



## SYLLABUS

Fashion Marketing and Retailing– Spring 2017 Semester in Florence

COURSE TITLE & NO: MKTG 316 Fashion Marketing & Retailing

DAYS, TIMES & ROOM: Mondays & Wednesdays 5.05pm - 6.30 pm

INSTRUCTOR: Tamara Evans

OFFICE HOURS: by appointment

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### Course Description

This course introduces students to the fundamental principles that govern fashion. The history of fashion trends is examined prior to a discussion of product development issues, distribution, pricing, and merchandising. The international economics of fashion and global competition are also explored.

Fashion marketing and merchandising professionals examine fashion trends, how retailers determine and stock the right fashion assortment, as well as how intermediaries coordinate sales and promote fashion merchandize. Fashion marketing and merchandising professionals don't actually design clothing, they are however, responsible for helping designers ensure that their lines sell well by providing accurate and timely consumer information to producers. To be successful in this industry, fashion professionals need the skills and knowledge discussed in this course. More specifically, business acumen, knowledge of the fashion supply chain, and the ability to understand behaviour and anticipate consumer needs.

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. On site visits to fashion retailers in Florence is an integral part of the course. Whenever possible field trips to the headquarter of Roberto Cavalli, Gucci leather goods prototype factory, Gucci Museum, Ferragamo museum, Barbara Ricchi, and Angela Caputi's workshop; Pitti Immagini trade shows; and guest speakers from the industry make the course lively and stimulating.

### Course Aims and Objectives

The course aims at exposing students to the many facets of fashion business and making students aware of the real world of the fashion industry.

### Course Topics Covered

- What is fashion and why is it unique

- Language of fashion (specific terminologies to the field)
- The meaning of brands to today's consumer market.
- Important historical and contemporary people in the industry
- Supply chain/pipeline of the fashion industry (primary, secondary, and tertiary markets)
- Marketing mix (product, price, place, promotion), and strategies
- The principles and theories of fashion (trickle up; trickle down, trickle across, and geographical theories of fashion diffusion)
- 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
- Segmentation, targeting, and positioning
- Textile and apparel legislation
- Fashion product development process
- The members of the distribution channel
- The retailing process and retail formats (store and non-store retailing)
- Ethical issues in the fashion industry (sustainable fashion, sweatshops, CSR)
- Globalisation and the fashion industry
- Emotional marketing
- Fashion business risks and risk management

## **Learning Outcomes**

The successful student is expected to be able to:

### Cognitive Skills

- 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 demonstrate an understanding of the organization, operation, and trends of industries engaged in producing and distributing fashion.
- to trace the history and the development of fashion and the opportunities, threats and challenges of globalization to the fashion industry.

### Analytical Skills

- to critically analyse the marketing environment including social, economic, legal, cultural, and political environments that influence the fashion industry and market segmentation of fashion.
- to question, discuss, and argue about current fashion business issues and to put forward ideas and information in presentations and written work
- to assess what is happening at the forefront of fashion and to think about the future of fashion

### Affective & Behavioral Skills

- to experience teamwork and develop an understanding of effective team-working through exercises and group projects.
- to learn how to explore the business of fashion through investigation, observation and gathering of materials.
- 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.

## Teaching Methods

Students may encounter lecture, discussions, field work, individual work assignments, group assignments, internet research assignments, observational assignments, guest speakers, video or film, writing assignments, on site visit to fashion manufacturer, and other techniques deemed appropriate.

## Decorum

- Cell-phones off; no food and beverages admitted, except for bottled water,
- No technical devices are accepted (laptops, I pads, etc)
- Disrupting behaviour (doing something else during the course, engaging in private conversations, playing with electronic devices) is not accepted and if repeated it will negatively affect the attendance and participation part of the final grade or may result in removal from the course.

## ATTENDANCE

Refer to college attendance policy

## Late Arrival and Early Departure

Coming late and leaving early will affect attendance and participation grade. Class attendance will be recorded at the start of each class. Please be considerate of your classmates and come **ON TIME!** If a student arrives more than 10 minutes after the start of class, he/she will be considered **ABSENT** on that day. Coming in to class late is rude and distracting to fellow students and the instructor. It also displays a serious lack of professionalism on student's part.

Students are also required to stay the entire duration of the class period, any student who leaves before the end of the class period without the consent of the instructor will be marked **ABSENT**.

**Travel is NEVER an excuse for absence from class.**

## 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.

FORM OF ASSESSMENT	VALUE
Article summary (Individual assignment)	5%
Visual appeal assignment (group assignment)	10%
Midterm Exam	25%
H&M and Zara Assignment (individual assignment)	5%
Creating a new store project (group assignment)	15%
Final exam	30%
Class Participation	10%
Total	100

Failure to submit or fulfil any required assessment element results in failure for the class.

### **Significance for the final grade of attendance and participation**

**A:** the student has no absence, is punctual and respectful with the professors and the classmates, is always prepared for class (has done the reading and writing assignments); He/she vividly participates in class discussions and contributes with interpretations which prove fine critical sense and creativity, using a grammatically correct, semantically rich and conceptually clear language.

**B –** the student is respectful and punctual, is prepared for class, participates in discussions, has a good level of understanding the issues under focus and an appropriate use of language.

**C –** has a adequate but schematic or superficial understanding of the texts and issues under focus, is not always prepared for class, uses a simple language.

### **Grades Significance for written assignments**

**Grade A:** the work is an excellent synthesis of elaborated course in-puts, extensive reading and original ideas; it is well articulated in a balanced argumentation and formulated in a clear, fluent style.

**Grade B:** the work shows a good elaboration of the course inputs, a well-conducted discourse and a good use of bibliography; it has a good level of style.

**Grade C:** the work proves a basic understanding of the research issue, but does not use the bibliography properly/or does not express ideas in a persuasive clear style or lacks in discourse planning, therefore needing improvement.

**Grade D:** The work is acceptable, but weak in terms of formulating and discussing the question under focus and organizing the discourse. It relies on non-academic sources and does not, in general, comply with the requirements, unless in minimal way.

**Grade F:** The work is not acceptable in terms of the basic requirements or has not been submitted in time.

**Grade 0 :** the work has not been submitted

**Grade 0 + Main Campus Report:** the work has been plagiarized.

### **Grades Conversion**

A= 94-100

A - = 90-93

B+ = 87 – 89

B= 84-86

B- = 80-83

C+ = 77-79

C = 74-76

C- =70-73

D+ = 67-69

D = 65- 66

F = below 65

### **Academic Honesty**

Academic honesty is essential to education and represents the bond of trust between the university, the instructor and the student.

Academic dishonesty is *any action by which a student seeks to claim credit for the intellectual effort of another person or uses unauthorized materials or fabricated information in any academic exercise*. It includes unauthorized assistance in tests and examinations; intentionally impeding or damaging the academic work of others; submitting another person's work as your own, or providing work for this purpose; submitting work of your own that has been substantially edited and revised by another person, or providing such an editing and revision service for others; submitting material from a source (books, articles, internet sites) without proper citation and bibliographic reference; paraphrasing material from a source without appropriate reference and citation; submitting substantially the same piece of work in more than one course without the explicit consent of all the instructors concerned; assisting other students in any of the above acts.

**Students who are academically dishonest will receive "0", zero on the work in question or a failing grade for the course as a whole, depending on the importance of the work to the overall course grade and the judgment of the instructor.**

### **Plagiarism**

Academic dishonesty can manifest itself in plagiarism, defined as claiming intellectual property on somebody else's work, in other words as cultural theft. Written assignments will be submitted to the plagiarism detection procedures of TurnItIn.com., activated on Blackboard.

**A plagiarized assignment/paper, research project, etc will be graded 0 (zero) and sent to the Main Campus accompanied by a report.**

### **Special Accommodation for students with learning disabilities**

Documented learning disabilities or other medically certified problems that need special accommodation for any of the student's expected academic performances will be treated with the due attention.

### **Class Participation**

Due to the topics and the dynamic nature of fashion students are expected to participate and contribute to class discussions. Students are expected to express their thoughts and perceptions and to develop a critical response to the material under consideration.

Criteria for Assessing Class Participation	Grade
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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)

### **Course Requirements and projects**

#### **Team Exercise- Niche Market Opportunity in Florence “New” Product/service (due March 27<sup>th</sup>)**

This exercise is a power point presentation in class with a written report handed to the instructor for grading at the beginning of class on due date. 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 report. You will prepare a group Project on your finding and will present them to the class during the final week of our course.

The written report should be in the range of 3000-3500 words, typed double spaced, font 10, with bibliography. Visual aids are generally an important element to any presentation.

Your 15-20 minute presentation will be part of your grade. Your PowerPoint or Prezi presentation will influence your project grade: it can improve it or reduce it by one grade. I will look for verbal and non-verbal clues and presentation skills, content, format, and also length and time. You should try to use your time most efficiently.

Note: all papers should use proper form of resource citations (preferably APA) both for end-references and in-text citations. You are not permitted to cite any Wiki cite!!!!

**Article summary (news briefs and Issues and business trends influencing the fashion industry) (5%) (Due Feb. 15<sup>th</sup>)**: Each of you is required to collect, summarize, and present in class one article. Using online or hard copy periodicals and newspapers as sources, submit one current article (not older than 6 month of your submission date, photocopy, not an original copy please) with an attached one-page summary/personal reaction, on the dates specified on the course syllabus. Grades are given based on the usefulness of these materials in helping other students to learn about the topics, and how informative the corresponding summary and description are. (See attachment for details)

**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.

**H&M and Zara assignment (5%), due March 29<sup>th</sup>.** This is an out of class individual assignment. See weekly course content for details.

**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

**REQUIRED TEXTS/READING**

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:

- Bickle, M., *Fashion Marketing: theory, Principles, and Practice*, Fairchild books, New York 2009.
- Frings, G., *Fashion from Concept to Consumer*, Pearson, 2007
- Jernigan, M., *Fashion Merchandising and Marketing*, Prentice Hall, 1997
- Hines, T., *Fashion Marketing: Contemporary Issues*, Elsevier Butterworth, Heinemann 2007.
- Stall-Meadows, C., *Fashion Now, A Global Perspective*, Prentice Hall, 2010

**Photocopies of the selected chapters from textbooks are available on Blackboard**

**Recommended Reading:**

Dickerson, *Inside the Fashion Business*, 7th Ed, Prentice Hall, New Jersey.

Easey, M., *Fashion marketing*, Blackwell 2008.

Fashion Institute of Technology, *Introduction to Fashion Marketing*, Pearson Publication 2010.

Gini, S, *Fashion from Concept to Consumer*, Prentice Hall, New Jersey.

Gobe, M., *Emotional Branding: The New Paradigm for Connecting Brands to People*, Allworth Press 2010

Harder, F, *Fashion for Profit*, Harder Publication, CA.

Hines, T, *Fashion Marketing: Contemporary Issues*, Elsevier Butterworth, Heinemann 2007.

Jackson, T & Show, D., *Fashion Marketing*, Macmillan Master Series G.B. (2009)

Jernigan, M & Easterling, C, *Fashion Merchandising and Marketing*, Macmillan Publishing Company (1990).

Johnson M & Moore E, *Apparel product Development*, Prentice Hall 2001

Kincade D & Gibson F, *Merchandising of Fashion Products*, Pearson Publication 2010.

Kunz, G & Garner, M, *Going Global: The Textile and Apparel Industry*, Fairchild Publication N.Y. (2007)

Moore, E, *Apparel product Development*, Prentice Hall 1998

Mueller, C & Smiley, E, *Marketing Today's Fashion*, Prentice Hall Education, Career, and Technology, NJ (1995)

Oelkers, D., *Fashion Marketing*, THOMSON SOUTH-WESTERN

Silverstein M., Fiske N., *Trading Up: Why Consumers Want New Luxury Goods--and How Companies Create Them*, Portfolio 2008

Steele V., *Fashion, Italian Style*, YUP 2003

Stone E., *Fashion Merchandising: An introduction*, McGraw-Hill, 5th Ed.

**Additional References**

- Women's Ware Daily, <http://www.wwd.com>. (very important publication for students in fashion marketing and retailing)
- Pambianco News, [www.pambianconews.com](http://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](http://www.iht.com)
- Journal of Marketing, [www.marketingpower.com](http://www.marketingpower.com)

- Journal of Retailing, [www.elsevier.com](http://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](http://www.Style.it)
- Wall street journal, [www.wsj.com](http://www.wsj.com)

## Additional Information

### 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 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.pittimagine.com](http://www.pittimagine.com)

- Pitt imagine Uomo ed. 91, men's fashion, Fortezza da Basso Florence 10-13 January 2017  
Men's wear and accessories collections: the most internationally well-known men's wear exhibition.
- **PITTI W n.19**, Fortezza da Basso, Florence, 10-13 January 2017. **Previews, capsule collections and specific projects for women's fashion.**
- PITTI BIMBO 84, Children's wear, Fortezza da Basso Florence 19-21 January 2017
- **PITTI FILATI 80** Florence, Fortezza da Basso, 25-27 January 2017, yarn trade show and trend forecasting for colour trends in knitwear.
- **VINTAGE SELECTION N.29: an across-the-board presentation of vintage culture**  
**Jan. 25 – 29. 2017. Stazione Leopolda, Florence. Vintage Selection is the only fair featuring vintage clothing, accessories, and design objects**

### **BOLOGNA TRADE SHOW DATES**

- Cosmoprof, Bologna Fairgrounds, March 17-20, the leading worldwide event for the professional beauty sector and an international platform for the cosmetics and wellness industry. <http://www.cosmoprof.com/>

### **MILAN TRADE SHOW DATES**

- Milano Moda Main, 5 January-9 February 2017, Milan  
Milano Moda Main is the innovative calendar that coordinates the opening of the Milan showrooms selling Men's, Women's and Children's MAIN COLLECTIONS. Milano Moda Main groups all the events together on an official list relating to exhibitions and sales of the most important names in prêt-à-porter being held in the designer showrooms and the fashion houses. <http://www.cameramoda.it/en/milano-moda-main/>



- Mipel, handbags, accessories, 12-15 Feb. 2017, Mialn [www.mipel.com](http://www.mipel.com)
- Micam, shoes, 12-15 Feb. 2017, Milan [www.micamonline.com](http://www.micamonline.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. However, be respectful, as they are there to sell to their clients.

#### Tentative Course Schedule:

<p>Week 1</p> <p>Monday Jan. 9</p> <p>Wednesday Jan. 11</p> <p>Friday Jan. 13: FIELD TRIP TO PITTI UOMO ed. 91</p> <p>An international trade show for men's apparel and accessories</p> <p>Meeting point:: IN CLASS AT 9.00 AM</p>	<p>Presentation of the course; Introduction to the course Syllabus and used material, information on assignments and exams.</p> <p>Importance of business fashion, mis-concepts, terminology of fashion, and fashion cycle.</p> <p>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.</p> <p>Reading: M. Jernigan, <i>Fashion Merchandising and Marketing</i>, Ch. 1</p> <p><b>Video:</b> how clothing is sold</p>	
<p>Week 2</p> <p>Monday Jan. 16</p> <p>Wednesday Jan. 18</p>	<p>Importance of business fashion</p> <p>Overview and Global View of the Fashion Industry</p> <p>Reading: C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i> ,Ch. 1</p>	
<p>Week 3</p> <p>Monday Jan. 23</p> <p>Wednesday Jan. 25</p>	<p>Importance of business fashion</p> <p>Overview and Global View of the Fashion Industry</p> <p>Reading: C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i> ,Ch. 1</p> <p>Group formation</p>	
<p>Week 4</p> <p>Monday Jan. 30</p> <p>Wednesday Feb. 1</p>	<p>Visual merchandising.</p> <p>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</p>	

	<p>image, but also reinforces the store advertising efforts and encourages impulse buying by the customers.</p> <p><b>Field trip (Jan. 30)</b> Exploring the Florentine window displays.</p> <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>Reading: M. Bickle, <i>Fashion Marketing</i>, Ch. 3 C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i>, Ch. 14</p>
<p>Week 5</p> <p>Monday Feb. 6</p> <p>Wednesday Feb. 8</p>	<p>Marketing Terminology and the 4P's of Fashion Marketing.</p> <p>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>Reading: M. Bickle, <i>Fashion Marketing</i>, Ch. 3 C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i>, Ch. 14</p> <p><b>(VISUAL APPEAL PROJECT DUE FEB. 7)</b></p>
<p>Week 6</p> <p>Monday Feb. 13</p> <p>Wednesday Feb. 15</p>	<p>Marketing Terminology and the 4P's of Fashion Marketing. (Cond.)</p> <p>Reading: M. Bickle, <i>Fashion Marketing</i>, Ch. 3 Levy, M., <i>Retailing Management</i>, Ch. 9 (planning merchandise Assortments)</p> <p><b>Individual Assignment (in class discussion) due Feb. 15.</b> Using the school library's resources or the internet, locate a recent article pertaining to sweatshops/ 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:</p> <ul style="list-style-type: none"> <li>- How feasible is this idea? Why?</li> <li>- What problems might occur when implementing the sustainable measure?</li> </ul>

	<ul style="list-style-type: none"> <li>- How will this sustainability measure be received by the various levels of the industry?</li> <li>- Which level of the industry might be most affected by implementing this measure?</li> <li>- How might this affect customer opinion and sales?</li> <li>- Can you offer a better solution for sustainability than the one discussed in the article?"</li> </ul> <p>Video: the True Cost of fashion</p>
<p>Week 7</p> <p>Monday Feb. 20</p> <p>Wednesday Feb. 22 <b>MIDTERM EXAM</b></p>	<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. Fashion change moves in a cyclical pattern, sales promotion cannot change the decline in popularity of a fashion.</p> <p>Reading: M. Bickle, <i>Fashion Marketing</i>, Ch. 7</p>
<p>Week 8</p> <p><b>Monday Feb. 27-March 3</b></p>	<p><b>NO CLASS SPRING BREAK</b></p>
<p>Week 9</p> <p>Monday March 6</p> <p>Wednesday March 8</p>	<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. Businesspeople rely on research findings to make decisions about current and future business endeavours</p> <p>Reading: Stall-Meadows, <i>Fashion Now, A Global Perspective</i>, Ch. 8</p> <p><b>Guest Lecturer (TBD)</b></p>
<p>Week 10</p> <p>Monday March 13</p> <p>Wednesday March 15</p>	<p>Fashion Retailing Formats.</p> <p>Retailing is the function of selling products or services to ultimate consumers</p> <p>Reading: G. Frings, <i>Fashion from Concept to consumer</i>, Ch. 13</p> <p><b>Visit: Ferragamo museum (March 15)</b></p>

	<a href="http://www.ferragamo.com/museo/en/usa/">http://www.ferragamo.com/museo/en/usa/</a> )
<p>Week 11</p> <p>Monday March 20</p> <p>Wednesday March 22</p>	<p>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.</p> <p>Reading: C. Stall-Meadows, <i>Fashion Now, A Global Perspective</i>, Ch. 11</p> <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 Over the globe, mass market clothing retailers have succeeded in spreading a similar message in fashion.</p> <p>Reading: HBS case studies ZARA &amp; GAP <b>Video: Zara</b></p>
<p>Week 12</p> <p>Monday March 27</p> <p>Wednesday March 29</p>	<p>Targeting the fashion consumer.</p> <p><b>Lecture:</b> 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> <p>Reading: M. Bickle, <i>Fashion Marketing</i>, Ch. 7</p> <p><b>Individual Assignment (due March 29<sup>th</sup>)</b></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 <i>what</i> is selling and <i>why</i>.</p> <p>Visit Zara and H&amp;M stores in Florence and compare THREE 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.</p> <p><b>• NEW STORE PROJECT DUE (March 27<sup>th</sup>)</b></p>
<p>Week 13</p> <p>Monday April 3</p>	<p><b>Field trip to Gucci museum (April 3<sup>rd</sup>)</b> <b>Meeting point: Gucci museum</b></p>

Wednesday April 5 (In class group presentation of new store in Florence exercise)	(prepare for presentation)
Week 14	
Monday April 10	FINAL EXAMS WEEK
Wednesday April 12	Final exam (TBD)

**Note: visits to Pitti Uomo men's fashion trade show costs Euro 23, Ferragamo Museum Euro 7, and Gucci Museum Euro 6. GIF pays half the cost and Students pay the rest.**

### **Visual Appeal Project (due Feb. 7<sup>th</sup>)**

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 SYLLABUS 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 DATE:
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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	50%
Team written project	50%
Total	100

#### **Niche Market Opportunity in Florence "New Store Project" due March 27<sup>th</sup>**

This exercise is a power point presentation in class with a written report handed to the instructor for grading at the beginning of class on due date. 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 4/5 and will be required to meet outside class to complete the assignment. The exercise will be presented orally with written report. You will prepare a group Project on your finding and will present them to the class during the final week of our course.

The written report should be in the range of 3000-3500 words, typed double spaced, font 10, with bibliography. Visual aids are generally an important element to any presentation.

Your 15-20 minute presentation will be part of your grade. Your PowerPoint or Prezi presentation will influence your project grade: it can improve it or reduce it by one grade. I will look for verbal and non-verbal clues and presentation skills, content, format, and also length and time. You should try to use your time most efficiently.

Note: all papers should use proper form of resource citations (preferably APA) both for end-references and in-text citations. You are not permitted to cite any Wiki site!!!!

### **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 behavioural 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 few copies of your completed surveys. Select only the research material that is relevant to your discussion in the paper.

**Criteria for assessing individual grade for New Store Project:**

Overall, your work will be evaluated not only by your professor but also by your peers:

**50%** of this grade portion will come from the evaluation of the presentation and the group written project by your professor, and

**50%** peer evaluation.

**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.