

### LIST OF CONTENTS

Module 1: Introduction to Fashion Marketing & Branding

Module 2: Digital Marketing in Fashion

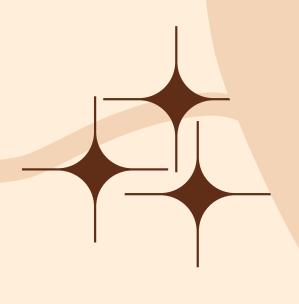
Module 3: Traditional Marketing in Fashion

Module 4: Public Relations for Fashion Brands

Module 5: Brand Ambassadors and Celebrity Endorsements

Module 6: Integrated Marketing Campaigns

Module 7: Capstone Project



## MODULE 1 INTRODUCTION TO FASHION MARKETING & BRANDING

#### Overview of Fashion Industry

- Understanding the fashion ecosystem and trends
- The importance of marketing and branding for fashion brands

#### **Key Concepts**

- Brand Identity
- Consumer Behavior in Fashion
- Marketing Channels and Strategies

## MODULE 2 DIGITAL MARKETING IN FASHION



- Platform Overview:
   Instagram, TikTok, Pinterest,
   Facebook
- Content Creation for Fashion:
   Photos, Videos, Stories, Reels
- Engaging with Followers:
   Comments, Hashtags,
   Contests
- Analyzing Metrics:
   Engagement rates,
   Impressions, Reach

#### Influencer Marketing

- Identifying Influencers:
   Macro vs. Micro
   influencers
- Setting Up Campaigns
   with Influencers
- Measuring ROI in
   Influencer Campaigns

#### **Content Creation and Branding**

- Visual Storytelling: Photography, Video, Graphics
- Aligning Content with Brand Identity
- Creating Shareable Content that Resonates with the Audience

## MODULE 3 TRADITIONAL MARKETING IN FASHION

#### **Fashion Advertising**

- Understanding Fashion
   Ad Campaigns: Magazines,
   Billboards, TV
- Designing Print and
   Digital Ads for Fashion
   Brands
- Case Studies: Iconic
   Fashion Ad Campaigns

#### Fashion Magazines and Print Media

- Building Relationships with Magazines
- Press Kits and Editorial
   Coverage
- How Fashion Magazines
   Influence Branding and
   Consumer Perception

#### Runway Shows and Fashion Events

- Organizing Fashion
   Shows: Planning,
   Promotion, and Execution
- Collaborating with
   Fashion Influencers and
   Press
- Leveraging Events for Brand Visibility

## Brand Collaborations and Partnerships

- Identifying Potential Partners: Designers, Retailers, and Celebrities
- Collaborative Campaigns:
   How to Build Strong
   Partnerships

## MODULE 4 PUBLIC RELATIONS FOR FASHION BRANDS



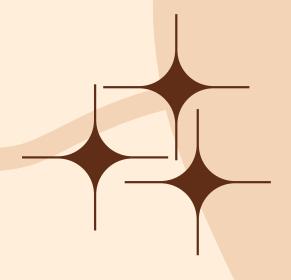
- o Importance of Public Relations for Fashion Brands
- Creating Media Lists: Journalists, Editors, Bloggers
- Crafting Press Releases and Media Kits

#### Managing Brand Reputation

- Crisis Management: Responding to Fashion Failures or Scandals
- Leveraging Media Coverage for Positive Brand Image
- Maintaining Consistent Brand Messaging Across Platforms

#### PR Strategies in Fashion

- Event Management: Fashion Weeks, Product Launches
- Securing Coverage in Leading Publications
- Media Outreach and Relationship Building





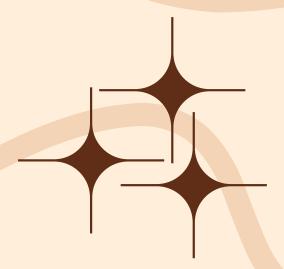
# MODULE 5 BRAND AMBASSADORS AND CELEBRITY ENDORSEMENTS

#### Role of Brand Ambassadors

- Understanding the Value of Ambassadors in Fashion Branding
- Choosing the Right
   Ambassadors: Celebrities,
   Influencers, Industry Experts
- Case Study: Successful Fashion
   Brand Ambassador Campaigns

#### Selecting Influencers and Celebrities

- Identifying Influencers who Align with Brand Values
- Negotiating Partnerships and Contracts
- Measuring the Impact of Celebrity Endorsements on Sales and Brand Perception



#### Long-term Relationships with Ambassadors

- Building Sustainable Partnerships
   with Influencers and Celebrities
- Avoiding Common Pitfalls in Brand Ambassador Relationships

## MODULE 6 INTEGRATED MARKETING CAMPAIGNS

## Combining Digital, Traditional, and PR Strategies

- Crafting Integrated
   Marketing Strategies for Fashion Brands
- Creating Seamless Brand
   Experiences Across
   Multiple Channels
- Coordinating Between
   Social Media, Traditional
   Media, and PR Teams

#### Tracking and Analyzing Campaign Performance

- Using Analytics Tools for Social Media, Website Traffic, and Sales
- Key Performance Indicators
   (KPIs) for Fashion Marketing
   Campaigns
- Adapting Campaign
   Strategies Based on Data
   Insights

## MODULE 7 CAPSTONE PROJECT

#### Develop a full Marketing Strategy for a Fashion Brand

- Incorporating Digital Marketing, Traditional Marketing, PR, and Brand Ambassadors
- Presenting your strategy to the class and receiving feedback
- Peer Review: Evaluate and provide feedback on other students' projects

