

Fashion Marketing & Merchandising

UNH Course Code: FAS380/MKT380

Subject Area(s): Marketing

Level: 300

Prerequisites: None. This course is geared toward students majoring in retail buying, fashion design, merchandising, business, marketing, advertising or PR.

Course fee: \$90

Language of Instruction: English

Contact Hours: 45

Recommended Credits: 3

Description:

The world of fashion is dynamic, and highly competitive. The task of gathering assortments that appeal to consumers is a challenging and rewarding occupation. To meet this challenge knowledge of products availability and incentives that drive consumers to buy is imperative. Fundamental to this knowledge is an understanding of retailer's role in channeling products from producers to customers. Buyers differentiate between stores and other retail formats from competitors by the types of merchandise offered and the pricing strategies they employ. Understanding the dynamics and differences of retail buying concepts is critical to the success of those interested in buying and selling retail consumer fashion merchandise and services.

This course covers the fundamentals of fashion and the basic principles that govern all fashion movement and change: the history and development, organization and operation, merchandising and marketing activities, trends in industries engaged in producing fashion, purchasing of fashion merchandise, foreign and domestic markets, and the distribution and promotion of fashion. Students will also learn about international economics including international trade and multilateral trade agreements balance of payments and foreign exchange, safe working environment, laws that protect the environment, globalization and technological advances and learn how these factors affect the business of fashion.

For those majoring in Business, Marketing and Public Relations one of the greatest advantages of this course and of being in Florence is that you enjoy fantastic opportunities to witness at first hand and make contacts with industry professionals. Florence and nearby Prato still house many fashion, textile and buying companies. Frequent field trips to the headquarter of Roberto Cavalli, Gucci prototype factory, Gucci Museum, Ferragamo museum, and Angela Caputi's workshop; Pitti Immagini trade shows; resident buying offices; and guest speakers from the industry make the course lively and stimulating.

Learning Objectives:

- to critically analyze the marketing environment including social, economic, legal, cultural, and political environments that influence the fashion industry and market segmentation of fashion.
- to demonstrate an understanding of the importance of the following terms to fashion merchandising: fashion cycle, fashion movement, fashion leaders, fashion trends, fashion acceptance, trickle-down theory, trickle-up theory, and trickle-across theory.
- to apply basic marketing research skills, tools and methodologies, this will enable students to research contemporary fashion companies, their products and consumers and how they operate within the wider marketplace.
- to learn how to explore the business of fashion through investigation, observation and gathering of materials.
- to question, discuss, and argue about current fashion business issues and to put forward ideas and information in presentations and written work

- to trace the history and the development of fashion and the opportunities, threats and challenges of globalization to the fashion industry.
- to assess what is happening at the forefront of fashion and to think about the future of fashion
- to demonstrate an understanding of the organization, operation, and trends of industries engaged in producing and distributing fashion.
- to experience teamwork and develop an understanding of effective team-working through exercises and group projects.

Course Topics Covered:

- What is fashion and why is it unique
- Historical influences on fashion including European, and American influences
- Important historical and contemporary people in the industry
- The effects of the Industrial Revolution on production of fashion goods
- Apparel styles and classifications for women, men, and children
- The principles and theories of fashion
- Researching the market, knowing the customer, and developing the 4 Ps of marketing
- The life stages, customers, and marketing of fashion products
- The people and companies of fashion predictions
- Brands and associated legal issues
- The textile industry's raw materials and marketing methods
- Textile and apparel legislation
- Fashion product production process
- The key fashion market cities
- Pricing strategies in fashion
- The members of the distribution channel
- The retailing process and retail formats

Instructional Format:

Class meets twice a week for 80 minutes each session. Lectures, class discussion, videos, class presentation, field trips, guest speakers, group and individual projects (written and oral), analysis and review of trading publications, journals and research data. The team projects you will work on will help you understand some mechanics of the business.

Proper understanding of European retail is impossible without extensive store visits. If you expect to understand this class you should be looking at stores in your own time, wherever you go. There will also be an elective fact-finding visit to a trade show. Open classroom discussions about current international events are also an important part of this class. Students' questions and viewpoints are encouraged and appreciated (and rewarded).

If you require any special accommodations, please contact your instructor.

Forms of Assessment:

The instructor will use numerous and differentiated forms of assessment to calculate the final grade you receive for this course. For the record, these are listed and weighted below. The content, criteria and specific requirements for each assessment category will be explained in greater detail in class. Whether you plan to transfer letter grades back to your home institution or not, CEA expects that you will complete all graded assessment categories in each course in which you are enrolled. In addition, your work and behavior in this course must fully conform to the regulations of the [CEA Academic Integrity Policy](#) to which you are subject. Finally, all formal written work you carry out in this course (research papers, projects, studies, etc.) must be submitted in electronic format. Your instructor may also require that you hand in a hard copy of such work.

Appealing a Grade:

Any grade dispute you encounter in this course must immediately be discussed with the instructor and definitively resolved before the last week of class. Only end-of-term assignments graded after the end of your program are subject to CEA's formal grade appeal procedure. For more information, see [CEA Academic Policies](#).

Students wishing to appeal the grade of an end-of-term assignment must do so within the 30 day period following the official release of grades by submitting the "Grade Appeal Form" to the Academic Dean. The

appeal procedure and the grade re-evaluation it requires does not guarantee a change in grade, and could result in an increase or decrease in the final grade given. Any change is subject to a ruling by the course instructor, in consultation with the Academic Dean, and must be based on the academic evidence provided to support the appeal. The instructor's ruling on this matter is final.

Upon receiving the results of the review and decision by the instructor, the Academic Dean will inform the student of the result of the appeal. The grade received by the student as a result of the Grade Appeal is final and may not be appealed further.

Class Participation	10%
Midterm Exam	25%
Niche market opportunity (group project)	10%
Visual appeal assignment (group assignment)	10%
Final exam	30%
Final research paper (individual assignment)	15%

Class Participation (10%): The grade will be calculated to reflect your participation in class discussions, your capacity to introduce ideas and thoughts dealing with the texts, your ability to interpret different uses of literary language and to express your analysis in intellectual, constructive argumentation. When determining your class participation grade, traditional criteria such as material preparation, completed reading before class, and collaborative group work are also evaluated. But it is the active, meaningful and informed verbal and written contribution that you make that is most important to your overall participation grade. Whereas attendance and punctuality are expected and will not count positively towards the grade, laxity in these areas will have a negative effect on your grade. The instructor will use the following specific criteria when calculating your class participation grade:

Criteria for Assessing Class Participation	Grade
You make major and original contributions that spark discussion, offering both critical and analytical comments clearly based on readings and research and displaying a working knowledge of theoretical issues.	A+ (9.70–10.00)
You make significant contributions that demonstrate insight as well as knowledge of required readings and independent research.	A-/A (9.00–9.69)
You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.	B/B+ (8.40–89.90)
You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.	C+/B- (7.70–8.39)
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	C (7.00–7.69)
You very rarely make comments and resist engagement with the subject, attending class having manifestly done little if any preparation.	D (6.00–6.69)
You make irrelevant and tangential comments disruptive to class discussion, a result of frequent absence and complete un-preparedness.	F (0–5.90)

Cell phones:

During class time, all mobile phones must be switched off. In case of family emergency, students can keep their phones on (silent mode) after asking for permission before class starts.

Laptops: are not permitted in my class.

Midterm exam (25%): There will be a mid-term on material covered in the lectures, required readings, and class discussions. The Mid-term exam will consist of multiple-choice questions and short essay questions.

Niche Market Opportunity exercise (Florence) (10%): The exercise will be presented orally with written summaries. Use of proper retailing and fashion vocabulary will be required and a better-than-average professional attitude. Visual aids are generally an important element to any presentation.

This exercise is to help you begin to focus your overall understanding of the retail merchandising and what kind of thinking will be required of you in this class. This should help you understand the importance of being clear on which consumer and which class of distribution you are designing for.

The assignment presentation should not exceed 20 minutes of class time. (See attachment for details and due date)

Visual appeal assignment (10%): Visual merchandising is a retail operation that changes, adapts and evolves on a short term basis in line with the product assortment and the objectives of the retail business. The best way for students to learn how effective visual merchandising can be in helping a retailer achieve a competitive advantage is by conducting critical observational research.

This is **group project** and you will be asked to:

- visit the shopping area of the centre in Florence:
- Select a store and research its history and growth.
- Visit the store and analyze its visual merchandising
- Select your favorite window display or a display within the store and take a picture of the display

Prepare a 3-4 page typed report summarizing your research of the history and growth of the store, visual merchandising analysis, and display evaluation. (See attachment for details and due date)

Final exam (30%): There will also be a final exam focusing on material covered in the lectures, required readings, and class discussions. The final exam will consist of multiple-choice questions and short essay questions.

Final research paper (15%) this is an out-of-class **individual research paper**. You will research and study a topic in fashion business (See attachment for details and due date)

CEA Grading Scale				
Letter Grade	Numerical Grade Low Range	Numerical Grade High Range	Percentage Range	Quality Points
A+	9.70	10.00	97.0 - 100%	4.00
A	9.40	9.69	94.0 - 96.9%	4.00
A-	9.00	9.39	90.0 - 93.9%	3.70
B+	8.70	8.99	87.0 - 89.9%	3.30
B	8.40	8.69	84.0 - 86.9%	3.00
B-	8.00	8.39	80.0 - 83.9%	2.70
C+	7.70	7.99	77.0 - 79.9%	2.30
C	7.00	7.69	70.0 - 76.9%	2.00
D	6.00	6.99	60.0 - 69.9%	1.00
F	0.00	5.99	0 - 59.9%	0.00
W	Withdrawal			0.00
INC	Incomplete			0.00

CEA Attendance Policy

Every student is expected to attend all scheduled class sessions on time and be thoroughly prepared for the day's class activities. In compliance with NEASC and UNH accreditation requirements, CEA instructors compile regular attendance records for every course and take these records into account when evaluating student participation and performance.

- In this course, a maximum of three days of accumulated absences due to sickness, personal emergency, inevitable transport delay and other related impediments will be tolerated.
- Your final course grade will drop one full letter grade (e.g. A+ to B+) for missing four days of class, regardless of the reason for your absence.
- Your final course grade will drop another full letter grade (e.g. B+ to C+) for missing five days of class, regardless of the reason for your absence.
- If your absences exceed five (5) days of class, you will automatically fail this course (e.g., C+ to F; miss six (6) or more days to receive an "F").

Furthermore, to comply with immigration and financial regulations, you must maintain full-time student status and attend at least 12 hours of class every week. Consequently, the Dean and Program Director will dismiss from all CEA courses, programs, activities and housing any student who fails to maintain full-time status.

Arriving Late for Class:

A student consistently arriving late for class displays an unacceptably deficient degree of participation, and an unacceptable lack of respect for his instructor and his fellow students. Instructors will reflect students' persistent lateness by deducting percentage points from the total 10% earmarked for Participation as indicated on the syllabus. Please note that missing a significant portion of one of your classes can be considered a full absence at the discretion of the professor. Always communicate to your teacher if you need to leave early due to illness, or if you are late due to serious, unforeseen circumstances.

Missing Examinations:

Students who miss mid-term or final examination at the assigned hours will not be permitted to sit a make-up examination without written permission from the Academic Dean. Permission will rarely be granted. It might be granted in the case of instances of serious, documented illness (see the attendance policy for more details), but never for travel. *Examinations will not be rescheduled under any circumstances, except in cases of genuine emergencies. Such cases should be taken to the Academic Dean in writing. Missing an examination for whatever reason is effectively an absence from class.*

Required Readings:

In my lectures I shall not follow any particular book. However selected chapters from the following books should cover most of the topics to be discussed in class in the course folder found on the *CEA Course Information for Students* share drive, which can be accessed from any PC in the student computer room:

- M. Bickle, *Fashion Marketing: theory, Principles, and Practice*, Fairchild books, New York 2009.
- K. Dickerson, *Inside the Fashion Business*, Prentice Hall, 2002
- Easey, M., *Fashion marketing*, Blackwell 2008.
- G. Frings, *Fashion from Concept to Consumer*, Pearson, 2008
- M. Jernigan, *Fashion Merchandising and Marketing*, Prentice Hall, 1997
- C. Stall-Meadows, *Fashion Now, A Global Perspective*, Prentice Hall, 2010

Recommended Additional Readings.

Additional readings will also come from the following items in the course folder found on the *CEA Course Information for Students* share drive, which can be accessed from any PC in the student computer room:

- Dickerson, Kitty G., "Globalization of the Fashion Industry" (chapter 3), *Inside the Fashion Business*, 7th ed, Prentice Hall, New Jersey.
- Harder, Frances, *Fashion for Profit*, Harder Publication, CA.
- Hines, T., "Globalization: Global Markets and Global Supplies" (chapter 1), *Fashion Marketing: Contemporary Issues*, Elsevier Butterworth, Heinemann 2004.
- Jackson, T. and Show, D., *Fashion Marketing Segmentation, Targeting, and Positioning* (Chapter 3), *Fashion Marketing*, Macmillan Master Series G.B. (2009)
- Jernigan, M. H. and C.R. Easterling, "Foreign Fashion Centers" (chapter 9), *Fashion Merchandising and Marketing*, Macmillan Publishing Company (1990).
- Kunz, G. I., and Garner, M.B., *Politics and Political Positioning*, (chapter 6), *Going Global: the Textile and Apparel Industry*, Fairchild Publication N.Y. (2007)
- Mueller, C.S. and Smiley, E.L., *Understanding Today's Fashion* (chapter 1), *Marketing Today's Fashion*, Prentice Hall Education, Career, and Technology, NJ (1995)
- Oelkers, Dotty, "The Law" (chapter 11), *Fashion Marketing*, Thomson South-Western.
- Stephens Frings, Gini, "Fashion Development" (chapter 1), *Fashion from Concept to Consumer*, Prentice Hall, New Jersey.
- Stephens Frings, Gini, "Retail Fashion Merchandising" (chapter 14) *Fashion from Concept to Consumer*, Prentice Hall, New Jersey.
- Stone E., "The Nature of Fashion" (chapter 1), *Fashion Merchandising: An introduction*, McGraw-Hill, 5th ed., 1990.

Recommended Readings:

The following resources are available at the CEA Resource Center:

- Donnellan, John, *Merchandising, Buying and Management*, Fairchild Publications, New York.

Jackson, T. and Show, D., *Fashion Marketing*, Macmillan Master Series G.B. (2009)
Johnson, M.J. and Moore E.C., *Apparel Product Development*, Prentice Hall 2001
Steele V., *Fashion, Italian Style*, Yup 2003

Online Reference & Research Tools:

Students are encouraged to constantly read trade and consumer fashion magazines and periodicals in order to keep abreast of new names and developments in the fashion industry.

Additional References

- Women's Wear Daily, <http://www.wwd.com> . (very important publication for students in fashion marketing and merchandising)
- Pambianco News, www.pambianconews.com –A very comprehensive, current fashion business news website which gives a lot of info both in English and Italian.
- Tuesday fashion page of the Herald Tribune (during the RTW collections students should consult the IHT even more frequently) IHT on line is free. www.iht.com
- Journal of Marketing, www.marketingpower.com
- Journal of Retailing, www.elsevier.com
- Fashion Live- Designer Database, <http://www.worldmedia.fr/fashion/catwalk/bio>
- Cotton Incorporated, <http://www.cottoninc.com>
- Fashion Net, <http://www.fashion.net>
- The Look online (fashion magazine), <http://www.lookonline.com> .
- Apparel News Network, <http://www.apparelnews.net>.
- Dupont Homepage, <http://www.dupont.com>.
- The OnLine Guide for the Apparel Industry, <http://www.apparel.net>
- Vogue style, guide for trends, www.Style.it
- Wall street journal, www.wsj.com
- Trends and international collection, www.fashionclick.com
- Trends, runway shows, and designer biographies www.fashionwindows.com
- Harpers magazine www.harpersbazaar.com
- Fédération Française de la Couture www.modeaparis.com
- Trends and manufacturing information www.snapfashun.com
- Vogue magazine www.vogue.com

Trade Show Visit:

Students are strongly advised to go to one trade show during this semester. Entrance rules vary widely from season to season. Frequently, shows allow students to enter free on the last day. (If students have a business card they should be able to get in any day).

Below there is a list of trade shows in Florence, Milan and Paris, all of which provide precious glimpses of the professional working world of fashion.

Here are some guidelines as to what should be observed:

- What is the role of a trade show in the scheme of the fashion industry?
- Who attends?
- Which season is the show addressing?
- What are strong themes, where are they found?
- What is the most important function of a trade show?
- What does a buyer do at a trade show?
- Who are the important exhibitors? How to recognize them?
- What kinds of other fashion-related events happen around trade shows that are important?

Florence Trade Show Dates www.pittimmagine.com

- Pitti Uomo 81, men's fashion, Fortezza da Basso Florence Jan. 10-13
- PITTI W n. 9, Florence, former Dogana, Via Valfonda, Jan. 10-13. Previews, collections and specific projects for women's fashion.
- PITTI BIMBO 74, Children's wear, Fortezza da Basso Florence Jan. 19-21
- PITTI FILATI 70, Florence, Fortezza da Basso, 25-27 January, yarn trade show and trend forecasting for colour trends in knitwear.

BOLOGNA TRADE SHOW DATES

-Cosmoprof, Bologna Fairgrounds, present cosmetics, perfumes, and accessories, March 9-12, <http://www.cosmoprof.com/>

MILAN TRADE SHOW DATES

-Moda In, Presents textiles for the Spring/Summer, Feb. 7-9, Milan, www.fieramodain.it

-Milano Moda Donna, Fall/Winter Collections (fashion shows) Feb. 22-28, Milan
http://www.cameramoda.it/mmd/prox_date.php

- Mipel, handbags, accessories, March 4-7 www.mipel.com

- Micam, shoes, March 4-7, Milan www.micamonline.com

PARIS TRADE SHOW DATES

- Première Vision (textiles), Modamont (trims), Indigo (prints) Paris. This is the largest and most important show of its kind in Europe (student day usually the last day of the show), Feb. 14-16, www.premierevision.fr

- Premiere Classe, accessories, March 2-5, Paris www.premiere-classe.com

Hints/Tips: It is recommended to dress professionally and be polite. If manufacturers are not busy, they may be more than willing to answer your questions. But be respectful, as they are there to sell to their clients.

**Fashion Marketing & Merchandising
Course Content:**

Session	Topic	Activity	Student Assignment
1	Presentation of the course; Introduction to the course Syllabus and used material, information on assignments and exams.	Lecture & Discussion	“Niche Market Opportunity/Florence” Group formation
2	Importance of business fashion, mis-concepts, terminology of fashion, and fashion cycle. Understanding fashion includes knowing many specific fashion terms. Some are already familiar to you including the following: style, fashion, design, apparel, garment, Silhouettes, classics, fads, avant-garde, fashion trends, Haute Couture, prêt-a-porter, knock-offs, retail, wholesale, counterfeit, fashion cycle, and price markets.	Lecture & Discussion	M. Jernigan, <i>Fashion Merchandising and Marketing</i> , Ch. 1, pp. 3-14. (course reader)
3	PITTI FILATI VISIT OR OTHER TRADE SHOW YARN AND FABRIC TRADE SHOW Overview and Global View of the Fashion Industry (contd.)		HANDOUTS: PITTI FILATI
4	Overview and Global View of the Fashion Industry. Fashion occurs in almost every aspect of life. This lecture focuses on comparing fashion in apparel and accessories with fashion in other consumer products; the characteristics that make fashion unique; levels of the fashion merchandise supply chain importance of speed-to-market during production; steps in creating and selling fashion merchandise from production through consumption.	Lecture & Discussion Video: Johanna Blakely: Lessons from fashion's free culture cussion	C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i> , Ch. 1, pp. 5-16 (course reader)
5	Overview and Global View of the Fashion Industry (contd.)	Video: how clothing is sold Lecture & Discussion	C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i> , Ch. 1, pp. 5-16 (course reader) Individual Assignment (in class presentation) Using the school library’s resources or the internet, locate a recent article pertaining to sustainability in the textiles, apparel, or the fashion industry. Summarize the article in one paragraph and then use the remainder of the page to evaluate the feasibility of implementing this type of measure. Your evaluation should show evidence of critical thinking by answering questions such as: - How feasible is this idea? Why?

			<ul style="list-style-type: none"> - What problems might occur when implementing the sustainable measure? - How will this sustainability measure be received by the various levels of the industry? - Which level of the industry might be most affected by implementing this measure? - How might this affect customer opinion and sales? - Can you offer a better solution for sustainability than the one discussed in the article?" <p>Conclude with a complete bibliographic citation using the American Psychological Association (APA) format.</p>
6	<p>Visual merchandising A successful retailing business requires that a distinct and consistent image be created in a customer's mind that permeates all products and service offering. Visual merchandising can help create positive customer image that leads to successful sales. It not only communicates the store image, but also reinforces the store advertising efforts and encourages impulse buying by the customers.</p>	<p>Field trip Exploring the Florentine window displays.</p>	<p>Handouts distributed in class by the instructor</p>
7	<p>Marketing Terminology and the 4P's of Fashion Marketing. Marketing is a mutually satisfying exchange between a buyer and a seller. Successful businesses segment the market and select the consumer groups most likely to purchase the goods and services offered by the company. The target market is the chosen market segment and the marketer design a marketing mix (product, price, promotion, and place) that is most suitable to targeted segment</p>	<p>Lecture & Discussion</p>	<p>M. Bickle, <i>Fashion Marketing</i>, Ch. 3, pp.45-60 (course reader)</p>
8	<p>Marketing Terminology and the 4P's of Fashion Marketing. (Cond.)</p>	<p>Lecture & Discussion Video: the September Issue</p>	<p>M. Bickle, <i>Fashion Marketing</i>, Ch. 3, pp.45-60 (course reader)</p>
9		<p>Field trip to Ferragamo museum Meeting point: in class</p>	<p>Prepare for Ferragamo trip Handout: Silvatore Ferragamo, history VISUAL APPEAL PROJECT DUE</p>

10	<p>Fashion Principles, Perspectives, and Theories.</p> <p>Fashion is a reflection of the way of life at a given time the consumer is king or queen and decides what will or won't become a fashion.</p> <p>Fashion change moves in a cyclical pattern, sales promotion cannot change the decline in popularity of a fashion.</p>	Lecture & Discussion	<p>M. Bickle, <i>Fashion Marketing</i>, Ch. 7, pp.153-174</p> <p>RESEARCH PAPER OUTLINE DUE</p>
11	<p>Fashion Principles, Perspectives, and Theories.</p>	Lecture & Discussion	<p><u>Individual Assignment in class presentation:</u></p> <p>Create a table with four quadrants. Label each quadrant with one of the four main theories of fashion adoption (trickle down, trickle up, trickle across, geographic).</p> <p>Create a list of four to six fashions for each of the adoption theories and write them in the appropriate quadrant. Be able to justify your decisions and present to the class.</p>
12	<p>Movies have long had a pivotal role in setting new fashion trends, while also serving as inspirations to legions of designers.</p>	<p><u>Video:</u> Fashion in Films</p>	
13	<p>MIDTERM EXAM</p>		

14	<p>Fashion Analysis and Prediction.</p> <p>A fashion product lifecycle has five stages: Introduction, rise, culmination, decline, and obsolescence. The corresponding five adopter groups are fashion innovators, early adopters, early majority, late majority, and laggards. Marketing strategies for the four Ps differ for fashion products during each of the stages of the lifecycle.</p> <p>Businesspeople rely on research findings to make decisions about current and future business endeavors.</p>	Lecture & Discussion	<p>C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i>, Ch. 8, pp. 139-154</p> <p>Group assignment:</p> <p>Forecasting or trend analysis</p> <p>Trend research of international fashion helps manufacturers understand design direction. Research should be 8 to 12 months ahead of the retail selling-season. Example: in January, you should be researching fashion direction for the next fall/winter. A complete survey should be made of all available sources: color reports from fiber and fabric resources; design reports on collections in Paris, Milan and New York, WWD, European collection editions of magazines, or Fashion Group slide presentations. Photocopies, sketches and notes should be taken from these sources. A designer or merchandiser can never be too aware or have too much information. All of this information should be organized into three basic trend directions. Each trend must be discussed and documented—sources (designer, country, etc.), colors, fabrics, silhouettes, style, line, and market segment. The students should type an analysis of their research accompanied by at least 5 sketches or photocopies per trend.</p>
15	Scope and services provided by a buying office in the fashion business	Guest lecturer: Julia Wright (an independent international buyer)	Prepare questions for Guest lecturer Easey, M, Chapter 8 of Fashion Marketing, Blackwell 2008 (CEA library)
16	<p>Targeting the fashion consumer.</p> <p>Lecture: Fashion is a business and the most important goal is to make a profit. The first step in owning a successful business is proper planning. To plan properly one must understand the importance of segmenting a market, and deciding the best products and services for the market.</p>	Lecture & Discussion	M. Bickle, <i>Fashion Marketing</i> , Ch. 7, pp.153-174
17	Developing good buyer-vender relationship.	Guest speaker: ANNA CARBONE FROM GUCCI	Prepare questions for Guest Speaker Easey, M, Chapter 8 of Fashion Marketing, Blackwell 2008 (CEA library)
18	<p>Fast fashion Democratization of Fashion (Mcfashion):</p> <p>Fashion has begun to resemble fast food: fast, disposable, easy, unintimidating, entertaining and homogenous. Just as McDonald's has taken</p>	Lecture & Discussion Video: Zara	<p><u>Individual Assignment in class presentation</u></p> <p>The goal of the fashion industry is to sell clothing and accessories. Therefore, it is very important for both manufacturers and retailers to constantly survey the market (retail stores) to see what is selling and why. Visit Zara and</p>

	Over the globe, mass market clothing retailers have succeeded in spreading a similar message in fashion.		H&M stores in Florence and compare two similar garments (dresses, T shirts, Jeans, suits). Your comparison should be base on: price, value, quality of fabric, quality of construction, styling, fabric suitability to styling, country of origin (COO) and fit. Taking all factors into consideration, which garment is a better buy? Your findings should be discussed in a written report with sources, prices, and descriptions. McFashion (articles in course reader)
19	Fashion Retailing Formats. Retailing is the function of selling products or services to ultimate consumers.	Lecture & Discussion	C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i> , Ch. 14, pp. 253-270 FINAL RESEARCH PAPER DUE
20	Designers, Product Developers, and Fashion Manufacturers. Designers are creative individuals who develop new ideas and gain inspiration from things around them, such as art, cultures, other designers, Hollywood and celebrities, street-wear, and fashion periodicals. Product developers take popular styles and create knockoff or adaptations that have marketability.	Lecture & Discussion Video: Louis Vuitton and Marc Jacobs	C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i> , Ch. 11, pp. 199-210 (course reader)
21	Field trip to Gucci museum Meeting point: in class		Prepare for Gucci trip Handout: Gucci, history
22	Textile and Apparel Legislation. Comparative advantage means that countries prosper first by taking advantage of their assets in order to concentrate on what they can produce best, and then by trading these products for products that other countries produce best. The United States Trade Representative is a domestic agency with the mission of increasing global trade through the creation of trade agreements and participation in the World Trade Organization. On an international scale, the World Trade Organization helps resolve many types of trade disputes among member countries.	Lecture & Discussion Video: China Blue	C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i> , Ch. 13, pp.237-250 (course reader).
23	Fashion Branding and	Lecture & Discussion	M. Bickle, <i>Fashion Marketing</i> , Ch. 9, pp.

	<p>wholesaling. Branding creates a unique and distinctive image in the minds of consumers. Stores, companies, designers, and manufacturers use branding to demonstrate superior attributes to target customers. Types of brands include private label, national, multinational or global, designer, and luxury.</p>		<p>209-234 (course reader).</p>
24	Presentations	NICHE MARKET IN CLASS STUDENT PRESENTATION	<p>All groups must submit niche market reports A comprehensive final exam review sheet will be distributed to allow students prepare questions for review</p>
25	Presentations	NICHE MARKET IN CLASS STUDENT PRESENTATION	Prepare Presentations
26	Presentations	NICHE MARKET IN CLASS STUDENT PRESENTATION	Prepare Presentations
27	FINAL REVIEW		
28	FINAL EXAM		

Visual Appeal Project (FEB.16TH)

This project incorporates all the concepts covered throughout the semester. Be sure to follow the directions very carefully as you complete this project.

Step 1:

Select a store in Florence area. Research the history and growth of the store.

- Name of store.
- Location: include national/international locations.
- When did the store first open its doors to the public?
- How did the store come to be? Include information on owners, timeline of the growth of the store.
- What type of clothing does the store carry? Include clothing categories and price ranges.
- Have these categories expanded, declined, or remained consistent throughout the store's history?
- What type of market(s) does the store target?
- Have target markets expanded, declined, or remained consistent throughout the store's history?
- What type of image does the store portray?

Step 2:

Visit the store and analyze its visual merchandising.

- Describe the time of year you are visiting the store. Include date and season/holiday.
- Do the displays carry out a theme throughout the store? Describe the theme.
- Describe the décor and display techniques, both in windows and in interiors.
- Is lighting used effectively? Describe how it is used to highlight window and floor displays.
- Describe what merchandise is featured in window displays and what merchandise is featured in floor displays. Is merchandise attractively arranged?
- Do you feel that the total image of the store successfully relates to the merchandise offered? Why/why not?

Step 3:

Take a picture of your favourite display within the store.

- Is the display creative? Why/why not?
- Describe in detail the theme of the display.
- Describe the design elements: type of balance used? Is the display in proportion? What is the emphasis of the display? How is rhythm/line achieved? Do all elements combine to successfully create harmony/unity?
- Is the display visually appealing? Why/why not?
- Is the display effective in promoting the product? Why/why not?
- Give one alternative solution to enhance/improve the store's image through the use of visual merchandising.

Step 4:

A typed report (no more than 4 pages) should be in my hand by THE DATE SPECIFIED IN CLASS summarizing your research of the history and growth of the store, visual merchandising analysis, and display evaluation. Your report should include a title page formatted as follows:

NAME OF STORE:

VISUAL APPEAL PROJECT

PICTURE OF THE DISPLAY

STUDENT NAMES:

**FASHION MARKETING AND
MERCHANDISING SPRING 2012**

DUE DATE: FEBRUARY 16TH

The title page of your report should include a picture of the display you evaluated (if you wish you may include further pictures in the text). Be sure to proof read and spell check your report before submitting for a grade.

Criteria for assessing individual grade for Visual Appeal Project:

Peer evaluation	30%	
Individual contribution to project	20%	
Team written project	50%	
Total	100	

Final Research Paper

For the final research paper you will research a topic to be cleared with me in advance (I will not accept any research paper on topics that have not been approved by me in advance). Students can choose any topic from the list below.

- An **OUTLINE** of the essay must be in my hand by **THE DATE SPECIFIED**.
- A sample of bibliography should be included with an explanation of its relevance to research.
- The final paper should be clearly structured with an introduction, content (with sub-heading), and a conclusion.
- The paper has to be typed and can be **2000-2500 words** excluding bibliography.
- Use the American Psychological Association (APA) format.

Students can chose one topic from either option I, or option II.

OPTION I:

SUGGESTED TOPICS (GENERAL) FOR RESEARCH PAPERS

- SOCIAL NETWORKING/BLOGGERS AND THE FASHION INDUSTRY
- ORGANIC TRENDS AND APPAREL INDUSTRY
- THE GLOBAL ECONOMIC DOWNTURN AND THE FASHION INDUSTRY
- SWEAT SHOPS/CORPORATE SOCIAL RESPONSIBILITY AND CODE OF CONDUCT
- CONTROVERSIAL ADVERTISING IN FASHION: AN ALTERNATIVE APPROACH TO GLAMOUR
- THE URUGUAY ROUND AND TEXTILE & APPAREL INDUSTRY: THE PHASING OUT OF MULTIFIBER AGREEMENTS (MFA)
- MEXICO AND AMERICA'S APPAREL INDUSTRY
- OUTSOURCING IN FASHION
- FAMILY BUSINESS: FASHION FAMILY DYNASTIES
- TECHNOLOGY AND APPAREL & TEXTILE RECYCLING
- TECHNOLOGY & GLOBALISATION AND FASHION GOODS PRODUCTION
- INTELLECTUAL PROPERTY RIGHTS: FASHION AND COUNTERFIETING
- BRANDING AND POSITIONING IN FASHION
- COSMETICS INDUSTRY AND GLOBAL COMPETITION
- CONSOLIDATION IN FASHION INDUSTRY: BANKRUPTCY, MERGER AND ACQUISITION
- FASHION BUSINESS AND FINANCIAL INSTITUTIONS
- LICENSING/FRANCHISING IN FASHION
- RETAILING AND EMERGING MARKETS
- FRAGRANCE INDUSTRY
- INNOVATION AND THE APPAREL INDUSTRY
- POLITICAL, ECONOMIC, SOCIAL FACTORS INFLUENCING THE FASHION INDUSTRY
- ITALY'S COMPETATIVE ADVANTAGE IN FOOTWEAR INDUSTRY
- MAN MADE FIBERS AND FASHION
- THE LUXURY FASHION
- THE READY TO WEAR FASHION
- E-TAILING IN FASHION INCLUDING LUXURY BRANDS FASHION
- ITALIAN FASHION INDUSTRY AND CHINA (THREAT/OPPORTUNITY)
- GREEN MARKETING IN FASHION
- MASS PRODUCTION V CUSTOMISATION
- FABRIC AND TEXTILE INDUSTRY
- CLOTHING INDUSTRY IN EASTERN AND SOUTHERN EUROPE
- CONSUMER SHOPPING CHANNEL EXTENSION: E-TAILING
- ETHNICITY AND CONSUMER CHOICE

- ADIDAS/NIKE/PUMA AS GLOBAL COMPETITORS
- DISPOSAL OF INDUSTRIAL WASTE AND CLOTHING
- QUICK RESPONSE AND COMPETITIVE ADVANTAGE
- COUNTRY OF ORIGIN EFFECT AND PRICING IN FASHION
- CONSUMER BEHAVIOUR IN FASHION PURCHASE
- VERTICAL INTEGRATION IN THE FASHION BUSINESS
- PRIVATE LABEL
- COPYRIGHT PROTECTION FOR FASHION DESIGN (DESIGNERS VERSUS VENDORS)

OPTION II:

RESEARCH PAPER: COMPANY BRAND

Choose a fashion-related company or brand from the list below:

- A range of facial cosmetics
- A women's wear manufacturer
- A men's wear manufacturer
- A jeans manufacturer
- A range of sports footwear
- A range of hair products
- A range of children's wear
- A range of accessories
- A range of jewellery

Students are not to research the same company/brand. You can lay claim to a company/brand via consultation with me as to the suitability of your choice and I may suggest that you re-think your choice. You cannot progress with your assignment until your choice has been approved by me.

Gather information on your brand/product/company from a variety of sources. These are likely to include the library, press, internet, general knowledge and observation.

Write a report of 2000-2500 words that should include the following:

1. An analysis of the external market environment which should include details of the main environmental forces affecting the company/brand and an assessment of the main competitors for your chosen company. (30 marks)
2. Determination of the market segment or segments which are the company's primary target market(s) with details of the various segmentation variables used and the reasons you think these were selected. (30 marks)
3. The marketing mix used to satisfy the needs of the segment(s). You should clearly explain the reasoning behind the mix decisions. (30 marks)

10 marks will be allocated for clear presentation in an appropriate business report format

RESEARCH PAPER FORMAT

THE PAPER SHOULD FOLLOW THE FOLLOWING GUIDELINE:

- PAPER SHOULD BE PRINTED ON ONE SIDE OF AN A4 PAPER, TEXT SHOULD BE IN A LEGIBLE 11-12 POINT FONT, DOUBLE SPACED, AND ALL PAGES MUST BE NUMBERED. STAPLE PAGES IN THE UPPER LEFT-HAND CORNER.
- A TITLE PAGE SHOULD INCLUDE ONLY THE TITLE OF THE PAPER, STUDENT NAME, COURSE TITLE AND NUMBER, AND DATE OF SUBMISSION.
- TABLES, PICTURES, AND GRAPHS IF USED SHOULD BE PRESENTED ON SEPARATE PAGES FOLLOWING THE TEXT WITH THE SOURCE OF THE DATA CLEARLY IDENTIFIED

Niche Market Opportunity in Florence

This exercise is a power point presentation in class with a written summary handed to the instructor for grading at the end of the presentation. Use of proper retailing and fashion vocabulary will be required and a better-than-average professional attitude. This exercise is to help you begin to focus on your overall understanding of retail merchandising and the kind of thinking will be required of you in this class. This should help you understand the importance of being clear about which consumer and which class of distribution you are designing for.

Students will work in groups of 3/4 and will be required to meet outside class to complete the assignment. The exercise will be presented orally with written summaries. Use of proper retailing and fashion vocabulary will be required and a better than average professional attitude. Visual aids are generally an important element to any presentation.

Outline for the Niche Marketing Plan for a “New” Product/service

1. **Executive Summary.** The ES is a 1-2 page summary of the entire project. It should summarize the main sections of the plan and should explain the purpose and vision of the plan. The ES “sells” the plan to interested stakeholders: managers, salespeople, stockholders, etc. An executive should be able to read the ES and get an overall grasp of the project without having to read the entire plan.
1. **Introduction:** This will be a brief (1-2 paragraph) overview of the main points in your plan. The purpose of the introduction is to acquaint the reader with what you are doing, why you are doing it, and what you have found.
2. **Method.** This section entails a two-paragraph discussion of how you went about developing the plan. I.e., your use of secondary and primary methods of data collection. This section should be presented as if you were describing the project to a friend – giving them instructions that they can follow.
3. **Summary of Secondary Research.** Concisely summarize (1-2 pages) your secondary research efforts. Be sure to include industry background, trends, and at least 2-3 competitors. Be sure to properly cite all sources in writing
5. **Summary of Primary Research.** Concisely summarize the results of your customer satisfaction surveys. What new ideas did you generate? How satisfied are current customers? 1-2 pages.
6. **Target Market.** Describe in detail your target market using segmentation analysis (demographic, psychographic, or behavioral variables). Your secondary data sources will be important here.
7. **Product Description and Benefit Analysis.** Provide a short description of the product or service. Discuss the benefits as they pertain to your selected target market. Why will these benefits be of interest to the target market?
8. **Marketing Mix Decisions:**
 - A. **Place (Distribution) Decisions.** Describe the type of sales, shipping, storage, retailers, and wholesalers that are used to make the product available to your target market. This is your distribution plan. How will customers be able to buy your product?
 - B. **Price Decisions.** This section will discuss the cost of the product, along with financial goals, distribution prices (prices to wholesalers, retailers, etc.), and prices to the final consumer. You will need to have an idea of how many products you will need to sell to breakeven, and make a profit. You will need to estimate: sales, cost of goods sold, variable and fixed costs, and gross profit margin. Since this analysis is “pro forma,” you will have to make certain assumptions in order to do the analysis. I am interested in the logic of your assumptions (regarding sales, costs, etc.) much more than the accuracy of your numbers – which will be hypothetical anyway.
 - C. **Promotion Decisions.** In this section, you will discuss your Integrated Marketing Communication plan. Address how you will use the different elements of: advertising, direct marketing, personal selling, sales promotion, and public relations. Each element of the promotional mix should be under its own sub-heading in this section.
9. **References.** This page lists all reference materials used in developing the paper
10. **Appendices.** This section includes a couple copies of your surveys. Select only the research material that is relevant to your discussion in the paper.

Criteria for assessing individual grade for Niche Market Project:

Peer evaluation	20%
Individual presentation of project	30%
Team presentation	30%
Team written Report	20%
Total	100%

Please Note:

Students are responsible for submitting assignments and projects on due dates as indicated in the syllabus. No late assignments will be accepted. Do not wait until the last minute to make printouts. Any computer problems are not an excuse. Assignments are due at the beginning of the scheduled class.