

International Fashion Retailing

Lecturer	Mariné Aghekyan
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Class time	Morning / Afternoon

Course Description:

This intensive course explores global retail strategies and the dynamic evolution of the international fashion industry, with Seoul as a living laboratory. Students will examine how cultural, social, and technological forces shape retail environments worldwide. By engaging directly with Seoul's cutting-edge retail landscape, students will connect theory to real-world practice and develop an international retail expansion plan for an American fashion brand (list will be provided) in South Korea.

Materials/Text:

Stenrquist, B. & Goldsmith, E.B. (2018). International Retailing. Bloomsbury Publishing.
 (Optional)

Instructor-provided readings, Instructor developed PowerPoint presentations, videos, and Seoul-based case studies (e.g., Alo yoga, Ralph Lauren, Supreme, Stussy). All in electronic format.

Requirements:

Introductory coursework or background in any of the following majors: fashion, marketing, business, or consumer studies recommended; no prerequisites for non-majors.

Schedule:

Week 1: Foundations of Global Retailing - Introduction, theories of internationalization, discussion: Why Go Global? Case study on Target in Canada; Starbucks in Italy, Zara globally.

Field Trip 1: Dongdaemun Design Plaza - Seoul Fashion Market Ecosystem (can be done in Friday).

Each day one topic will be lectured, and a case study discussion will follow.

Lecture - 1 hour 15 minutes - case study discussion, 1 hour 15 minutes.

Week 2: Retail Environments & Consumer Culture - Cultural factors in retailing. Case study on Dolce and Gabbana cultural controversy; Rock global journey.

Field Trip 2: Myeongdong - Shopping hub known for its mix of major Korean and international fashion brands (can be done on Friday)

Each day one topic will be lectured, and a case study discussion will follow.

Lecture – 1 hour 15 minutes – case study discussion, 1 hour 15 minutes.

Week 3: Global Expansion Strategies - Market entry modes, seminar on K-Fashion and global branding, final group presentations. Case study on Walmart in SK (failure), UNIQLO in SK (success story).

Optional: National Museum of Modern & Contemporary Art visit.

A lecture on Entry strategies and case studies discussion on Monday, Tuesday, and Wednesday. Students will present their projects on Thursday.

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	7/6 Foundations of Global Retailing Lecture + Case	7/7 Theories Lecture + Case	7/8 Why go Global? Lecture + Case	7/9 Summary Lecture + Case	7/10 Field Trip 1: DDP
Week 2	7/13 Retail Environments Lecture + Case	7/14 Consumer Culture Lecture + Case	7/15 Type of Markets and Economies Lecture + Case	7/16 Summary Lecture + Case	7/17 Field Trip 2: Myeongdong
Week 3	7/20 Global Expansion Strategies Lecture + Case	7/21 Entry modes Lecture + Case	7/22 K-Fashion and culture Lecture + Case	7/23 Student Presentations	7/24 Optional: Museum Visit

Assignments:

Quizzes (2): Assess understanding of key theories.

Case Study Discussions (6): Encourage cultural reflection and global comparison.

Group Project: International market entry plan for a retailer (presentation).

Reflection Essay: Connect Seoul experiences with course learning.

Evaluation:

Quizzes - 20%

Discussions - 30%

Group Project - 40%

Reflection Essay - 10%

Total - 100%

Grading follows Dankook University's official scale (A+ to F).

A+	A	B+	B	C+	C	D+	D	F
95 – 100	90 – 94.99	85 – 89.99	80 – 84.99	75 – 79.99	70 – 74.99	65 – 69.99	60 – 64.99	0 – 59.99

Preferred class time: Morning (9:00 a.m.–12:00 p.m.)

Workload is balanced to allow students to participate in cultural activities.

Two primary field trips are planned:

Field Trip 1: Dongdaemun Design Plaza - Seoul Fashion Market Ecosystem (can be done on Friday).

Field Trip 2: Myeongdong – Shopping hub known for its mix of major Korean and international fashion brands (can be done on Friday)

One optional field trip is offered: Optional: National Museum of Modern & Contemporary Art visit.