



## Teaching Guide

| Teaching Guide      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |        |                        |           |
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| Identifying Data    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |        | 2020/21                |           |
| Subject (*)         | International Fashion Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |        | Code                   | 710G03025 |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | E-mail | veronica.crespo@udc.es |           |
| Web                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |        |                        |           |
| General description | This subject addresses the basic concepts of internationalization, as well as the key variables for the development of international trade in a fashion company.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |        |                        |           |
| Contingency plan    | 1. Modifications to the contents; no changes will be made<br>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.<br>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<br>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?                                                                                              |
| A11  | To acquire an international perspective of the fashion industry, and to master internationalization planning and management tools                                                                                                                                                                                |
| 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.                                                                                                                                                                                                                                                  |
| C2   | Mastering oral and written expression in a foreign language.                                                                                                                                                                                                                                                     |
| 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.                                                                                                       |



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| 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 |                                                                   |
| Understanding the business management in the internationalization of fashion brands                   |  | A8                          | B1 C1<br>B2 C2<br>B3 C3<br>B4 C4<br>B6 C5<br>B7 C7<br>B9 C8<br>C9 |
| Knowing the internationalization process in order to create adequate strategic and operational plans  |  | A8                          | B2 C2<br>B6 C5<br>B8 C9                                           |
| Carrying out in depth analysis for decision-making in the internationalization of the fashion company |  | A11                         | B3 C2<br>B4 C8<br>B6 C9<br>B7<br>B8<br>B9                         |

| Contents                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic                                                                | Sub-topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Part I. Introduction to the internationalization of the fashion firm | 1.1. International trade concept<br>1.2. International marketing<br>1.3. Basis of international marketing in fashion industry<br>1.4. The structure of the international trade in fashion industry<br>1.5. Manufacturing internationalization vs. retailing internationalization in fashion industry<br>1.6. Supportive institutions for the positioning of the fashion company in third countries (IGAPE, ICEX...) in fashion industry<br>1.7. International negotiation in fashion industry |
| Part II. The process of internationalization in the fashion industry | 2.1. The internationalization and foreign market in fashion industry<br>2.2. Internationalization plan in fashion industry<br>2.3. The process of the strategic planification in fashion industry<br>2.4. Steps in the internationalization in fashion industry<br>2.5. Internationalization and positioning strategies in third counties and new markets in fashion industry.                                                                                                                |



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|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Part III. International marketing in the fashion industry | 3.1. The concept of product in the foreign market in fashion industry<br>3.2. Brand positioning in the foreign market in fashion industry<br>3.3. The place in the foreign market in fashion industry<br>3.4. The function of agents in foreign market and distribution channel of exporter companies in fashion industry<br>3.5. The price in the international market in fashion industry<br>3.6. The communication in the international market in fashion industry<br>3.7. The internacionalization through e-commerce in fashion industry |
|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| Planning                                                                                                                        |                                  |                      |                               |             |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------|-------------------------------|-------------|
| Methodologies / tests                                                                                                           | Competencies                     | Ordinary class hours | Student?s personal work hours | Total hours |
| Workshop                                                                                                                        | B3 B4 B6 B7 B8 B9<br>C1 C4 C7 C9 | 21                   | 49                            | 70          |
| Oral presentation                                                                                                               | B4 B6 C2                         | 3                    | 2                             | 5           |
| Multiple-choice questions                                                                                                       | A1 A2 B1                         | 1                    | 30                            | 31          |
| Guest lecture / keynote speech                                                                                                  | A11 A8 B1 B2 C3 C5<br>C8         | 21                   | 19                            | 40          |
| 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                                                                                                                                                                                                                                                                                                                                             |
| 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. |
| Oral presentation              | Students will carry out final work in groups. They must hand in 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.                                                                                                               |
| Multiple-choice questions      | Multiple choice multiple choice test in which only one option is correct. Incorrect answers will not penalize                                                                                                                                                                                                                                           |
| Guest lecture / keynote speech | Presentation of the different topics of the subject with the help of slides and audiovisual support                                                                                                                                                                                                                                                     |

| Personalized attention                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Methodologies                              | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Guest lecture / keynote speech<br>Workshop | <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> <p>On the other hand, 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> |

| Assessment |
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| Methodologies             | Competencies                     | Description                                                                                                                                                                                                                                                      | Qualification |
|---------------------------|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Multiple-choice questions | A1 A2 B1                         | Multiple choice test. Knowledge of the subject will be evaluated                                                                                                                                                                                                 | 50            |
| Workshop                  | B3 B4 B6 B7 B8 B9<br>C1 C4 C7 C9 | At the end of the course students will hand in an internationalization plan of a fashion company.                                                                                                                                                                | 40            |
| Oral presentation         | B4 B6 C2                         | Students will defend orally an internationalization plan of a fashion company. Their performance will be evaluated according to the criteria of professionalism, correct response to the questions posed, as well as conciseness and clarity in the presentation | 10            |

## Assessment comments

To pass this subject, students must pass either the final exam and the final assignment with a minimum of 2,5 out of 5 for each of the part mentioned. A minimum of 5 point will be required for the students to pass the subject.

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

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Basic</b>         | Cabrera, A.: ?Casos de Gestión Administrativa del Comercio Internacional?. Global Marketing Strategies Jin, B., Cedrola, E. (2016). Fashion brand internationalization. Opportunities and challenges. Palgrave Studies in Practice. Llamazares, O.(2016). Casos de Negociación Internacional. Global Marketing Strategies. Martín, M.A.; Martínez, R. (2014). Manual Práctico de Comercio Exterior. FC Editorial.Roca, J.L.(1994). El arbitraje en la contratación internacional. |
| <b>Complementary</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

## Recommendations

### Subjects that it is recommended to have taken before

Introduction to Fashion Business Management/710G03004

Fashion Marketing and Market Research/710G03012

### 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.