

FASH 0007 - FASHION PROMOTION

Catalog Description

Hours: 54 lecture

Description: Emphasis on the role of promotion in the selling and advertising of fashion goods. All avenues of fashion promotion explored and evaluated including: advertising, publicity, special events, fashion show production, direct marketing and target market research. Promotion skills developed through the planning and promotion of special events. (CSU)

Course Student Learning Outcomes

- CSLO #1: Create a target market profile to include demographics, psychographics and the study of consumer behavior.
- CSLO #2: Demonstrate understanding of developing a plan, budgeting, and creating a promotion campaign by creating and implementing a class run special event.
- CSLO #3: Identify and apply the art elements and principles of design to the different types of fashion production.

Effective Term

Fall 2017

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

1. identify and analyze the role and importance of promotion in the retail fashion industry;
2. discuss the importance of target market research in the role of fashion promotion; analyze the methods used including: demographics, psychographics, and studying consumer behavior;
3. identify the art elements and principles of design in fashion advertising;
4. develop a plan, the budget, and a promotional campaign for a special event;
5. define and describe the principles of fashion advertising, including the types of print media, the types of broadcast media, publicity, and special events;
6. compare the various forms of direct marketing used for promotion and analyze their effectiveness on the consumer;
7. analyze the role that publicity and public relations has in fashion promotion. Create a public relations campaign for a local retail store;

8. identify the categories of special events. Discuss the impact that special events have on the retail industry;
9. discuss why fashion shows are considered the major promotional tools of the fashion industry. Compare and contrast the differences between designer and retail fashion shows;
10. recognize the careers in the category of fashion promotion; discuss the various opportunities that each one has to offer; and
11. create and plan an advertising campaign for a fashion company using classroom computers as a group project; discuss appropriate types of print media and the target consumer.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Objective Examinations
 - Example: Performance objective "define and describe the principles of fashion advertising, including the types of print media, the types of broadcast media, publicity, and special events." As part of an exam, students will identify the different media used to advertise fashion goods and the different types of special events used to promote them. Students will be graded and evaluated on accuracy of answers.
- Projects
 - Example: Performance objective "identify the art elements and principles of design in fashion advertising." Students will complete an advertising notebook where they will choose fashion advertisements based on the principles of design and identify the art elements represented in them. Students will be evaluated based on the accuracy in identifying the elements required, as well as professional presentation of notebook.
- Reports
 - Example: Performance objective "discuss the importance of target market research in the role of fashion promotion; analyze the methods used including: demographics, psychographics, and studying consumer behavior." Students will complete a demographics report on the population of a specific geographic location. Students will complete a full demographic profile to determine the target customer of that area. Based on findings, the student will determine which promotional activities and retail stores would fit the target customer's lifestyle and specific needs. Students will be graded and evaluated based on accuracy of statistics found and appropriateness of suggested retail stores and promotions.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. After the instructor lectures on ethics and social responsibility in advertising, the instructor will lead a discussion around advertisements that some may find controversial. The instructor will divide students into small groups to debate and analyze why, and discuss how the advertiser might have chosen a more ethical and sensitive campaign.
2. The instructor will lecture on types of print and broadcast media used to promote a specific fashion product. The instructor will present a writing assignment comparing and contrasting the methods and present ways in which students can tell which way was more effective.

Other materials and-or supplies required of students that contribute to the cost of the course.

Typical Out of Class Assignments

Reading Assignments

1. After completing assigned reading on planning and advertising campaign, complete the discussion questions found at the end of the chapter.
2. Read a fashion magazine and identify the similar trends found in fashion advertisements.
3. Find and read the mission statements of two major retailers and discuss the principles written in them.

Writing, Problem Solving or Performance

1. Select an advertisement from a fashion magazine and write a paper on the target customer that the ad was meant to attract.
2. Write a press release for public relations campaign for a local retailer who is carrying a new designer brand.

Other (Term projects, research papers, portfolios, etc.)

1. Complete a demographics report, researching the target market of a specific geographic area. Include the kind of retail stores that would fit in that target market.
2. Create a plan for the Sierra College Fashion Show, Department Showcase, or other event. Include a flyer, program and event theme.

Required Materials

- Promotion in the Merchandising Environment
 - Author: Kristen K Swanson / Judith C Everett
 - Publisher: Fairchild
 - Publication Date: 2015
 - Text Edition: 3rd
 - Classic Textbook?:
 - OER Link:
 - OER:
- Fashion Promotion in Practice
 - Author: Jon Cope / Dennis Maloney
 - Publisher: Fairchild
 - Publication Date: 2016
 - Text Edition: 1st
 - Classic Textbook?:
 - OER Link:
 - OER: