

USII17 - Managing the Fashion Environment

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 specificities of the international fashion market such as:

- **Fashion and Space:** a specific workshop to illustrate the links between a brand and its retail space, including images and communication
- **The brand heritage:** memory as a creative process (en attente d'une phrase rédigée par l'intervenant)
- **Marketing Strategies** (based on Fashion Cases) to highlight the Marketing specificities in Fashion companies.

Modalités de validation

- Contrôle continu
- Projet(s)

Mis à jour le 28-02-2025



Code : USII17

Unité spécifique de type cours

3 crédits

Responsabilité nationale :

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