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MARKETING IN
**FASHION AND
LUXURY**
COMMUNICATION

MARKETING IN **FASHION AND LUXURY** COMMUNICATION

DESCRIPTION

In this course you will learn the keys to marketing and communication for your fashion company. You will define your target audience, you will position your product in its specific market niche, you will apply all the marketing tools and you will publicize your fashionable product or service thanks to the online and offline marketing tools.

You will discover the keys to luxury fashion, its trends and the luxury communication strategy.

This is a practical course where you can apply theoretical knowledge to the real practice of a marketing department.

TARGET AUDIENCE OF THE COURSE

Professionals in the fashion sector who wish to boost their career.

Graduates/graduates in fashion design, footwear, ADE, Information Sciences, Advertising and Public Relations and Law.

Professionals who work in the marketing and communication department within the fashion sector, CEO's of companies in the fashion sector (footwear, accessories, home, cosmetics, beauty, etc.)

COURSE OBJECTIVES

- Define the keys for your fashion company to consolidate under an excellent marketing and communication strategy.
- Knowledge of the world of luxury and its keys.
- Preparation and development of a marketing and communication plan according to the needs of the brand and all the actions that comprise it.
- Ability to understand the consumer and reach him.
- Ability to lead teams in companies in the fashion sector.
- Specialization in marketing and communication strategy, understanding the current picture of the industry, anticipating changes and fluctuations in the market and responding to the needs of the big brands.

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UNITS

1. THE SECTOR AND THE HISTORY OF FASHION

- ▶ 1.1 History of fashion and luxury. relationship between them.
- ▶ 1.2 Fashion and luxury today.
- ▶ 1.3 Business structure in the fashion sector and in the luxury sector .

2. THE CONSUMER

- ▶ 2.1 Typology of consumers in fashion and luxury.
- ▶ 2.2 Factors influence consumer behavior and their purchasing decision process.
- ▶ 2.3 Segmentation and positioning according to the consumer.

3. STRATEGIC MARKETING IN THE FASHION SECTOR. MARKETING MIX. MARKETING IN FASHION AND LUXURY COMPANIES

- ▶ 3.1 Marketing mix in fashion and luxury.
- ▶ 3.2 Fashion marketing strategies.
- ▶ 3.3 Digital marketing tools in fashion.

4. STRATEGIC COMMUNICATION IN THE FASHION SECTOR. DIGITAL AND OFFLINE FASHION COMMUNICATION TOOLS

- ▶ 4.1 Communication in the fashion and luxury sector.
- ▶ 4.2 Internal and external communication plan.
- ▶ 4.3 Online and offline communication in fashion.

5. PUBLIC RELATIONS and THE SPECIALIZED PRESS

- ▶ The figure of public relations.
- ▶ 5.2 The public relations department in fashion companies
- ▶ 5.2 Internal and external public relations in fashion companies
- ▶ 5.3 The relationship with the media

6. FINAL PROJECT: MAKE A MARKETING AND COMMUNICATION PLAN



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HEALTH & BEAUTY

12 habits

THAT KEEP YOU
"fit" AND HEALTHY

ADJUST AROUND A DAY

LEARN TO MEDITATE

DISCONNECT DURING THE DAY

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MARKETING IN **FASHION AND
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**FLIP FLOP COLLEGE
EXPERIENCE**

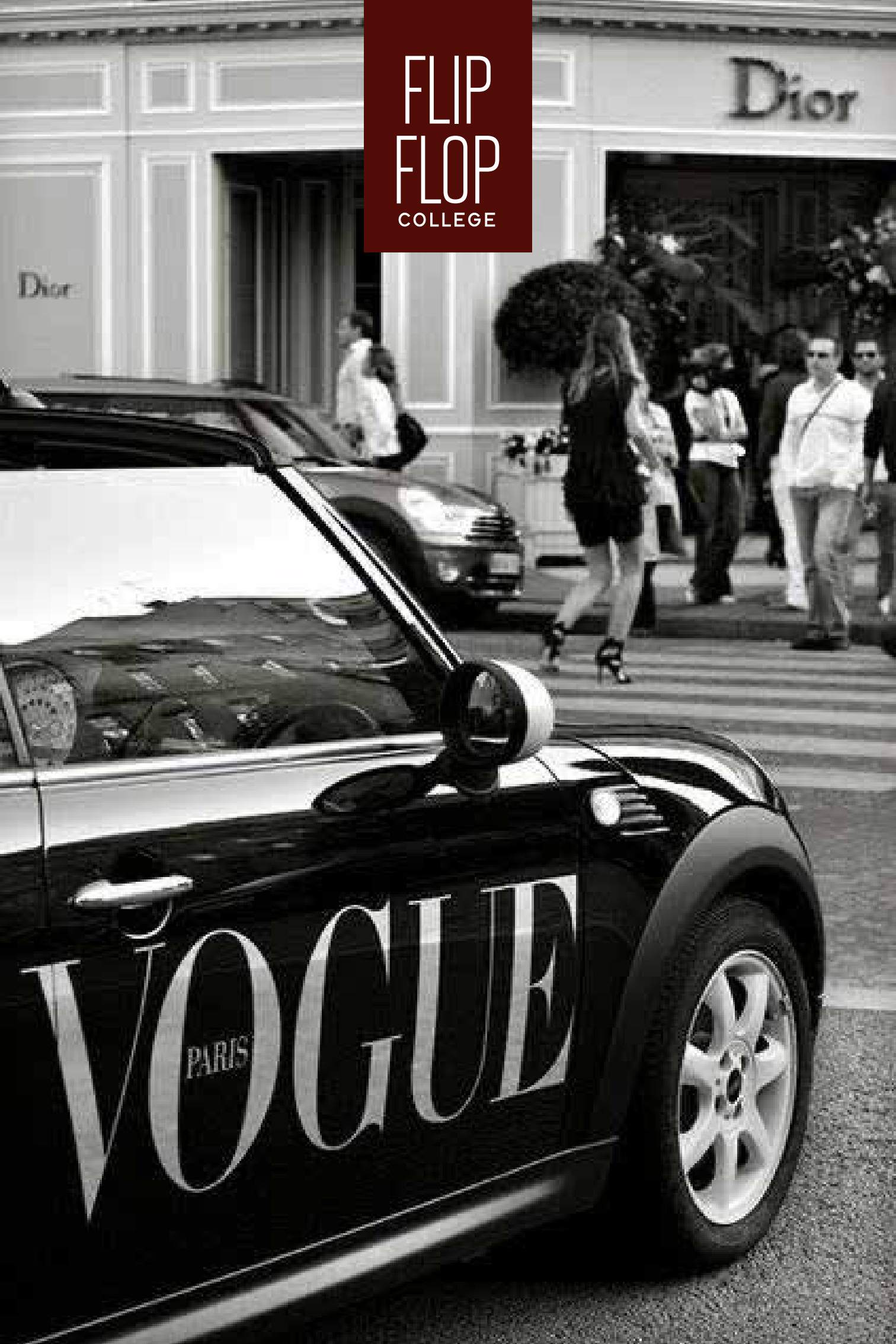
If you are a student of the fashion and luxury communication marketing program, you will be able to live live experiences within the sector itself. You will enjoy exciting experiences outside the classroom with firms and companies from the fashion and luxury sector together with different personalities. It will be a way to discover and get to know the sector beyond the classroom.

METODOLOGY

100% presencial
Personalized tutorials

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Strategic alliance

For the launch and delivery of this FLIP FLOP COLLEGE Program, FLIP
FLOP COLLEGE has partnered with El Museo del Calzado.