

Apparel Marketing

Course Outcome Summary

Course Information

Organization	Madison Area Technical College
Developers	Betty Hurd
Development Date	5/17/2002
Revised Date	7/25/2009
Course Number	10-104-197
Instructional Level	Associate Degree
Instructional Area	Marketing & Merchandising Mgmt
Division	Business
Department	Marketing
Potential Hours of Instruction	54
Total Credits	3

Description

Students study the types of business enterprises, activities, operations, interrelationships and practices in the fashion industry. Careers in each area are explored. this is a survey course with emphasis on terminology and key sources of information in the industry.

Types of Instruction

Instruction Type	Contact Hours	Credits
Classroom Presentation	54	3

Textbooks

Diamond, Jay and Ellen. *The World of Fashion* . Fairchild. 2008. **Edition:** fourth. **ISBN:** 978-1-56367-567-6.

Learner Supplies

Foam Core Boards . **Quantity:** 5. **Source:** MATC Bookstore.

Removable Disk. **Quantity:** 1.

Three Ring Binder 2". **Quantity:** 1. **Source:** Matc Bookstore.

Portfolio Carrier. **Quantity:** 1. **Source:** MATC Bookstore.

Exit Learning Outcomes

Core Abilities

- A. Communicate effectively
- B. Learn effective social interaction
- C. Demonstrate critical thinking
- D. Develop a sense of personal, social, professional, and work ethics

Program Outcomes

- * Demonstrate effective written and oral communication skills with customers, peers, supervisors and other stakeholders in the fashion industry

- * Demonstrate an understanding of work ethics, flexibility, dedication, commitment, workload and other behaviors necessary for success in the fashion business
- * Understand and apply technology used in the fashion business
- * Apply the marketing mix concepts to the various markets in the fashion industry
- * Research and solve fashion industry challenges using critical thinking skills

Competencies

1. Examine the business of fashion.

Linked Core Abilities

Develop a sense of personal, social, professional, and work ethics

You will demonstrate your competence:

- o Completes an analysis of a case study
- o Completes a project
- o Performs class presentations
- o Completes a career search paper
- o Completes an exam and quizzes
- o Completes research in current events and concerns

Learning Objectives

- a. Examine the importance of the fashion industry.
- b. Demonstrate use of the terminology in the fashion industry.
- c. Determine the influences that make up the fashion cycle.
- d. Classify the segments of the market.
- e. Explore the business of fashion-economic, career and levels.

2. Analyze the primary level of the fashion industry.

Linked Core Abilities

Communicate effectively

Demonstrate critical thinking

You will demonstrate your competence:

- o Complete a textiles analysis report
- o Completes an analysis of a case study
- o Performs class presentations
- o Completes a career search paper
- o Completes an exam and quizzes
- o Completes research in current events and concerns
- o Completes an analysis of a case study
- o Completes a project
- o Performs class presentations
- o Completes a career search paper
- o Completes an exam and quizzes
- o Completes research in current events and concerns
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Learning Objectives

- a. Investigate the fiber industry.
- b. Investigate the textile industry.
- c. Investigate the trimmings industry.
- d. Investigate the leather industry.

- e. Investigate the fur industry.
- f. Explain the marketing and merchandising of the primary industry components.
- g. Examine career opportunities in the primary level.

3. Analyze the secondary level of the fashion industry.

Linked Core Abilities

Communicate effectively

Demonstrate critical thinking

You will demonstrate your competence:

- Completes an analysis of a case study
- Completes research in current events and concerns
- Completes an exam and quizzes
- Completes a career search paper
- Performs class presentations
- Completes a project color card
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Learning Objectives

- a. Determine what is a product line and who develops it in the secondary level.
- b. Break down the industry practices and trends.
- c. Analyze the organization and operation of the women apparel industry.
- d. Analyze the organization and operation of the mens apparel industry.
- e. Analyze the organization and operation of the children apparel industry.
- f. Analyze the organisation and operation of the innerwear apparel industry.
- g. Analyze the organization and operation of the accessories industry.
- h. Analyze the organization and operation of the cosmetics industry.
- i. Analyze the organization and operation of the home fashion industry.
- j. Explain the merchandising and marketing of the components of the secondary level of fashion.
- k. Explore the careers in the secondary level of fashion.

4. Analyze the retail level of the fashion industry.

Linked Core Abilities

Communicate effectively

Demonstrate critical thinking

You will demonstrate your competence:

- Completes an analysis of a case study
- Completes research in current events and concerns
- Completes an exam and quizzes
- Completes a career search paper
- Performs class presentations
- Completes a project promotion plan

Learning Objectives

- a. Examine the global markets of fashion.
- b. Examine the global sourcing and merchandising of retail.
- c. Convey the types of fashion retailing.
- d. Compare the policies and strategies in fashion retailing.
- e. Explore the careers in the retail level.

5. Analyze the auxiliary level of the fashion industry.

Linked Core Abilities

Learn effective social interaction

Demonstrate critical thinking

You will demonstrate your competence:

- o Completes an analysis of a case study
- o Completes research in current events and concerns
- o Completes an exam and quizzes
- o Completes a career search paper
- o Performs class presentations
- o Completes a project trend board

Learning Objectives

- a. Examine the supporting services in the media.
- b. Explore the store design and visual merchandising services.
- c. Explore the buying, merchandising and product development areas of the fashion industry.
- d. Examine the career opportunities in the auxiliary level.

6. Create a one month sales promotion plan.

Linked Core Abilities

Communicate effectively

Demonstrate critical thinking

Develop a sense of personal, social, professional, and work ethics

You will demonstrate your competence:

- o Retail and Auxiliary Project

Your performance will be successful when:

- o Final Project contains a cover page
- o Final Project includes a target market analysis
- o Final Project includes objectives
- o Final Project includes benefits
- o Final Project includes expected results
- o Final Project includes a budget page
- o Final Project includes a schedule of events
- o Final Project includes a sample of sales promotion, special event , publicity and display
- o Final Project includes an oral presentation to include all of the above
- o Final Project includes foam core boards with appropriate information on the board

Learning Objectives

- a. Analyze a fashion business in one of the levels.
- b. Figure out the merchandising and marketing of the business selected.
- c. Develop a sales promotion plan based on the auxiliary services.
- d. Articulate the sales promotion plan.