

## MODULES TO BE TAUGHT IN STUDY ABROAD PROGRAM 2018/2019

### MBA1 Fashion Industries & Luxury Goods - English

Mod'Art International, a top Parisian school of fashion, with an international calling, trains future leaders and key market players of the textile, accessories and luxury industries. 35% of its students come from 40 countries.

#### **1. FALL SEMESTER (October - December 2018) – 30 ECTS**

- **Paris Fashion districts & French brands: 2 ECTS**

This course is focusing on the discovering of Paris' fashion areas (Place Vendôme, Avenue Montaigne...), iconic shops, especially in luxury sector. Students will discover from visits further the concept of luxury, retail DOS (Directly Operated Stores), visual merchandising codes related. They will also discover the main fashion actors.

*Final exam: Group Assessment.*

- **Luxury and fashion marketing: 5 ECTS**

This course is focused on introducing the specifics of the luxury sector. The topics of luxury code will be treated on the theoretical and practical field with real life examples in the area of luxury products. Students will discover the importance of brand identity, the focus on creativity and designers, excellence and savoir-faire. Students will be introduced 4P's meanings in the luxury industry. Courses will be based on multiple luxury sectors such as fashion, perfumes, jewellery, watches, art, wine and champagne and different types of brands like Chanel, Dior, Vuitton, Hermès, Burberry, Fendi, Givenchy, Chloé, Dom Perignon, Chateau d'Yquem, Le Bristol, le Plaza Athénée.

*Continuous assessment and final exam on a luxury brand (luxury codes, strategy and 4P'S)*

- **Luxury Consumer Behaviour: 4 ECTS**

The aim of the course is to give a solid understanding of how consumers behave in the luxury market. This course focused on ability to conduct a professional consumer behaviour study including appropriate methodology choices and recommendations. The notions of Perception, Learning, Memory, Attitudes, Motivations, Involvement and Engagement will be taught as well as the group influence and the culture influence.

*Continuous assessment and final exam on market research, results and oral recommendations on a luxury brand*

- **Visual Merchandising: 3 ECTS**

The objective of the course is to share understanding and best practices of "creative and luxury merchandising approach" of point of sales and demanding international clients. Student will be immersed in the Parisian culture of specific merchandising strategy.

*Continuous assessment with quiz and oral presentation and final exam with practical case and course's questions*

- **History of Fashion: 3 ECTS**

The aims are to understand today's fashion through its history from a sociological and cultural perspective and to explore the major developments of fashion from ancient Egypt to the modern Era. Students will learn through sociology how fashion and consumption shape identities through language, signs, meaning and symbols. They also learn how to use the technics of storytelling as a frame to explain the evolution and impacts of fashion across history.

*Continuous assessment and final exam on practical case*

- **Fashion trends and collection: 4 ECTS**

This courses aims to provide a comprehensive overview of how to identify trends to elaborate a luxury collection. No creation can be considered without knowledge of and reference to the past; contemporary fashion design draws inspiration from the history of costume and fashion, reinventing itself continually.

*Continuous assessment with a moodboard and final exam with an oral presentation*

- **French etiquette: 1 ECTS**

This module is divided in two parts. The first part is focused on the discovering of the French etiquette, i.e learning the good use of the "savoir-être" and "savoir-faire" in France. Social codes and expected behaviours in the French society will be explored. This course will help the students to behave an optimal way during all the steps of an interview.

*Final exam: MCQ*

- **Menswear: 2 ECTS**

Acquire knowledge about men's fashion, a fast-growing and increasingly interdependent sector with women's fashion. Students will learn clothing uses in different countries.

*Continuous assessment with oral presentation and final exam with dissertation*

- **International lingerie: 2 ECTS**

The learning objectives are to discover the lingerie sector and learn specific vocabulary and best practices. The course is also focused on new brands.

*Case study and oral presentation*

- **French as a foreign language: 4 ECTS**

The main aims for the beginner groups are to understand the basic notions of conversation, to be able to deal independently with everyday problems and to learn basic vocabulary including clothing and descriptions of fashion.

The main aims of the intermediate groups are to practice conversation and interview situations, to understand questions and to be able to answer them within a work situation.

*Written and Oral assessment during the whole semester and final exam*

### **Options:**

- Drawing – 2 ECTS
- Photography – 1 ECTS

## **2. SPRING SEMESTER (January - March 2019) – 30 ECTS**

- **Brand creation and Management in the Fashion World: 5 ECTS**

Course Objectives aim to develop a strong theoretical and practical understanding of Luxury Brand Management and Luxury Brand Strategy. To develop an understanding of the French luxury market, luxury management and luxury vision. To develop a strong understanding of Luxury values as expressed in Luxury Brands. To develop for assessment a Luxury Brand Strategy that addresses key issues of the Luxury Industry today.

*Final Presentation - Luxury Brand Strategy*

- **Communication and fashion Press: 2 ECTS**

In this course, students will understand communications basis. They will know the key steps in a communication & PR plan, discover and understand communication and PR tools.

*Continuous assessment and final exam with knowledge test and case study*

- **Purchasing Management: 2 ECTS**

Being able to know the buyers' job, his duties, get to know whom he is, where he can work. The courses will explain buying mechanisms and how to adapt concepts and methods regarding the structure. It helps to understand the evolutions of the job and study successful retail stories in the purchasing strategies.

*Continuous assessment: Practical case and questions on courses*

- **E-Marketing & Strategic Communication with Social Media: 3 ECTS**

Aimed at understanding major contemporary issues in the Fashion field with the ability to manage a fully integrated communication approach with the relevant technics and channels to be used. Learning how to build an integrated communication strategy and to identify the image and to communicate in a digital world. Working on interactive presentations. This helps the student to set up a strategy of communication using all the tools of web.

*Continuous assessment and final exam based on practical cases.*

- **Distribution in ready to wear & luxury accessories: 3 ECTS**

Introduction to wholesale distribution in different fields: interior design, fashion or perfumery. Students will work on case studies of existing brands in the luxury market. There are some lectures on luxury wholesale distribution topics outlined in the course structure within class group exercises.

*Oral presentation*

- **Textile: 3 ECTS**

Program develops how to disconnect fibers and fabric, to name and recognize the various textile fibers, the various threads and waves of fabrics. Students will know all the textile vocabulary to categorize the different families of fabrics and the professional vocabulary associated with skins.

*Continuous assessment based on Trip to Marché St Pierre and final exam with courses' questions*

- **Fashion show: 2 ECTS**

The module is focused on the organisation of a fashion show contacting each subcontractor in a define timing for a certain price. At the end of the course, students will be able to identify strategic choices to know if it's worth organising a fashion show.

*Continuous assessment on courses' questions and oral presentation of a fashion show; final exam on knowledge*

- **Case Study: 3 ECTS**

Learn how to structure the student's knowledge and help them to build a business strategy to problem solving, analytical tools (qualitative or quantitative), decision making in complex situations and coping with ambiguities. The students will learn how to read an annual report, analyse the key date and be in position of a manager deciding on the best strategy.

*Individual continuous assignment – Final exam with a practical case*

- **Art of living: 2 ECTS**

This part is focused on the Art of Living sector with its Manufacturing methods and systems of distribution. The main objective of this course is to make students aware of the specific characteristics of brand management of lifestyle and design products. The course aims to provide a comprehensive and up-to-date treatment of the subjects of product development, market positioning, strategic business alliances, brand extensions and targeted communications that converge to coherently identify brands in the international marketplace. There is a presentation of the lifestyle and design sector (markets, actors and products.

*Final oral exam on specific brands and quiz*

- **Sociology of fashion: 1 ECTS**

The objective is to teach students a basic knowledge of the history of fashion and luxury in the western world. Teach the students sociological and psychological and anthropological theories regarding fashion and luxury.

*Final exam with oral presentation*

### ONLY FOR STUDENTS WHO COME ALL THE YEAR

- **Dissertation: 4 ECTS**

This course will serve students as a support for their future professional life, hence the importance of selecting the right topic, it should help students to build a network of professional contacts. Students can even be present on the web at the end of their work by publishing parts of this work through specialized sites, blogs or social networks.

*Written document and oral presentation*

### FOR STUDENTS WHO COME ONLY ON SPRING SEMESTER

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*Final exam : group assessment.*

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*Continuous assessment and final case on practical case*

- **Visual merchandising: 3 ECTS**

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*Continuous assessment with quiz and oral presentation and final exam with practical case and course's questions*

- **French as a foreign language: 2 ECTS**

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*Written and oral assessment during the whole semester and final exam*

## **OPTIONS**

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