Class break up of 4 hours:

10 mins introduction to the topic and structure of the day’s class

1 hour 20 minutes - lecture

30 minutes - video and discussion or kahoot! or jeopardy etc..

Break - 10 mins

1 hour 15 mins - Group Activity/Case study

35 mins – Skill building/Pop Quiz/Presentations

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**Day 1** – Fashion Industry overview and strategic approach to Fashion Management. Basic outline of the Fashion industry

**Day 2** – Fashion Marketing – Marketing concepts (Segmentation, Targeting and Positioning) and Marketing mix in the Fashion.

**Day 3** – Fashion Brand Management – Function, Scope and characteristics of branding, Brand building process and brading strategies of growth.

**Day 4** – Fashion Marketing Communications – Integrating marketing communications and the digital media landscape evolution.

**Day 5** – Fashion Merchandise and Supply Chain Management - Merchandise management concept and sourcing concepts, International purchasing and sourcing management

**Day 6** – Corporate Social Responsibility and Sustainability in Fashion – Group Projects Overview

**Day 7** – International Growth strategies in Fashion – Internationalization and its challenges.

**Day 8** – Fashion Retail Management – Retailing and added value. International retail strategy.

**Day 9** – Customers and People Management –Customer Relationship Management and Human resource management in the Fashion. Role of Leadership in Fashion

**Day 10** – Future of Fashion and Presentations by groups.