Syllabus:  Spring 2017
FT2033 Principles of Fashion Marketing

Faculty Name:  Anna A. Magie

Catalog Course Description:
Basic merchandising principles, concepts, and practices utilized in the operation of fashion-oriented businesses. Three lecture hours a week. Credit: Three hours. This course fulfills program major requirements.

Measurable Student Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Correctly identify definitions of fashion marketing terminology about the textile, apparel, and retail industries by answering questions accurately on examinations.
- Describe correct key concepts of fashion marketing and explain precisely how these concepts impact the success of specific retailers within the fashion industry through the production of a satisfactory group fashion marketing project.
- Indicate accurate fundamentals of fashion marketing and knowledge of the activities performed by retailers by correctly answering questions on final examination.
- Correctly discuss the basic principles, the scope of activities, and the basic factors involved in the retailing of select merchandise categories through presentation of findings in an appropriate oral presentation as part of a group project.
- Correctly create an effective visual board according to principles learned in class, through the production of a satisfactory trend board project.

For success in the course, the student learning outcomes listed above must be performed at an appropriate level as stated in the grading scale. For this course, an appropriate level would be at least a “C” or better.

Subject Matter:
- Fashion marketing and fashion life cycle
- Primary segments of the fashion industry
- Secondary segments of the fashion industry
- Retail segments of the fashion industry
- Auxiliary segments of the fashion industry
- Textile overview – fibers, fabrics, leather and fur
- Trend board production
- Women’s, men’s, teen and children’s apparel
- Global sourcing and merchandising
- Careers in fashion
Major Course Assignments and Examinations:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam I</td>
<td>100</td>
</tr>
<tr>
<td>Exam II</td>
<td>100</td>
</tr>
<tr>
<td>Exam III</td>
<td>100</td>
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<tr>
<td>Comparison Shopping Project</td>
<td>100</td>
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<tr>
<td>Oral presentation</td>
<td>50</td>
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<tr>
<td>Trend Board</td>
<td>75</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>625</strong></td>
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</tbody>
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Readings:

Chapters 1-12  