

FACULTY OF **ARTS AND LETTERS**

DEGREE COURSE: **FASHION AND DESIGN BA**

**SUBJECT:** FASHION MARKETING

**LECTURER:** MAURIZIO PASQUETTI

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## **OBJECTIVES**

The aim of the course is to make the student familiar with the basics of marketing management. The discipline aims at optimizing the company-market relations and, more in general, at focusing on the deepening of relations between the different social actors both in the overall business and in specific fields such as fashion marketing.

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## **CONTENTS**

The course will analyze the following areas:

- a. definition of marketing and its evolution (marketing in business, new horizons of marketing, luxury marketing, fashion marketing)
- b. customer (customer needs, consumer buying behavior)
- c. operative marketing (Brand management, distribution, communication, sales management)
- d. marketing plan
- e. insights (Marketing services, Web Marketing).

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## **ASSESSMENT**

Written exam: Multiple choice and open questions.

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## **RECOMMENDED TEXTBOOKS**

Bickle, Marianne C., *Fashion Marketing: Theory, Principles & Practice*, Fairchild Books, 2010.

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