



Dissertation Seminar ***Marketing, Sustainability and Fashion***

Academic Year: 2016/2017
February – May 2017

Instructor: Vera Herédia Colaço
Max. number of students: 2

Seminar Description

What are the most sustainable fashion brands today? Is sustainability and fashion a heaven or evil combination? How are brands such as H&M, Stella McCartney, and Toms shoes addressing the triple bottom line? What makes their sustainable lines successful?

For companies to attain commercial success, it is important that managers understand what are the relevant marketing and fashion design strategies at their disposal to be successful in the marketplace. Consumer behavior insights have never been as important since consumers vote with their purchases. But are these guilt-free?

This seminar is for students preparing their MSc dissertation and who want to address a relevant problem within the context of marketing but from the perspective of sustainability and fashion. From the marketing and branding of fashionable clothing and accessories to Corporate Social Responsibility (CSR) initiatives, students will learn how one of the most creative yet profitable industries in the world is dealing with the prominent topic of the century – sustainability.

Students will be provided with a set of research methodologies and skills that will allow them to address research questions and write a research project that makes a scientific contribution to the field of marketing and consumer behavior.

Seminar Content

1. The seminar comprises a mix of compulsory group and individual sessions:
 - a. Instructor-led classes, where an overview of the concepts, data analysis methods and dissertation writing skills will be given;
 - b. Group discussions, where students will be reporting their choice of a chosen topic, progression in writing of the different chapters and getting feedback.
 - c. Individual advisory meetings, where students will be presenting a research proposal and subsequently report progression of the first and the final drafts of their dissertations and receiving comments/suggestions on their work from the advisor.

Seminar Objectives

1. To prepare students on how to write up a dissertation that addresses a particular problem and makes a scientific contribution to the field of marketing and sustainability.
2. To make an introduction to the topic of marketing, sustainability and fashion that will allow them to pick a topic.



3. To show students the importance of performing an initial literature review that will conduct them to write a research proposal that includes the state of the art and selected methodology - primary and secondary data.
4. To train students on how to present their work to their peers and instructors and get relevant feedback from them.
5. To prepare a final dissertation document that sufficiently takes into account instructors' guidelines and comments, and reflects hard work, intellectual progress and a valuable contribution to business practice.

Topics' Examples

1. Analyze and evaluate marketing and sustainability from a branding perspective.
2. Develop and formulate marketing strategies based upon analyses of consumer behavior.
3. Analyze sustainable labels and consumption trends of fashion products.
4. Analyze the effects of conspicuous consumption and materialism on consumer decision-making.

Bibliography / Recommended Textbook(s) / Additional Readings

- Alba, J. W., & Williams, E. F. (2013). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, 23(1), 2-18.
- Lindstrom, M. (2008). *Buyology: Truth and Lies About What We Buy*. Broadway Books: New York.
- Luchs, M. G., & Kumar, M. (2015). "Yes, but this Other One Looks Better/Works Better': How do Consumers Respond to Trade-offs Between Sustainability and Other Valued Attributes?", *Journal of Business Ethics*. doi: 10.1007/s10551-015-2695-0.
- Niinimäki, K. (2010). "Eco-clothing, Consumer Identity and Ideology", *Sustainable Development*. doi: 10.1002/sd.
- Solomon, M. R., & Rabolt, N.J. (2009). *Consumer behavior: in fashion*. (2nd ed.) Harlow: Prentice Hall.
- Young, W., Hwang, K., McDonald, S., & Oats C. J. (2010). Sustainable Consumption: Green Consumer Behaviour when Purchasing Products. *Sustainable Development*, 18, 20931.

Contact(s) and Office Hours

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Schedule

SESSION #1 (1st February 2017, 3-4:30 PM, room # TBD)

- Topics discussion
- References list
- Importance of a good research proposal.
- Introduction to ASSIGNMENT 1-Research proposal (delivery date: 12th February, by e- mail)

SESSION #2 (15th February 2017, 3-4:30 PM, room # TBD) o Research proposal feedback

- Guidelines on how to develop a literature review
- Introduction to ASSIGNMENT 2: Research proposal improvement & Literature first draft (delivery date: 1st March by e-mail)

SESSION #3 (8th March 2017, 3-4:30 PM, room # TBD)

- Research proposal conclusion
- Literature review feedback
- Introduction to ASSIGNMENT 3: Second draft of literature review (delivery date: 19th March, by e-mail)

SESSION #4 (22nd March 2017, 3-4:30 PM, room # TBD)

- Final feedback on Literature Review. Suggestions for improvement of Hypothesis and conceptual framework development
- Introduction to ASSIGNMENT 4: Literature review improvement and methodology development (delivery date: 2nd April, by e-mail)

SESSION #5 (5th April 2017, 3-4:30 PM, room # TBD)

- Methodology development discussion
- Suggestion for improvement given by instructor
- Introduction to ASSIGNMENT 5: Methodology improvement (delivery date: 23rd April, by e-mail)

SESSION #6 (26th April, 3-4:30 PM, room # TBD)

- Methodology final analysis and development.
- Data collection and data analysis guidelines.
- Introduction to ASSIGNMENT 6: Data Collection and data analysis (delivery date: 7th May, by e-mail)

SESSION #7 (10th May, 3-4:30 PM, room # TBD)

- First Draft Data Analysis evaluation and results' feedback
- Introduction to ASSIGNMENT 7: Results' improvement and conclusions development (delivery date: 17th May, by e-mail)

SESSION #8 (24th May, 3-4:30 PM, room # TBD)

- Conclusion chapter evaluation and overall final thesis comments
- Introduction to ASSIGNMENT 8: Inclusion of final comments and thesis preparation for submission.

Deadlines

The full list of dates and deadlines can be consulted [here](#).