



Teaching Guide

Teaching Guide				
Identifying Data				2019/20
Subject (*)	Fashion Marketing and Market Research		Code	710G03012
Study programme	Grao en Xestión Industrial da Moda			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	Yearly	Second	Obligatory	9
Language	English			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Escourido Calvo, Manuel	E-mail	manuel.escourido@udc.es	
Lecturers	Escourido Calvo, Manuel	E-mail	manuel.escourido@udc.es	
Web	http://gradoindustrialmoda.udc.gal/			
General description	The main objective of this subject is for the students to learn how to apply the principles of marketing and the fundamentals of market research to the fashion industry.			

Study programme competences

Code	Study programme competences
A8	Ser capaz, en base al conocimiento del entorno social, de diseñar y poner en marcha estrategias de marketing eficaces, que contemplen especialmente las variables de comunicación y distribución: mensajes, medios, canales, relación con el cliente, etc, ...
A19	Capacidad para la recogida, selección y análisis de flujos de información, integración de los mismos en los sistemas y procesos de gestión de la información de la empresa, y aplicación a la toma de decisiones estratégicas y operativas, siempre desde una perspectiva ética.
B1	Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio
B2	Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
B3	Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
B4	Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado
B5	Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía
B6	Capacidad para la cooperación, el trabajo en equipo y el aprendizaje colaborativo en entornos interdisciplinares
B7	Capacidad para analizar tendencias (razonamiento crítico).
B8	Capacidad de planificación, organización y gestión de recursos y operaciones
B9	Capacidad de análisis, diagnóstico y toma de decisiones
C1	Expresarse correctamente, tanto de forma oral como escrita, en las lenguas oficiales de la comunidad autónoma
C2	Dominar la expresión y la comprensión de forma oral y escrita de un idioma extranjero
C3	Utilizar las herramientas básicas de las tecnologías de la información y las comunicaciones (TIC) necesarias para el ejercicio de su profesión y para el aprendizaje a lo largo de su vida
C4	Desarrollar el ejercicio de una ciudadanía respetuosa con la cultura democrática, los derechos humanos y la perspectiva de género
C5	Entender la importancia de la cultura emprendedora y conocer los medios al alcance de las personas emprendedoras
C7	Desarrollar la capacidad de trabajar en equipos interdisciplinares o transdisciplinares, para ofrecer propuestas que contribuyan a un desarrollo sostenible ambiental, económico, político y social
C8	Valorar la importancia que tiene la investigación, la innovación y el desarrollo tecnológico en el avance socioeconómico y cultural de la sociedad



C9	Tener la capacidad de de gestionar tiempos y recursos: desarrollar planes, priorizar actividades, identificar las críticas,establecer plazos y cumplirlos.
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Learning outcomes			
Learning outcomes		Study programme competences	
Understand the importance of marketing as an area of knowledge of the social sciences and its relevance to others knowledge areas. Understand the importance of marketing as a functional area of the company and its relationship with other functional areas of the organization, and also of its objective and functions.	A8	B1	C1
	A19	B2	C2
		B3	C3
		B4	C4
		B5	C5
		B6	C7
		B7	C8
		B8	C9
		B9	
Analyse the environment, competition, and also consumer behaviour, as elements that must be considered by marketing for strategic and operational decision making. Understand and analyse the variables of marketing-mix and its operational development by organizations. Approach to the concept of online marketing and its repercussions on current business communication.	A8	B1	C1
	A19	B2	C2
		B3	C3
		B4	C4
		B5	C5
		B6	C7
		B7	C8
		B8	C9
		B9	

Contents	
Topic	Sub-topic
PART I. Introduction to Marketing.	01. Introduction and Principles of Marketing.
PART II. Strategic Marketing.	02. The market environment and competence. 03. Consumer behaviour. 04. Market research: an introduction. 05. Market research: qualitative research. 06. Market research: quantitative research. 07. Segmentation and Positioning. 08. Marketing strategy.
PARTE III. Operational Marketing.	09. Marketing-Mix. Product and Brand. 10. Marketing-Mix. Distribution. 11. Marketing-Mix. Price. 12. Marketing-mix. Promotion/Communication.

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Oral presentation	B2 B3 B4 B6 B7 B8 B9 C1 C2 C3 C4 C7 C9	15	35	50
Events academic / information	A8 A19 B3 B7 C2 C4	5	0	5
Workbook	A8 B1 B5 B9 C1 C2 C5 C8	10	20	30
Multiple-choice questions	B1 B5 B9 C2	2	28	30



Guest lecture / keynote speech	A19 B3 B7 C2 C4 C5 C8	25	75	100
Personalized attention		10	0	10
(*)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	In the practical class, the group designated by the lecturer must present the set reading and / or the work from complementary activities. Group members must answer the questions that are formulated.
Events academic / information	So that they can become familiar with the practical cases presented by professionals in the field, students must also attend complementary practical activities (conferences, seminars, workshops and so on). They must reflect on the content and produce an analysis, which will be subject to assessment.
Workbook	To complement the lectures, texts and readings and/or practical tasks based on a variety of topics will be provided for analysis. Students must work in groups to answer the set questions.
Multiple-choice questions	Individual multiple choice test. Each wrong answer will lower the test score.
Guest lecture / keynote speech	The contents of the subject's theoretical programme will be introduced in a formal lecture, through audiovisual media. The slides will be delivered to the students. The lecturer will monitor lecture attendance; regular attendance is a requirement in assessment procedure.

Personalized attention	
Methodologies	Description
Oral presentation	The students will be able to resolve any doubts while they work on the practical cases or readings that they must present.
Workbook	They can also ask questions about topics explained in class. The teacher is assigned an availability for tutorials.

Assessment			
Methodologies	Competencies	Description	Qualification
Guest lecture / keynote speech	A19 B3 B7 C2 C4 C5 C8	ATTENDANCE: 10% of the final grade. Attendance of lectures, as well as of the practical classes, will make up 10% of the final sgrade.	10
Oral presentation	B2 B3 B4 B6 B7 B8 B9 C1 C2 C3 C4 C7 C9	READINGS and ORAL PRESENTATION: 40% of the final grade. Oral reports will be presented on the readings, bibliographic analysis and practical work. They will be done in a group. Assessment criteria include how well the theoretical is explained, the quality and clarity of the presentation; the accuracy and quality of the answers; the range of primary and secondary sources used and the review of literature.	40
Multiple-choice questions	B1 B5 B9 C2	MULTIPLE CHIOCE TEST: 50% of the final grade. Individual multiple (four options) choice test. Each wrong answer will lower the final score.	50

Assessment comments
STUDENTS EXEMPT FROM CLASS ATTENDANCE AND SECOND OPPORTUNITY.
MULTIPLE CHOICE TEST. 100% of the final grade.
Individual multiple (four options) choice test. Each wrong answer will lower the test score. The score obtained will make up 100% of the final grade for the subject.



Sources of information

Basic	Kotler, P. and Armstrong, G. (2018): ?Principles of Marketing?, Pearson, 17th ed. Mitterfellner, O. (2019): ?Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry?, Routledge, 1st ed. Kotler, P. and Armstrong, G. (2018): ?Principles of Marketing?, Pearson, 17th ed. Mitterfellner, O. (2019): ?Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry?, Routledge, 1st ed.
Complementary	Aaker, D. (1991). ?Managing Brand Equity: Capitalizing on the Value of a Brand Name?, Free Press, New York. Lea-Greenwood, G. (2013): ?Fashion Marketing Communications?, Wiley, 1st ed. Ries, A. and Trout, J. (2001): ?Positioning: The Battle for Your Mind?, McGraw-Hill Education. Santesmases, M. (2011): ?Fundamentals of Marketing?, Pirámide, Madrid.

Recommendations

Subjects that it is recommended to have taken before

Introduction to Fashion Business Management/710G03004
Principles of Economics: Fashion Industry/710G03003
Global Trends in Fashion: Digital Transformation and Sustainability/710G03008

Subjects that are recommended to be taken simultaneously

Corporate and Professional Ethics in the Fashion Industry/710G03011

Subjects that continue the syllabus

Promotional Strategies in Fashion II: Advertising and Public Relations/710G03027
Promotional Strategies in Fashion I: Communication/710G03021

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.