

COOL HUNTING: TRENDS ANALYSIS AND MARKET RESEARCH INTRODUCTION.

Nowadays, different societies move so fast that it seems more complex to identify patterns of conduct on its members. Fashion, a part of that package, is defined as a form of language revealing identity of individuals, and at the same time, defining consumer trends affected by this factor of change.

We live in a fast Fashion time, and the buying decisions are based not only in values and objectives, but also in ideological, ethical and sociological terms. It seems necessary the appearance of professionals able to analyze, identify and manage the consumer future prospects and trends. The Cool hunter offers an urgent response to all these questions.

OBJECTIVES

the course aims to build a working methodology to produce a correct diagnosis on the various consumer trends and market evolutions. This is made in order to gain knowledge on the theoretical and practical tools necessary to allow students exploring new business opportunities.

AIMED AT:

Professionals involved with the world of fashion interested in updating and deepening their knowledge of market and trends research and analysis, as well as all those who seek a career in the field of apparel design.

DEGREE:

At the end of the course, and once passed the relevant areas, the student will obtain a certificate in "COOL HUNTING: TRENDS ANALYSIS AND MARKET RESEARCH ", awarded by the FASHION AND DESIGN SCHOOL GOYMAR GALICIA.

PROGRAM COURSE

MODULE I

INTRODUCTION TO COOL HUNTING.

HISTORY OF RESEARCH TRENDS.

MARKETING AND BRANDING.

SOCIAL ANTHROPOLOGY.

BRAINSTORMING.

MODULE II

CREATING AND BUILDING A BRAND.

NEW TECHNOLOGIES AND EXPERTISE OF THE MEDIA

TRENDS CREATION PROCESS

TOOLS AND TECHNIQUES OF THE COOL HUNTER.

MARKET RESEARCH AND TRENDS ANALYSIS.

MODULO III

ARTS AND FASHION THINKING.

FASHION INDUSTRIES.

COMMUNICATION AND FASHION TRENDS.

TRENDS FORECASTING.

PREPARATION OF REPORTS AND CASE STUDIES.