



Professor Elena Cedrola

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<http://docenti.unimc.it/docenti/elena-cedrola>

INTERNATIONAL MARKETING (B - INTERNATIONAL FASHION MARKETING) 2018-2019

Why this course

Of the many industry sectors, fashion is probably one of the most active in terms of internationalization.

Compared with other industry sectors, it is generally easier for fashion brands to enter international markets because little financial investment is required, small-scale retail space is possible, and economies of scale can be maximized. Moreover, the dynamic global market, widespread supplier networks and supply chains strengthen the fashion industry's advantage in internationalization.

As a result, there are more successful internationalization cases in the fashion industry than in any other sector. **The course aims to analyze the internationalization of fashion brands, with a focus on branding, communication and innovation (product and process).**

Program (1)

- Fashion brand internationalization: theories and trends:
 - Characteristics of the fashion industry and its products
 - The nature of fashion brand internationalization
 - Internationalization models
 - Choice of entry mode
 - New trends in fashion brand internationalization
- Brands as Core Assets: Trends and Challenges of Branding in Fashion Business
 - Concepts and classification of brand
 - Fashion brand development and management
 - Fashion brand communication
 - Challenges and issues in luxury fashion branding

Program (2)

- **Product and Process Innovation in Fashion Industry**
 - Innovation in materials: the new frontiers of the textile Sector
 - Innovation in style
 - Innovation in processes
 - Innovation in product development

Lectures

Ven 12 apr 2019	11:00 - 13:00	Aula viola 2 - Palazzo Pantaleoni
Ven 12 apr 2019	14:00 - 16:00	Aula Multimediale 1.1 - Palazzo Pantaleoni
Gio 2 mag 2019	16:00 - 18:00	Aula E - Ex Seminario (P.zza Strambi)
Ven 3 mag 2019	11:00 - 13:00	Aula E - Ex Seminario (P.zza Strambi)
Ven 3 mag 2019	14:00 - 16:00	Aula Multimediale 1.1 - Palazzo Pantaleoni
Mer 15 mag 2019	09:00 - 11:00	Aula E - Ex Seminario (P.zza Strambi)
Mer 15 mag 2019	17:00 - 19:00	Aula 03 - Ex Seminario (P.zza Strambi)
Gio 16 mag 2019	09:00 - 11:00	Aula E - Ex Seminario (P.zza Strambi)
Gio 16 mag 2019	16:00 - 18:00	Aula E - Ex Seminario (P.zza Strambi)
Ven 17 mag 2019	11:00 - 13:00	Aula Multimediale 1.3 - Palazzo Pantaleoni
Ven 17 mag 2019	14:00 - 16:00	Aula Multimediale 1.1 - Palazzo Pantaleoni



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Department of Economics



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CURRICULUM

ACADEMIC RESUMÉ

📰 NEWS BOARD

08/04/2019 - SPOSTAMENTO
RICEVIMENTO STUDENTI

Gentilissimi studenti, giovedì mattina c'è
sospensione delle attività accademiche per
concomitante inaugurazione ...

28/02/2019 - SPOSTAMENTO
RICEVIMENTO STUDENTI

A causa di convegno concomitante il
ricevimento di oggi è spostato alle 14.30

INFO AND BIO

PUBLICATIONS

TEACHING

RESEARCH

FUNDING

📅 2018/2019

Subject	Class	Offered by	Timetable
ECONOMIA E GESTIONE DELLE IMPRESE E MARKETING - Marketing - mod. b Dipartimento di Economia e diritto	L-18		📅
FONDAMENTI DI MARKETING INTERNAZIONALE Dipartimento di Economia e diritto	L-18		📅
INTERNATIONAL MARKETING - International fashion marketing (mod. b) Dipartimento di Economia e diritto	LM-77		📅

References

1. Jin B. - Cedrola E. *Fashion Brand Internationalization* Palgrave Macmillan, New York, 2016
2. Jin B., Cedrola E. *Fashion Branding and Communication* Palgrave Macmillan, New York, 2017
3. Jin B., Cedrola E. *Product Innovation in the Global Fashion Industry* Palgrave Macmillan, New York, 2018

Charts used during the course (published in the unimc platform after each lectures)

Other information

- Exam: written (open questions)
- For who attends the course:
 - written (open questions) 50% of the grade
 - Case study 50% of the grade
- To meet me: thursdays (blue weeks – when we have lectures) from 9.00 to 10.30 am or write me an email to arrange an appointment.