final project. During the oral defense, students must adequately present the main points of the project and demonstrate knowledge of the topic, as well as correctly respond to questions asked by the teacher, if any.</p> <p>The evaluation will be collective regarding the content of the presentation and individual in the oral part. At this point, a maximum of 0.5 points can be achieved. Additionally, attendance and participation in presentations throughout the course will be taken into account for evaluation, with a maximum of 0.5 points.</p> <p>The maximum grade for the presentation and participation in presentations during the course will be 1 point.</p>	10
Supervised projects	A8 A19 B2 B4 B6 B7 B8 B9 C1 C3 C7 C9	<p>In groups, students must complete a final project (communication plan). This project will be developed both in practical class and outside of it (autonomous work). The project will be presented in writing at the end of the course and must adhere to the points outlined in an index shared in class. It should include high-quality research, source citations (APA 6th edition format), appropriate argumentation of the plan's objectives, as well as a strategic and tactical design suitable for the needs of the fashion company under study.</p> <p>The communication plan accounts for a maximum of 4 points to be achieved. All group members will receive the same score. The passing grade is set at 2.5 out of 5, resulting from the sum of the written work (up to 4 points) and the oral presentation/participation (up to 1 point).</p>	40

Assessment comments



REGULATIONS All aspects related to "academic exemption," "study dedication," "academic continuity," and "academic fraud" will be governed according to the current academic regulations of UDC.

GRADING TYPES a) GRADE OF NON-PRESENTED. This applies to students who only participate in assessment activities that have a weighting of less than 20% of the final grade, regardless of the grade achieved.

b) STUDENTS WITH RECOGNIZED PART-TIME STUDY AND ACADEMIC EXEMPTION (ATTENDANCE EXCEPTION) E. Students with "academic exemption from attendance" will be required to give an oral presentation (10% of the grade), a final written assignment (40% of the grade), and an exam (50% of the grade). The practical work must be done independently. Students with an exemption may defend their project orally online if they so request. To pass the course, a minimum of 2.5 points out of 5 must be obtained in the final exam, as well as in the practical part (oral presentation and written assignment) a minimum of 2.5 points out of 5. The final grade will be the sum of both parts.

EVALUATION OPPORTUNITIES A. FIRST AND SECOND OPPORTUNITY

To pass the subject, students must pass both the final exam and the final assignment with a minimum of 2.5 out of 5 for each part mentioned. The minimum to pass is 5 points resulting from the sum of both parts. In case of failing one of the parts, the grade report will reflect the grade of the failed part evaluated on a scale of 0 to 10. In case of failing both parts, the grade report will reflect the higher grade on a scale of 0 to 10. The official evaluation system and dates will apply to all students in the course, including Erasmus and exchange students. Students who have passed the course will not be able to attend the second opportunity to improve their grade.

The evaluation criteria for the second opportunity will be the same as those for the first. Those who have not passed the course in the first opportunity must adhere to the following criteria:

- a) Project passed and exam failed. Students must retake the exam (50% of the grade). These students may resubmit the project; otherwise, the grade obtained in the first opportunity will be maintained. The project for submission in the second opportunity must adhere to the contents demanded in the first opportunity and will not be defended orally. The weighted value of the project will be 50%.
- b) Project failed and exam passed. The project for submission in the second opportunity must adhere to the contents demanded in the first opportunity and will not be defended orally. The weighted value of the project will be 50%. Students may retake the exam (50% of the grade); otherwise, the grade obtained in the first opportunity will be maintained.
- c) Project and exam failed. Both parts must be retaken. The project for submission in the second opportunity must adhere to the contents demanded in the first opportunity and will not be defended orally. The weighted value of the project will be 50%. The exam will be 50%.

B. For the extraordinary call the evaluation will be a multiple-choice test (objective test with multiple-choice answers) (100% of the score) with various answer options, where errors will be penalized.

Sources of information

Basic	<ul style="list-style-type: none"> - Diaz Soloaga, P. (2014). Comunicación y gestión de marcas de moda. Editorial Gustavo Gili - Aaker, D. (1991). Managing Brand Equity: Capitalizing on the value of a brand name. New York: Free Press - Garre, O. (2018). Marketing y comunicación de moda, lujo y lifestyle. Madrid: CEU - Graham, B, Anouti, C. (2018). Promoting fashion. Laurence King Publishing - Lea-Greenwood, G. (2013). Fashion Marketing Communications. Wiley - Martínez-Navarro, G. (2017). Marketing y comunicación de moda. Madrid: ESIC - Mitterfellner, O. (2019). Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry. Routledge - Posner, H. (2016). Marketing de moda. Barcelona: Gustavo Gill - Tungate, M. (2008). Fashion Brands. London: Kogan Page - Harris, C. (2017). The fundamentals of digital fashion marketing. Bloomsbury
Complementary	

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.