

**COURSE OUTLINE**COURSE NAME MARKETING STRATEGIES FOR THE FASHION INDUSTRYCOURSE NUMBER MKTG 1107 DATE JANUARY 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program \_\_\_\_\_Date Prepared NOVEMBER 1993 Option \_\_\_\_\_Term ALL Hrs/Wk 3 Credits 3No. of Weeks 9 Total Hours 27

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**PREREQUISITES**NONE

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**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.

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**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:** Course outline will be given. Class will be divided into work groups in order to determine expectations and knowledge of the Fashion Industry. Discussion to be held on definition of MARKETING as it will directly apply to the course outline.

**LESSON 2:** Target marketing will be presented, and how it directly applies to the Fashion Industry. The ways of development, planning and research will be covered extensively. Project will be given to class to develop a TARGET MARKETING evaluation for area of class interest and concern.

**LESSON 3:** Promotional activity will be covered, press releases, and discussion on the NATURE of the PRODUCT that is to be developed and marketed. This will be an indepth coverage on a number of promotional concepts and how it can provide an image as well as profit.

**LESSON 4:** Major coverage to be given on the subject of sales and techniques that play an important role in the area of Marketing within the Fashion Area. This will be dealt with from the role of the designer, retailer and manufacturer. Guest speaker, a former designer, now sales representative will attend.

**LESSON 5:** The area of competition will be covered extensively. The importance of this element in the Fashion Industry. Examples will be covered in order to further develop class awareness.

**LESSON 6:** The role of the media in Marketing will be discussed, examples of good marketing positions will be covered. Guest speaker will further discuss the importance of the media in retail.

**LESSON 7:** Visual aspects of the Fashion Industry, photography, media, colour, display all importance areas to further final steps in PRODUCT development. Guest speakers to provide insights to these areas.

**LESSON 8:** Class project presentation and class evaluation. Lecturer will provide input to presentations, and expand on location, target market, and advertising.

**LESSON 9:** Class project presentation and class evaluation. Lecturer will provide input to presentation, and expand on competition, consumer awareness, image and identification. All written projects will be handed in for final marking.