

Barcelona Innovation Industries Track

Credits: 3

Recommended Contact Hours: 50

Students studying in the Barcelona Innovation Industries Track will enroll into an innovative curriculum modality comprised of 2 academic modules: Sports Management and Fashion Management. These comprehensive modules meet for 120 minutes, 5 days a week over a 4 weeks session for a combined total of 2,400 minutes.

Sports Management

Objectives

The global sports industry, valued at nearly 150 billion USD (Deloitte, 2014), has a high public profile. Yet many fans of teams, leagues, competitions and athletes are unaware of the full scope of the global sports industry and its major drivers of growth and revenue, as well as the professional and investment opportunities provided by the sector. This course aims to provide students with a general overview of the global sports sector, including its main levers and stakeholders, as well as their interrelationship. Specifically, it looks to introduce students to three main 'branches' of professional activity within the sector: Promotion (including sponsorship, brand management, communication and sales); Events & Tourism (including event management, hosting, bidding processes, people management and operations); and Representation (including athlete management, image rights, and personal branding and communication).

Furthermore, the course will offer students an opportunity to put their learnings into practice through a final project analyzing important trends and entities within the industry.

- To understand the size and scope of the sports industry on a national/international level;
- To identify the main levers and stakeholders of the industry, and their interrelationship;
- To understand the primary sources of revenue in the sector, and the role of innovation in creating value;
- To identify the various career paths in the sector, and the value that management graduates can add; level;
- To perform a final project allowing students to be conversant in the sector and its various topics.

Content

1. The Sports Sector

players, dynamics and interrelationships

2. Sources of Revenue

media, sponsorship & event-based

3. Sporting Events

bidding, hosting & impact

4. Looking Ahead

innovation, technology & fan development

5. Case Presentations

students present, in teams, their solution to the assigned case

Methodology

There will be two separate days of class sessions, in which classroom participation will be valued, including but not limited to the completion of all readings assigned. Participants will be required to work on a project that will focus on a subject related to the course. They will be assigned to work in groups of 3-5 members.

Assessment

Attendance to all class sessions is compulsory, including the final Case Presentations session. Course assessment will be based on:

- Classroom participation (30 %) - Students' thoughtful, succinct contribution to class discussion, including informed questions and personal insights;
- Readings and individual exercises (30%) - On each of the class days, students will be presented with a brief individual exercise related to learnings from the assigned readings;
- Project group presentation (20%) - Working in teams, students will present their solution to a case assigned during the class session phase of the course;
- Project group final report (20%) - In addition to group presentation, teams will be required to submit a report, between 10 and 20 pages, on the topic assigned.

Bibliography

Course bibliography will be posted on the Moodle platform at the beginning of the Course.

Fashion Management

Objectives

The fashion market has proven resilient and adaptable as global change continues to affect most industries, in some cases directly disrupting established business models.

The increased pressure of ROI resulting from corporations and market interests on established brands and its effect on the creative nature of the outcome, the allure of new markets not exempt from fluctuations in demand, the disappearance of seasonal collections and cycles based on easily foreseeable trends, the consolidation of high-street ready to wear chains, the emergence of small niche brands leveraging the power and speed of technology, the changing face of today's consumers and their distinct habits and preferences, the increasing focus on sustainability and social responsibility, the value of direct contact between brands and consumers via social media and the irruption and evolution of influence marketing into traditional branding and marketing practices are all key issues that underpin the fashion business on a global scale.

Like all marketing disciplines today, it is an exciting and challenging scenario that demands specific knowledge, creative thinking, agile mindset, continuous learning, resilience, digital competencies, value management and brand building.

Specifically, it focuses on providing insights into the following areas:

- Universe: the foundations of the fashion industry and its distinguishing features as an artistic and cultural signifier, personal statement, design discipline and business activity,
- System: the elements that configure the fashion ecosystem and how they interact with each other within specific parameters to configure a unique process as a creative industry (structure, suppliers, channels, product, brand, marketing, communication, consumers, stakeholders, technology, design)
- Professionals: the skills, mindsets, roles, abilities and available career paths

We'll also be touching on: fashion brand management and equity; creative, artistic and design fundamentals; changes in communication and advertising; new media & influence marketing; BTL activity: PR, events and sponsoring; visual merchandising; distribution channels and omni channel consumer behaviour; digital branding and marketing; marketing intelligence.

- obtain a basic understanding of the fashion industry: ecosystem, processes, relationships, value
- identify the main levers and stakeholders of the industry, their interrelationship and context
- understand the main drivers and the role of innovation in creating value;
- identify and develop the skills required and explore available career paths in the sector
- become familiar with other actors and participants in the ecosystem to facilitate relationships, management and team work
- define the value management graduates can provide and work on how to become a visible and attractive candidate
- hear and interact directly with practitioners and specialists currently working in the sector on local/global level.

Content

1. Universe

foundations of the fashion industry and its distinguishing features as a cultural reality, personal signifier, art form and business activity.

creative industries, fashion brand management and equity; creative, artistic and design fundamentals

2. System

elements that configure the fashion ecosystem and how they interact with each other within specific parameters to configure a unique process as a creative industry:

structure, suppliers channels, product brand, marketing, communication, consumers, stakeholders technology, design

3. Professionals

skills, mindsets, roles, abilities, career paths available and access to them from the perspective of an MSc in Marketing

Personal Branding, extending related learning, work experience, attitude and 360° approach

Methodology

The Seminar will be held over 2 days of Capsule Sessions, in which classroom participation will be observed and valued, including appropriate and timely references to the readings assigned.

The structure of the course (which will be provided in full in the final syllabus) is based on a combination of theory and practice, with students expected to be proactive in their approach. The material and exercises included aim to foster the identification and acquisition of related skillsets and apply learnings in an atmosphere of open contribution and creativity.

Sessions will be active, creative and innovative in their design and speakers on specific areas will share their insights and experience with students.

Some preparation will be requested prior to sessions.

Assessment

Attendance to all class sessions is compulsory. Students' thoughtful, succinct contribution to class discussion, including informed questions and personal insights. Interpretation and familiarity with readings will be expected.

- Classroom participation & Readings (15%)
- Exercises (total 65%)
 - 15% in class and prep
 - 25% case study 1
 - 25% case study 1
- Activity and contributions to Esade Fashion social media and Personal Branding work (20%)

Bibliography

The basics & a little more: a Bibliography to inspire, get-to-know and enjoy the Fashion Industry from a perspective of Marketing, Communication, Culture & Design

Highly recommended Essentials:

Marketing Fashion

Marketing Fashion is a practical guide to the fundamental principles of marketing and branding, from catwalk to price calculation, developing brand identity to creating a customer profile. The book explains key theoretical concepts, and illustrates how they are applied within the global fashion and retail industry, from the heights of haute couture to the multiples of the mass market.

Harriet Posner - Laurence King Publishing, 2011

The fashion handbook (media practice)

The Fashion Handbook uses case studies, interviews and profiles and includes chapters written by recognised academics and fashion industry experts. Specialist topics include fashion culture, luxury brands, fashion journalism, fashion buying, design and manufacturing, retailing, PR and styling. "The Fashion Handbook" includes: a unique and wide overview of the fashion industry; chapters on specialist topics; contributions from recognised experts in both academia and the fashion industry; expert advice on careers in fashion retailing. It is a must for all students of the fashion world.

David Shaw, Tim Jackson - Routledge, 2006

Fashion 2.0: Season of Change: A Forecast of Digital Trends Set to Disrupt the Fashion Industry

"The fashion industry will change more in the next ten years than it has in the last one hundred. The driver of this change will be technology: technology that changes the role of the retailer, technology that changes the capability of brands to access their customers, and technology that changes every aspect of consumer behaviour.?"

Yuli Ziv - www.yuliziv.com 2013

100 Contemporary Fashion Designers

A compendium of the 1st two volumes of Fashion Now! by TASCHEN . An exhaustive study of fashion design worldwide, it's considered an indispensable reference book for anyone interested in the future of fashion.

Edited by Terry Jones, founder & creative director of i-D - Taschen

Grace: A Memoir

Known through much of her career only to those behind the scenes, she might have remained fashion's best-kept secret were it not for The September Issue, the acclaimed 2009 documentary that turned publicity-averse Grace into a sudden, reluctant celebrity. Grace's palpable engagement with her work brought a rare insight into the passion that produces many of the magazine's most memorable shoots. The book weaves together her personal story with the professional career that has made her a powerful and respected creative force in the world of fashion.

Grace Coddington, Random House 2012

Carine Roitfeld: Irreverent

A visual history of Roitfeld's fearless career. A daring instigator, she is known for pushing the limits with her subversive styling ideas. Featuring a selection of 250 magazine tear sheets and covers from pivotal editorial shoots and advertising campaigns, as well as intimate visual ephemera, this book gives an inside view into Roitfeld's creative thought process and sensibility and is a must-have for those interested in cutting-edge fashion and femininity.

Carine Roitfeld, Rizzoli 2011

Additional References

"Consumer Behaviour & Culture? Marieke de Mooij - Sage Publications, 2011

"20th Century Fashion: 100 Years of Apparel Ads: 100 Years of Fashion Ads?

Alison A.

Nieder and Jim Heimann, 2009

"A to Z of Style? Amy de la Haye, V&A Publishing, 2011

"Vogue, The Covers? Dodie Kazanjian, Vogue, 2011

Links:

<http://www.businessoffashion.com/>

[https://www.thinkwithgoogle.com/articles/spring-2015-fashion-trends-google-](https://www.thinkwithgoogle.com/articles/spring-2015-fashion-trends-google-data.html)

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