

Tentative Schedule

Introduction to Fashion Marketing 29th June – 10th July

1^o week

day	time	date	professor	h.	lesson-subject
Monday	09:00-10:00	29.06.09	NABA Faculty Staff		Welcome to all class
	10:00-13:00		Wray	3	Introduction to fashion marketing
	13:00-14:00		break		
	14:00-16:00		Wray	2	The fashion Market and the environment
Tuesday	10:00-13:00	30.06.09	Wray	3	The fashion consumer
	13:00-14:00		break		
	14:00-16:00		Wray	2	Marketing research
Wednesday	10:00-13:00	01.07.09	Wray	3	The marketing process: strategy, marketing and planning
	13:00-14:00		break		
	14:00-16:00		Wray	2	Strategic marketing
Thursday	10:00-13:00	02.07.09	Wray	3	Market Segmentation; the Marketing mix
	13:00-14:00		break		
	14:00-16:00		Wray	2	The marketing plan

2° week

day	time	date	professor	h.	lesson-subject
Monday	10:00-13:00	06.07.09	TBD	3	The supply chain
	13:00-14:00		break		
	14:00-16:00		Wray	2	Distribution strategies, SWOT
Tuesday	10:00-13:00	07.07.09	Wray	3	Pricing garments and fashion services
	13:00-14:00		break		
	14:00-16:00		Wray	2	Marketing planning (HANDS ON)
Wednesday	10:00-13:00	08.07.09	Wray	3	Competitive strategies
	13:00-14:00		break		
	14:00-16:00		Wray	2	Fashion Marketing Communication
Thursday	10:00-13:00	09.07.09	Wray	3	Communication strategies
	13:00-14:00		break		
	14:00-16:00		Wray	2	Marketing planning (HANDS ON)
Friday	10:00-13:00	10.07.09	Wray	3	Net Marketing and e commerce; social responsibility and marketing ethics
	13:00-14:00		break		
	14:00-16:00		Wray	2	Marketing planning (HANDS ON)