CIEE Paris, France

Course title: Fashion and Business in France
Course code: BUSI 3101 PAFR
Programs offering course: Paris Open Campus Block, Paris OC Modified
University of Wisconsin Madison
Open Campus Track: Business
Language of instruction: English
U.S. semester credits: 3
Contact hours: 45
Term: Spring Block II 2020

Course Description

This course invites students to discover the landscape of fashion marketing and the analysis of fashion and luxury trends in France, with a specific focus on Paris. Through analyses of current trends and scrutiny of what inspires today's creators and designers, students will understand the stakes of this business from the identification of market codes, the conception of products, and their presentation and merchandising through retail and media. Students will also develop knowledge about the evolution of consumer taste and supply chains, as well as fashion promotions, including branding and communications. This course focuses on group work and brainstorming and offers many opportunities to contemplate the fashion and luxury worlds that make up this important part of Parisian culture (boutiques, exhibits, design ateliers'). By the end of the course, students will be working on the development of a marketing strategy and collection plan.

Learning Objectives

By completing this course, students will:

- Demonstrate understanding of key characteristics of the fashion and luxury sectors, including main business activities, yearly timeline of the fashion calendar, creation and design, distribution channels
- Demonstrate a general understanding of the history of fashion and business trends in the sector
• Comment on case studies illustrating the role of management principles in the creation of fashion marketing plans
• Use forecasting skills to understand trends to be considered in future collections
• Create a sample marketing and collection plan for a real or hypothetical business, outlining the entire strategic process.

Course Prerequisites

None

Methods of Instruction

This course will combine lectures, films, class round tables, business visits and on-site classes, walking tours, conversations with guest speakers and workshops. This interactive and experiential approach to learning immerses the student in all angles of the fashion business in France.

Assessment and Final Grade

1. Reflective Responses 15%
2. Quizzes (2) 10%
3. Presentation Materials (in written form) 25%
4. Presentations 30%
5. Class Participation 20%

TOTAL 100%

Course Requirements

Reflective Responses

A 400-word written reflective response in essay form will be required after each outing and/or film. These are individual assignments explaining what the student learned or felt about the experience that should address the objectives outlined before. Additional guidelines will be given to students prior to outings or film. There will be three papers in total, one being due at the end of weeks 2, 4, and 5.

Quizzes (2)
Two 10-minute timed quizzes will be given. The first will take place after the history of fashion lectures and students will be able to use their class notes to identify important designers, their major influence and fashion or style eras. The other quiz will be a pop quiz given sometime during the course. It will cover a case study.

Presentation Materials (in written form)

Week 4, Session 2: Each group of 3 or 4 will turn in a detailed digital marketing plan highlighting the market growth of the company they chose either with a new segment or location.

Week 6, Session 2: Each group of 3 or 4 will turn in a presentation showing two trends and how they are used to filter down into a product line for their company.

The format for written materials should be: Times New Roman, size 12, single space. Original source materials, photographs, and illustrations must be employed (for CIEE policy on Academic Integrity, including plagiarism, see section at the end of the syllabus). Bibliography and citations are required and should be based on the APA guidelines (http://www.apastyle.org/). Additional requirements will be given by the instructor the first day of class, so that the student understands precisely what is expected of him/her.

Presentations

- Week 4, Session 2: a 15-minute maximum presentation on the international marketing plan of the company your group chose, as well as an explanation of the recommendations that your group provided in the plan, followed by a Q&A with the instructor and peers.
- Week 6, Session 2: a 15-minute maximum presentation of a trend forecast with cited research on a product or line for their company. All presentations must be submitted before the class to the professor and accompanied by proper research and citation to back up the findings.

Rubrics will be used to assess each assignment and given to students in advance.

Class Participation
Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

It is expected that students attend class and participate actively. Assigned texts and case studies should be carefully read before the sessions in order for the students to be able to contribute to a coherent and interesting discussion. It is vital to read and understand the case studies for each class, as they will be discussed heavily and will impact your class participation score if you are not prepared. Students will receive participation grades on Weeks 2, 3, 4, 5, and 6.

Important: all course assignments must be turned in on time. While students will not be penalised for submissions up to and including 1 hour late,

- Students submitting work from 1 hour and 1 minute late up to and including 24 hours late will be penalised 15% from the assignment;
- Student work submitted from 24 hours and 1 minute late onwards will receive a zero (0%) grade.

Attendance

Regular class attendance is required throughout the program, and all absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.
For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent.

Attendance policies also apply to any required co-curricular class excursion or event, as well as to any required field placement. Students may not miss placement/work hours at an internship or service learning site unless approved in advance by the Academic Director and placement supervisor. All students must complete all of the requisite 100 minimum work hours on site at the internship or service learning placement to be eligible for academic credit.

Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Absences for classes will lead to the following penalties:

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<thead>
<tr>
<th>Percentage of Total Course Hours Missed</th>
<th>Minimum Penalty</th>
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</thead>
<tbody>
<tr>
<td>Up to 10%</td>
<td>Participation graded as per class requirements</td>
</tr>
<tr>
<td>10 – 20%</td>
<td>Participation graded as per class requirements, 3% grade penalty &amp; <strong>written warning</strong></td>
</tr>
<tr>
<td>More than 20%</td>
<td><strong>Automatic course failure</strong>, and possible expulsion</td>
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N.B. Course schedule is subject to change due to study tours, excursions, or local holidays. Final schedules will be included in the final syllabus provided to students on site.
Weekly Schedule

Week 1

Class 1.1  Orientation Week / Introduction to Fashion & Business


Introduction and basic overview of course and fashion on how it relates to business. Business setup and structure-buyers, merchandisers, etc.

Readings

Course syllabus

Class 1.2  Basic Design Principles of the Fashion World

Design Principles II.

Readings

“The Old Fashion System is setting New Designers up for Failure”

“Private Label Case Study”

Week 2

Class 2.1  History of Fashion & Introduction to the Business Management of Fashion

History of Fashion.

Digital marketing plan.

Readings

Jarosinski, “Burberry’s New Challenge”

Film
Watch a fashion Documentary of your choice (ex. Bill Cunningham NY, The September Issue on M2M.tv, or YSL or Coco Before Chanel).

Class 2.2 History of Fashion / Chanel & Schiaparelli Walking Tour

History of Fashion / Chanel & Schiaparelli walking tour

Supply chain management.

Guest speaker - Pierre Maladain.


Readings

Sody and Tang, Supply Chains Built for Speed & Customization

Reflective essay on film Go Global due.

Group Project Brand Choice due to professors.

Week 3

Class 3.1 Luxury & fashion Extensions

Introduction to Luxury.

Fashion publications: copywriting and editorial topics of fashion.

Pick Brands & Groups for Projects

Quiz 1.

Readings

Berse et al., “Vogue: Defining the Culture of Fashion” (case study)

Kapferer and Bastien, “Anti-Laws of Marketing”
Class 3.2 Business Site Visit: YSL Museum

Class 3.3 Business Trends in Fashion

Breakout sessions for Week 4 project.

Week 4

Class 4.1 Business Trends & Identities in Fashion

Trends & identities/ Forecasting.


Reflective Essay on business site visit (and topic-related) due.

Readings

“Saks: Shocking the Fashion Industry with Supply Chain” (case study)

Ferreira and Lakhan, “Flashion: Art vs. Science in Fashion Retailing” (case study)

“Why is Everyone Still Talking About This Cerulean Blue Jumper”

Class 4.2 Marketing Presentations

Presentation & Paper due: Marketing plan.

Readings

Nueno, “Zara: Fast Fashion” (case study)

Class 4.3 Trend Forecasting Workshop & Possible Atelier Visit

Readings

Choose 3 articles from the Forecasting Workshop Folder.
Week 5
Class  5.1  Communication & Branding

PR, Communication & Sustainability.

Branding and culture in business.

Readings

Utila, “Selling New Fashions Through Facebook in Peru” (case study)

“Patagonia’s Circular Economy Strength” (case study)

Class  5.2  Guest Speaker Panel

Readings

“Warby Parker: Vision of a “Good” Fashion Brand” (case study)

Week 6
Class  6.1  Sustainability in Fashion & Business

Sustainability in fashion

Reflective essay for Week 5, Session 2 due.

Readings

Hoffman, “How Do We Get There? EDF Manages a New Diversity Plan” (case study)

Class  6.2  Presentations Given & Turned in: Trend Forecasts

Course Materials
Readings

Required Readings


Recommended Readings


Media Resources

Films