

## COURSE SYLLABUS

<b>COURSE TITLE:</b>	The Fashion Business Revolution	<b>COURSE CODE:</b>	MKTG 215
<b>PREREQUISITES:</b>	None	<b>SEMESTER:</b>	SPRING 2017
<b>INSTRUCTOR:</b>	Morene Ach	<b>CREDITS:</b>	3
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### **COURSE DESCRIPTION:**

Caveman couture started over 25 000 years ago. The first time a hunter returned with animal skins for protection and warmth marked the beginning of the Fashion era. Much much later in 19th century France, Napoleon III summoned Charles Frederick Worth to imagine a magnificent wardrobe for his wife Empress Eugenie. This established the foundation for Haute-Couture in Paris and kicked-off an ongoing and ever-changing narrative tale of clothing as an expression of social interaction, status recognition and identity. Today the global retail apparel industry is estimated at US\$1.1 trillion and is one of the largest businesses on the planet, connecting and consolidating a multiplying effect of industry sectors. The scope of the fashion industry extends beyond fibers and fabrics to shoes and accessories, magazines, boutiques, trend forecasting agencies; it also provides fruitful employment to farmers, blue-collar workers, high-end executives and creative artists. This course will examine the spectacular evolution of fashion from a tiny dressmaker's workshop serving the elite to an explosion into mainstream global consumption in which marketing and branding principles revolutionized the business of fashion forever.

### **COURSE OBJECTIVES:**

To understand the foundations, climate and evolution of the global fashion industry, and how branding and marketing have transformed the art of dress.

**Presence in class is mandatory. More than 2 absences will lead to a failing grade.**

### **EXPECTED LEARNING OUTCOMES:**

Upon completion of this course, students should be able to:

- Trace the history of the democratization of fashion
- Identify the language of fashion and its development and prediction over time
- Recognize the anatomy of a fashion trend in an ever-changing sociological context
- Comprehend the ideology of fashioning an identity and how brands revolutionized the clothing industry

- Create the Muse/target customer and design to a brief
- Recognize how marketing and branding have transformed fashion products (POD, Product Augmentations)
- Understand pricing, fashion marketing channels, wholesaling and the art of retail
- Recognize the increasing importance of product extensions and licensing in fashion empires
- Understand the life cycle of a product: from development to consumer

**MANDATORY TEXTBOOK:**

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The Fashion Business Revolution ( Selected on-line Readings)

**EVALUATIONS:**

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- Midterm exam- 35%
- Final exam – 30%
- Cases/assignments/group projects/ participation – 35%

**COURSE SCHEDULE:**

Dates	Reading/Homework	Session Content
Jan 31	<p>The Precursors to Pioneering the Modern Fashion Business/ Marketing and Branding</p> <p>The Economic Scope of Fashion</p> <p>A Short History of Fashion: Signs of the Times</p> <p><u>The Fashion Victim's Ten Commandments</u></p> <p>Michelle Lee,</p>	<p>Outstanding evolutions in technology, transport, society, culture and business have created the ideal context for the Commodity Identity and the desired climate of status anxiety; fueling consumption principally defined through look and attire and romanticized by image-based industries.</p> <p>Travel through fashion history from caves, dress shops, tailors, boutiques, to factories and across centuries of innovation and design, investigating the designers who brought revolution after revolution to the art of dress.</p> <p>Discover the inherent link between the history of fashion and the history of the world; metaphor and symbol of society in motion.</p>
Feb 7	<p>The Democratization of Fashion/Ready-To-Wear:</p> <p><u>What Happened To Fashion?</u> <b>Teri Agins</b></p> <p>The Ad world: The ideology of transformation</p>	<p>Sewing Machines, Department Stores, Industrialization, Manufacturing, Marketing Theories and Management Principles will transform fashion culture from an elite of selected VIPs considered well-dressed ,to an entire globe of fashionable followers. The role of the media is examined as global pipeline, broadcasting constant propaganda in the doctrine of fashion to billions and billions of craving shoppers.</p> <p>The concept of transformation, the Cinderella complex, and advertising's complete reinvention of human codes and its dictatorial grip on the world; as applied to Fashion</p>
Feb 14	<p>Introduction to the basic concepts of <b>branding</b> and its impact on the marketing industry.</p> <p><u>Diesel case study:</u></p> <p><u>Branded Hedonism</u></p>	<p>How to break through the clutter and get your brand noticed in an overcrowded market place</p> <p>The laws of branding</p> <p>PODs and Augmented Products</p>

Feb 21	An exercise in Target Segmentation : Pigeonholing: Marketing Mix as Applied to Fashion	Advanced Theories in Branding Ralph Lauren
Feb 28	Project 1	MOODBOARD MUSE DEMOGRAPHICS presentation
March 7	Mid-Term Exam	Fashion Film: To be determined
March 14	The Structure of the Fashion Industry	The Brand Pyramid: extending customer base across multiple product categories
March 28	<b><i>Pricing, Fashion Marketing Channels:</i></b>  Fast retailing, McFashion, Speed Chic and the concept of distribution channels; exploring management and business principles applied to the fashion cycle; the concept of supply chain and the steroids that have quickened the concept of trend and accelerated the desire for well-made fashionable clothing.	The importance of pricing to fashion markets, wholesaling, retailing and the communication of fashion at point -of-sale.  <u>Pricing: garments and fashion services</u>  Visual merchandising principles and techniques: the retail space.
Apr 4	The Law of Obsolescence in Fashion	The Trend Environment: social, historical, technological, cultural and environmental trends around fashion The Media Game
Apr 11	Projects	Case Study Oral Presentations: Creating a Fashion Brand
Apr 18	Projects	
Apr 25	Final In-Class Exam	