

**COURSE OUTLINE**COURSE NAME MARKETING STRATEGIES FOR THE FASHION INDUSTRYCOURSE NUMBER MKTG 1107DATE SEPTEMBER 1995Prepared by C.E. MARKETING DEPT.Taught to C.E.School Business

Program \_\_\_\_\_

Date Prepared AUGUST 1994

Option \_\_\_\_\_

Term ALLHrs/Wk 3Credits 3No. of Weeks 10Total Hours 30**PREREQUISITES**

NONE

**COURSE GOAL(S)**

To provide a meaningful and realistic course on specific market strategies for the field of Fashion. This is a complexed and specialized area, and will be approached specifically from the designing, manufacturing and retail point-of-view.

**EVALUATION**

Final Examination	_____ %
Mid Term	_____ %
Class Assignments	_____ %
Other (1) attendance and participation	_____ %

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## **REQUIRED TEXT(S) AND EQUIPMENT**

Handouts

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## **REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

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## **COURSE OUTLINE**

Strategic planning will be provided from the specialized perspective of the designer, manufacturer and retailer. Research information and techniques will be presented, as they directly apply to the field of Fashion. Extensive coverage and methods will be provided to expand on the area of development for the student.

It is important that the students recognize the demands of this industry on all levels, these will be discussed, and how they can be used to benefit the individual's operation and provide new insights to their overall planning.

finally, the importance of promotional activity and how it applies to the success of marketing will be presented, various types of campaigns will be reviewed, and extensive examination will be held in regard to budgets, contact, planning.

## **COURSE OUTLINE - MKTG 1107**

(continued)

### **LESSON 1:**

Introduction to the fashion industry. Fashion forecasting presentation. Explore how fashion trends develop. Discussion of the overall industry - local, national, international.

### **LESSON 2:**

The definition of MARKETING and MERCHANDISING as they directly apply to fashion. Marketing Terminology. Target Marketing. Consumer Awareness. Market research with development and planning. The Fashion Cycle.

### **LESSON 3:**

Marketing Continued. Information Sources. Wholesale aspect. Trade Shows. Line Development.

### **LESSON 4:**

Marketing Continued. Opening a retail or service business - location review.

### **LESSON 5:**

The visual aspects of the fashion industry - image and name identification. Business card development.

### **LESSON 6:**

Visuals continued - photography, styling, visual merchandising - all important areas to further final steps in product development.

### **LESSON 7:**

Promotional Activity - press releases, public relations and special events planning.

### **LESSON 8:**

Advertising in marketing - media planning, advertising strategies, the media hit list etc.

### **LESSON 9:**

Home Based Businesses in the fashion industry. Strategies for a successful home developed business. Career options.

### **LESSON 10:**

Class projects to be presented.