MKT 586 - Fashion, Luxury and Lifestyle Marketing

You Should Take This Class If You

- Desire to work as an marketing, brand or digital marketing manager at a fast fashion, luxury or lifestyle company;
- Want to learn about the problems and challenges fast fashion, luxury and lifestyle brands face in this world of disruption to effectively compete based on the development of sound and strategic marketing strategies that meet or exceed revenue, profitability, market share and global and local customer relationship and marketing management objectives;
- Want to experience how marketing executives from high profile companies, such as Louis Vuitton, NYX, Smashbox Cosmetics, BMW Designworks, The Ritz-Carlton, LA and JW Marriott LA at LA Live, Uniqlo, Patagonia, Nike, Vans, Uber, and Mediakix have employed marketing strategies and techniques to increase sales and profitability and achieve sustainable, competitive advantages at their respective companies.

Course Description

This course is designed to develop an understanding of the principles and practices of brand management and their application in connection with the fashion, luxury goods and lifestyle marketing sectors in a global marketplace. A Team Fashion, Luxury or Lifestyle Marketing Plan (MP) Framework introduced in this course will serve as a guide in case analysis preparation and the team project – a Team MP on a selected brand or organization.

Deliverables

- Fashion, Luxury, and Lifestyle Plan Project and Presentation (Team)
- Reflection Papers Summarizing Learnings from Guest Speakers (Individual)
- Case Studies (Individual and Class Discussions)
- Midterm Exam (Individual)
- Class Participation

Course Essentials

16549  
Monday  
6:30- 9:30pm

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