

# MSc 2 FASHION MARKETING, DESIGN & BRAND STRATEGIES

(100 % ANGLAIS)

## FASHION: A DYNAMIC, CONSTANTLY CHANGING AND DEVELOPING INDUSTRY

*Fashion is one of the most important industries in the global economy. In fact, if fashion was a country it would be the seventh largest economy in the world\*. And fashion continues to play a key role in our daily life, helping us to communicate, to express and gratify ourselves, to seduce, to make statements, to develop a sense of identity and of belonging.*

*In an age and time of uncertainty, the industry is witnessing a series of metamorphoses from which it is expected to emerge completely renewed. Some key challenges to face will be leaner and ever more responsive business models, the integration of new manufacturing technologies with ancient sophisticated craftsmanship techniques, more volatile yet knowledgeable consumers. In addition, new and instant demands on the part of clients will increasingly push fashion brands to look for a more meaningful mission and social purpose.*

\* International Monetary Fund, «List of Countries by Projected GDP», October 21, 2016

## CREATING AND MANAGING MARKETING STRATEGIES IN THE FIELD OF FASHION AND DESIGN

The MSc Fashion Marketing, Design & Brand Strategies is specifically aimed at training people to become executives in management and marketing applied to the fields of fashion and design, in a national and international perspective.

In today's highly competitive fashion industry there is an increasing need for professional marketers who are both creative and possess business acumen, able to understand and converse with the different stakeholders, both internal and external to an enterprise.

This business role implies being well versed in forecasting future scenarios as well as taking an innovative approach to implementing the brand strategy in all of its expressions, managing cross-functional and multi-cultural teams and maximizing the impact of the product-service system offer: the integrated system between products, services, communication and distribution.

The fashion industry is undergoing rapid change thanks to digitalization, new technologies, the drive towards social and environmental sustainability and emerging consumer sensibilities. Making sense of all these changes and charting the way ahead has become a top priority. The ability to think critically, to develop intuition, to be specialized yet open to collaboration across disciplines, and to continuously innovate and become 'problem setters' and 'problem solvers' are some of the skills in which students on this program will be trained.

This specialized program welcomes students from universities, business and arts schools.

Career options: Product Manager, Project Manager, Communication Manager, Buyer, Merchandising Manager, Brand Manager, Innovation Manager, Showroom Manager, Collection Manager...

# A COURSE TO DEVELOP YOUR EXPERTISE

PACE : 3 DAYS / 2 DAYS

MSc 2

September/February to January/August

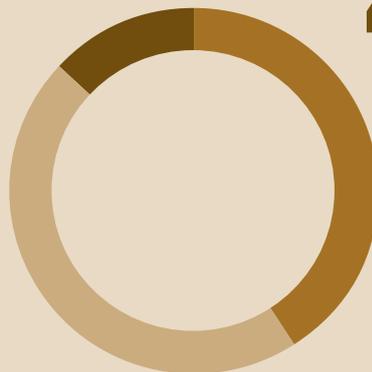
February/September to August/January

MSc 2 - 12 months	Courses MSc 2 3 Days / 2 Days	Full-time in company
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## WHAT CAREERS DO THE ALUMNI HAVE ?

**13%**

*Personal Shopper, Image Stylist / Consultant, Fashion & Trends Consultant, Wholesale Buyers, Retail Manager, Sales Manager, Export Manager*



**41%**

*Communication & Digital Manager, PR Manager, Digital Storyteller, Community Manager, Digital Project Manager, Visual Merchandiser, Events Manager, Creative Director*

**46%**

*Product Manager, Brand & Marketing Manager, Retail Marketing Manager, Branding Consultant, e-CRM Manager*



**ALIX GAUDIEZ**

**WHOLESALE SALES ADMINISTRATION ASSISTANT (PAULE KA)**

“After some research, the MSc Fashion Marketing, Design & Brand Strategies of INSEEC MSc & MBA seemed to me best suited to my career projects. It has an international openness, it is a highly specialized program, a high quality education, and above all, it gives importance to the company, as well as the numerous interactions with professionals. I am currently working with Paule KA as Wholesale Sales Administration assistant. I manage all the operational part of this market, from taking orders from the various showrooms to delivery and after-sales service. This is a multi-purpose position, and the « typical day » does not exist. The sales administration is in close collaboration with the sales department in order to strengthen sales, but also with the production department and the studio, as well as the financial department.”

# COURSE DESIGN & OBJECTIVES

## BRAND STRATEGY

### COURSE OBJECTIVES:

- Understand the strategic importance of branding and its relationship to strategic design
- Learn that the implementation of a brand strategy is an all encompassing activity so that bridges to other disciplines can be built
- Think in strategic and creative terms

### SKILLS TO ACQUIRE:

- Develop own method to set up the foundations for a strong brand strategy in fashion
- Learn to develop a brand identity and naming program and how to build your own methodology
- Develop innovative brand communications and experiences (touchpoints)
- Develop a creative strategy and brief as a starting point for the design process

## BUSINESS PLAN

### COURSE OBJECTIVES:

- Create a business plan
- Build up a business model
- Make outstanding presentations of your project (written files and oral presentations)
- Pitch your project in front of audiences
- Be able to launch your own start-up

### SKILLS TO ACQUIRE:

- Find the Entrepreneurship mantra
- Build a Business Plan
- Investors expectations
- Business Model
- Selling it
- Make a remarkable pitch
- Raising funds for the venture

## BUYING TECHNIQUES

### COURSE OBJECTIVES:

- Understand the different stages in a supply chain and the role of the different types of retailers
- Understand the role of a buyer and the key areas of the job
- Learn where to find buying inspiration and where to find suppliers
- Identify trends in fashion buying

### SKILLS TO ACQUIRE:

- Establish a buying process and learn how to source your stock from the right supplier
- Build an assortment/merchandising plan
- Evaluating the merchandise plan with KPIs and knowing how to take necessary measures to reduce stock at the end of the season

## DIGITAL MARKETING

### COURSE OBJECTIVES:

- Develop ability to devise a digital marketing exercise
- Understand, analyse and specify KPIs and project optimisation (across different platforms and for different objectives) and ROI

### SKILLS TO ACQUIRE:

- Analyse and define a digital marketing strategy, set objectives and implications for the Marketing Mix
- Build a digital marketing tool box
- Use SEO, SEA and SMO expertise to give a brand more visibility
- Follow up strategy results with KPIs
- Fuelling a digital marketing strategy on the long-run

## FASHION CONSUMER INSIGHTS AND RESEARCH

### COURSE OBJECTIVES:

- Emphasise the significance of consumption in modern society
- Understand fashion concepts, and major concepts in consumer behaviour, upfront consumer research on marketing decisions.
- Acquire critical insight into the competitive environment of the global fashion market and consumer trends and identification of consumer decision making models.
- Understand the triggers underlying the consumer decision process, motivations, perception, values and the self.
- Segmentation and understanding of demographics (age, race, ethnicity, income and social class) psychographics aspects of consumers .
- Understanding of the relationship between social, cultural, and psychological influences and on buyer behaviour.
- Key learnings on sociology of consumption and the future of collaborative consumption

### SKILLS TO ACQUIRE:

- Be able to understand the importance of consumption in society
- Understand the role of consumer research on marketing decisions.
- Conduct qualitative and/or quantitative research, design a questionnaire and make recommendations for the marketing mix

## FASHION EVENT MANAGEMENT

### COURSE OBJECTIVES:

- Understand the basic project management tools to organize and plan an event
- Understand the different types and requirements of fashion events
- Develop creative ideas for innovative event concepts/themes
- Understand and be able to plan events in the fashion industry
- Understand the role of a production manager

#### **SKILLS TO ACQUIRE:**

- Develop an integrated event from concept to implementation and success measurement
- Identify event contingencies and plan for alternative solutions
- Manage a cohesive and motivated team
- Communicate effectively to audiences pre and post-event
- Write effective event proposal pitches
- Prototype an event concept with a 3D mock-up and a script

### **FASHION HISTORY**

#### **COURSE OBJECTIVES:**

- Understand why, when and how people wear clothes and the context in which they operate
- Gain an idea of the time line of the fashion history and its main stylistic changes and influential leaders
- Learn how to recognize and name the different garment shapes and styles of each era
- Learn about the different techniques such as dyeing, embroideries, the use of different fabrics and colors and their cultural uses
- Develop curiosity for researching clothing of different periods and places and their formative historical social, economic and political context

#### **SKILLS TO ACQUIRE:**

- Identify different styles and designers
- Describe the evolution of fashion.
- Understand that fashion is a cycle, and that some important facts have made the past, present and future of fashion
- Use the new knowledge to generate ideas and reinterpret previous historical clothing knowledge to inform creativity in marketing and retail

### **FASHION MARKETING**

#### **COURSE OBJECTIVES:**

- To understand the typology of the fashion market and fashion consumers
- To scrutinize the different growth strategies in the fashion industry (with a stronger focus on the luxury and fast fashion segments)
- To critically analyze case studies related to this industry (eg.: repositioning strategies, brand stretching policy)

#### **SKILLS TO ACQUIRE:**

- To acquire a global overview of the fashion industry segmentation
- To correctly apply the marketing strategies to real case studies from the industry
- To develop analytical skills
- To be able to provide concrete and realistic solutions
- To make business-driven recommendations

### **FASHION MEDIA AND PR**

#### **COURSE OBJECTIVES:**

- Wordsmithing - an appreciation of the use of language, tone and fashion vocabulary
- Learn how to use research resources, names and facts in compiling a story
- Learn how to build a compelling article – beginning, middle and end notes
- Learn observation and listening skills - learn to make successful interviews and draw out material from events and visits
- Understand the roles of players in the field and networks of contacts

#### **SKILLS TO ACQUIRE:**

- Grasp the nature and practice of editing, art direction, layout and subbing features
- Understand how a magazine is created, managed and published
- Identify the main decision making factors in creating a magazine
- Combine verbal-visual elements to construct dynamic texts
- Meet tight deadlines

### **FASHION RETAIL AND DISTRIBUTION STRATEGIES**

#### **COURSE OBJECTIVES:**

Understand distribution tools:

- Learn how to build a retail strategy and assess it for a fashion brand on an international scale
- Assess the marketing tools enabling to analyze a distribution strategy
- Learn the digitalisation of the distribution and its consumer management consequences

#### **SKILLS TO ACQUIRE:**

- Manage a distribution network particularly in Fashion
- Acknowledge a digital strategic distribution methodology
- State the new fashion distribution trends
- Define and acknowledge the distribution techniques

### **SERVICE DESIGN (APPLIED TO FASHION)**

#### **COURSE OBJECTIVES:**

- Provide an overview of service design processes, basic tools and methods that can be relevant to fashion marketing and that contribute to change and innovate the customer experience of fashion retail
- Learn how to review, compare and assess different experiences of buying fashion online through different digital platforms, devices and physical retail touchpoints
- Understand the different perspectives on the present and future of fashion marketing, from enhancing promotion to guiding customer's choice and innovating the shopping and payment interactions

#### SKILLS TO ACQUIRE:

- Research, analyse and suggest improvements for new service experiences in the field of online fashion retail
- Think from a user perspective and to see fashion as a service or lifestyle that can be accessed and purchased in different ways

### STRATEGIC DESIGN

#### COURSE OBJECTIVES:

- Understand that Strategic Design is an activity aimed at innovating the product-service system that allows companies to chart their strategy clearly and build their identity in the marketplace
- Apply Strategic Design to Fashion Brands in order to respond to the market need for product and service offers that are not only innovative but socially and environmentally responsible
- Learn tools to research and anticipate social, technological and economical trends and these will affect the external market environment for a fashion company

#### SKILLS TO ACQUIRE:

- Execute design and management activities within the innovation of the product-service system combining vision, sensitivity to innovation signs, ability to formulate solutions and manage complexity with the capability to anticipate demand and create the future
- Master the tools to look at the current business landscape from a systemic point of view at 360 °, in order to develop radical innovations in products, services, communication strategies and experiences
- Develop entrepreneurship to guide one's professional career towards leading a fashion organization's strategic products

### TRANSMEDIA STORYTELLING

#### COURSE OBJECTIVES:

- Understand the basics of transmedia storytelling
- Critically assess the importance of interactivity and audience co-creation.
- Analyze, understand, contextualize and create stories and narratives
- Evaluate varying types of transmedia through content and form.
- Identify and evaluate how to create effective transmedia campaigns for brand strategies
- Produce content based projects through effective use of social media
- Learn from collaborative project based experience
- Identify effective audience building and engagement techniques
- Learn how new technologies influence our perception and the ways stories are told
- Understand the power of user engagement through game design and game mechanics

#### SKILLS TO ACQUIRE:

- Design transmedia campaigns by using innovative and interactive storytelling techniques
- Create engaging storytelling content by leveraging technology, social media and game design

### TRENDS RESEARCH AND ANALYSIS

#### COURSE OBJECTIVES:

- Learn the tools and methods to observe, analyze and adapt cultural, social and commercial trends to the fashion and luxury markets
- Learn how to meet the fashion industry needs and requirements in terms of product and service offers

#### SKILLS TO ACQUIRE:

- Observe the cultural, social and commercial sources of trends in order to identify current, and forecast future ones
- Distinguish the luxury codes in order to meet the needs of its target while planning a commercial offer
- Become aware of the fashion industry different levels, organizations and practices
- Recognize and compare the image and branding systems of fashion companies
- Estimate, plan and differentiate the income potential of a brand

### VISUAL MERCHANDISING

#### COURSE OBJECTIVES:

- Learn about the 'Best Practices' in Visual Merchandising
- Understand the role of a Visual Merchandiser for a fashion brand
- Approach Visual Merchandising from a creative and a business points of view
- Learn how to develop Point of Sales materials for demanding international clients, covering the fashion, accessory, and luxury segments
- Provide students with a full immersion in the Parisian culture of Specific Merchandising Strategy

#### SKILLS TO ACQUIRE:

- Create the visual dimension of a Pop up Store / Merchandising Plan
- Expand creativity, and understand the importance of research and preparation
- Develop visual communication skills
- Understand the relationship between creativity and business and sales to Visual Merchandising
- Develop analytical and self reflective skills and apply these to a specific study
- Increase fashion awareness through understanding of brand identity
- Create a Visual Merchandising process from concept to implementation



**ADMISSION**

**CANDIDATURE 100% ON-LINE : [MBA.INSEEC.COM](http://MBA.INSEEC.COM)**

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