



Teaching Guide

| Identifying Data | | | | | 2024/25 |
|----------------------------|---|---------------|--|----------------|---------|
| 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 | Crespo Pereira, Verónica Czarczynska , Anna Marta | E-mail | veronica.crespo@udc.es a.czarczynska@udc.es | | |
| Web | humanidades.udc.es/estudos/gim | | | | |
| General description | Companies must take a look at their market position, customer relationships an existing resources to create the best scenario for adding value driver for the business. Offering a compelling omnichannel experience is an urgent requirement for fashion business survival. Nowadays buyers are into new ways of shopping. Most consumers do not even think in terms in traditional channel boundaries anymore but in shopping based on seamless experiences. This subject is structured to provide a multifaceted knowledge of omnichannel experiences, as well as to dig into the process to implement retailing onmichannel strategies in fashion industry. | | | | |

Study programme competences / results

| Code | Study programme competences / results |
|------|--|
| 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 / results | | |
|--|---------------------------------------|--|----------------------------------|
| 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 |
| Identifying and describing drivers and trends shaping the move to omnichannel strategies in fashion market | A8 | B6 B7 | C3 C5 C8 |
| Designing omnichannel retailing strategies for fashion industry | A8 | B2 B3 B4 B6 B7 B8 B9 | C3 C8 C9 |

| Contents | |
|---|--|
| Topic | Sub-topic |
| Part 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. From the multichannel strategy to omnichannel strategy 1.5. Online and offline distribution channels in fashion: format retailers |
| Part II. The omnichannel distribution strategy | 2.1. Consumer behavior in fashion industry and buyer persona profile 2.2. Exploring omnichannel retailing in fashion strategies 2.3. Integrating traditional and digital channels: Roadmap to create and implement omnichannel retailing strategy in fashion industry (Customer journey map) 2.4. The new role of the physical shop in a offline context. |
| Part III. Tactical omnichannel applications in the fashion industry | 3.1. Platforms and marketplace in fashion 3.2. Shopping experience digitalization in fashion industry 3.3. Technology for the intelligent store in fashion industry |

| Planning | | | | |
|--------------------------------|--|--------------------------------------|-------------------------------|-------------|
| Methodologies / tests | Competencies / Results | Teaching hours (in-person & virtual) | 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 | A1 A8 | 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 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 | <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>ATTENTION TO DIVERSITY: The subject may be adapted for students who require measures aimed at supporting diversity (physical, visual, auditory, cognitive, learning, or related to mental health). If this is the case, they should contact the available services at UDC/at the center: within the official deadlines stipulated prior to each academic semester, with the Diversity Attention Unit (https://www.udc.es/cufie/ADI/apoioalumnado/); if not, with the ADI tutor of the Faculty of Humanities.</p> |

| Assessment | | | |
|-------------------|--|--|---------------|
| Methodologies | Competencies / Results | Description | Qualification |
| Workshop | A5 B9 C3 C5 C7 C8 | <p>In groups, students must present a project. This will be developed both in the practical class and outside of it (autonomous work). This must respect the evaluation criteria shared in class.</p> <p>The project accounts for 40% of the final grade. All group members will receive the same score. To pass the project, a score equal to or greater than 2.5 points out of 5 must be accumulated, resulting from the sum of the project (40%) and its oral presentation (10%).</p> | 40 |
| Oral presentation | A8 B1 B2 B3 B4 B6 B8 C1 C3 C4 C7 C8 C9 | <p>All group members must orally present the project. In the oral part, students must adequately defend the main points of the work and demonstrate knowledge of the topic, as well as correctly answer the questions asked by the teacher.</p> <p>The assessment will be individual in the oral part. The maximum score will be 1 point.</p> | 10 |



| | | | |
|---------------------------|-------|--|----|
| Multiple-choice questions | A1 A8 | <p>Individual multiple choice test with only one correct answer. Incorrect answers will penalize.</p> <p>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.</p> <p>To pass the exam it must be obtained a grade equal or superior to 2,5 points out of 5.</p> | 50 |
|---------------------------|-------|--|----|

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)** 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 academic exemption may defend their project orally online if they so request. To pass the subject, 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 course, 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">- Ramadan, S. (2017). Omnichannel marketing . CreateSpace Independent Publishing Platform- Palmatier, W., Sivadas, E., Stern, L.W. (2020). Marketing channel strategy: an omnichannel 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

(*)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.