MASTER SYLLABUS

COURSE NO., HOURS, AND TITLE:  FDM 282-3
Fashion Promotional Strategies II

COURSE DESCRIPTION:

The study of promotional techniques unique to the fashion industry. Emphasis is placed on fashion product management methods used by either retailers or manufacturers. Promotional methods and expense planning to include: wholesaling, market weeks, general advertising, direct marketing, and special events. Prerequisite: FDM 281 and major in Fashion Design and Merchandising or consent of department chair.

PREREQUISITE TO: None

COURSE OBJECTIVES:

Upon completion of this course, the student will be able to:

1. Plan a promotional campaign initiated either by a retailer or a manufacturer to meet profit objectives.

2. Develop brand management strategies to satisfy both retailer and a manufacturer’s business objectives.


4. Develop promotional and sales strategies unique to Market Week.

TOPICAL OUTLINE:

<table>
<thead>
<tr>
<th>Topics</th>
<th>Percentages of Time</th>
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<tbody>
<tr>
<td>I.</td>
<td>Organization and Responsibilities of a Corporate Level Promotions Division</td>
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<td>II.</td>
<td>Fashion Apparel or Accessories Corporation</td>
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<td>III.</td>
<td>Fashion Retailer</td>
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<td>IV.</td>
<td>Special Events Planning</td>
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<td>V.</td>
<td>Sales Promotions Planning in Coordination of Buying Office Activities</td>
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<td>VI.</td>
<td>Use of Publicity and Public Relations by a</td>
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Promotions Division

VI. Print and Electronic Advertising Medias Planning in Relation to a Fashion Season 25%

VII. How to Measure the Effectiveness of a Comprehensive Promotions Campaign 10%

TEXTBOOKS:

Required:

No books required.

Recommended: