

Course Code	Course Name	ECTS Credits
RME3002	VIRAL MAKETING AND COMMUNICATION STRATEGIES FOR FASHION	6
Basic information		
Language of instruction:	English	
Type of course:	Core	
Course Level:	Face to Face	
Course Objectives:	This module will focus on the essentials of fashion writing, image and brand design, digital PR and social media management, new apps and metrics for successful trend-spotting and self branding	
Learning Outcomes: Upon successful completion of this course, students will:		
1 - learn master techniques and frameworks related to the use of digital networks.		
2 - learn how to conduct customer acquisition activities involving search engine and viral tools		
3 - learn the online PR most effective skills for the fashion and luxury industry		
4 - learn to transfer online vision style and values of specific companies in the fashion and luxury industry		
Detailed Course Contents		
Activity	Subject	
1)	Introduction to the Web Communication: the 6th power People are the Brand; Web 2.0 and User Generated content vs Traditional Media.	
2)	Online Branding, Brand Image vs Reputation Word of Mouth and Communication P2P.	
3)	Buzz Marketing, from early adopters into opinion leaders. Video Seeding, platforms and buzz legends.	
4)	Ethical Issues in social media communication.	
5)	Content is king, distribution is queen: how to trigger viral communication. Case Studies Analysis in the fashion, luxury, design industry	
6)	MID TERM EXAM IN CLASS	
7)	Financing creative ideas and start-ups in the new economy. How to sell and protect your ideas in the digital economy. Case Studies.	
8)	Viral Videos and branded content production. How to create brand identity with MVP in the fashion, luxury, design industry. how to elaborate a media plan, how to elaborate a social media plan, how to elaborate a content strategy	
9)	Video editing software. Analyzing viewers' feedback based on facial expressions. Metrics and ROI, how to measure results	
10)	FINAL PROJECT PRESENTATION	
Sources		
Course Notes / Textbooks:	Viral Video. Content is The King, Distribution is the Queen - Andrea Febbraio - Fausto Lupetti 2013 Nothing is like it seems, Paola Vee, Edizioni Altovee, Kapferer/Bastien, Franco Angeli	
Evaluation System		
Assessment Requirements	Number of Activities	

Midterm	1	
Final	1	
TOTAL		
ECTS / Workload Table		
Activities	Number of Activities	Workload
Course Classes	8	40
Self Study Hours		80
Midterms	1	5
Final	1	5
Total Workload		130