

# USII16 - Trends Management

## Présentation

### Prérequis

- Bachelor's Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Fashion Management

### Objectifs pédagogiques

- To provide a background and understanding of management/challenges of the Fashion and Creativity industry, linked to innovation
- To identify and analyse management strategies
- To assess and understand trends

## Programme

### Contenu

This module analyses the trend setting process and its methodology (trends vs globalization on international markets, innovative marketing trends, different types of Fashion consumers, Fashion sociology and semiotics to understand Fashion needs in society).

### Modalités de validation

- Contrôle continu
- Projet(s)

Mis à jour le 28-02-2025



### Code : USII16

Unité spécifique de type cours

3 crédits

### Responsabilité nationale :

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