

NABA

**NUOVA ACCADEMIA
DI BELLE ARTI**

**SUMMER
COURSES**

**Fashion
Marketing &
Communication**

**1st SESSION:
June 28th – July 8th 2022**

FASHION MARKETING & COMMUNICATION

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 E-mail: summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA

Fashion Marketing & Communication (Introduction level)

COURSE TEACHERS

Damon Pittman

COURSE DESCRIPTION

This course focuses on the fashion industry through a business and management perspective. It will provide students the necessary tools to understand the dynamic context of Italian and international fashion business. Students will be introduced to fundamentals such as fashion industry sourcing, supply chain, fashion buying cycle, vendor selection and fashion buying decision criteria, retail brand marketing in the fashion industry, internationalization of fashion retailing, international branding, and flagship stores.

COURSE OBJECTIVES

The course has been designed to provide international students the necessary tools to understand the dynamic context of the fashion business in Italy and internationally, and the key activities in fashion buying, retailing and merchandising.

ADMISSION REQUIREMENTS

This course is intended for students who have no background in fashion and who are attending or will attend their first year of university studies in art and design.

OUTPUT

At the end of the course students will have acquired the fundamentals of marketing, the various marketing techniques and activities and their specific employment in the fashion business.

Presentation and discussion of a qualitative analysis of the organizational aspects of the Italian style fashion retailing.

LIST OF MATERIALS AND TOOLS

- Laptop
- USB Key
- Recent international fashion magazines (optional)

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated.

Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden. Although students are allowed to bring in soft drinks and dry snack, it's forbidden to consume lunch packs during class hours.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

TEACHER'S SHORT BIO**Damon Pittman**

Damon Pittman was born in Washington D.C., and has worked in sales and marketing in such cities as Amsterdam, London, New York, Paris, and Milan for over 20 years. With a degree in Clothing, Textiles, and Fashion Design he has always been intrigued with everything related to the fashion industry (from the branding standpoint, to the design studios, to the retail outlets, and the best way to market such goods). His professional work experience includes working in Retail Management for such companies as Coach Leatherware and Polo Ralph Lauren. Since 2009 he has been working at NABA and Domus Academy leading courses in fashion marketing.

Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Course Schedule*

1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday		NABA Staff		Welcome and registration
				Introduction to the course
Day 2 Wednesday				Consumer Behaviour
				Consumer Behaviour
Day 3 Thursday				Fashion Marketing
				Fashion Marketing
Day 4 Friday				*Field Trip (Duomo District)
				*Field Trip (Duomo District)

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				*Field Trip (Porta Nuova District)
				Ground research
Day 6 Tuesday				Gorilla Marketing
				Collaborating
Day 7 Wednesday				Brand Experience/Mgmt.
				Presentation prep.
Day 8 Thursday				Presentation prep.
				Presentation prep.
Day 9 Friday				Presentation prep.
				Final presentations

*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.