TEACHING GUIDE - 2026-2027

Marketing in Fashion, Beauty and Luxury

UGRA_015740

Departments	Department of Marketing
Teaching Languages	English
ECTS	2
Teacher responsible	Emma Vandellos Pineda - emma.vandellos@esade.edu

Course Goals

1. Introduction to Marketing in Fashion, Beauty and Luxury industries.

2. To provide an in-depth understanding of the Fashion, Beauty and Luxury industries through real cases and the opportunities that these sectors generate.

Description

Short description

The goal of this course is to help students familiarize with the marketing developed within the industries of Beauty & Cosmetics, Fashion and Luxury.

To achieve this goal, we use a methodology based on the learning by doing approach: active participation, lecturers, exercises and case discussion.

Guest executives with the aim of furthering student's knowledge of very concrete topics and areas. The course is centered on the participation of guest executives specialized in different fields within the Fashion, Beauty and Luxury industries.

Activities

Analytical exercises

Group presentations

Interaction with visiting guest professionals

Assessment

Tool	Assessment tool	Category	Weight %
Individual or team exercises	Group exercises. Written reports including peer evaluation.	Ordinary round	40.00%
Individual or team exercises	Individual exercises.	Ordinary round	40.00%
Attendance and punctuality	Class attendance and active individual participation in the session.	Ordinary round	20.00%
Final individual project		Retake	100.00%

PROGRAMS

AI26S-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26S Year 1 (Optative)

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
- B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
- B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA20 Year 4 (Optative)
- BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA23 Year 3 (Optative)
- BBA23 Year 4 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA25 Year 1 (Optative)
- BBA25 Year 3 (Optative)

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
- BITLASI22 Year 4 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
- DBAI23 Year 3 (Optative)