

Fashion Marketing

DIPLOMA PROGRAM



LaSalle College
Vancouver

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	QUARTER 5	QUARTER 6
CC133 Digital Imaging	FD211 Digital Illustration for Fashion	FD260 Trends and Forecasting	FM290 Retail Mathematics	FM210 Media Planning and Buying	FM304 Website Development
FM120 Business Fundamentals	FD130 Textiles Fundamentals	FM220 Business Communications	FM240 Visual Merchandising	FM270 Fashion Writing	Elective
CC115 Colour Theory	FM102 Introduction to Fashion Marketing	FM231 Public Relations	FM241 Sales and Event Promotion	FM242 Merchandise Management	FD300 Professional Development and Portfolio
FD190 History of Fashion	FM101 Fundamentals of Marketing	FM200 Consumer Behaviour	FM202 Brand Marketing	FM250 Event and Fashion Show Production	FM320 E-Business and Marketing
FD104 Survey of the Fashion Industry	FM110 Fundamentals of Advertising	FM201 Brand Strategy	FM203 Principles of Market Research	FM260 Current Designers	FM303 International Marketing

9 Marketing & Advertising Courses 27 credits	+	10 Applied Courses 30 credits	+	9 Professional Skills 27 credits	+	1 Website Design Course 3 credits	+	1 Elective 3 credits	=	TOTAL 90 CREDITS
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Fashion Marketing

COURSE DESCRIPTIONS

QUARTER 1

CC133 DIGITAL IMAGING

Students develop basic image manipulation skills in a raster-based computer environment.

Credits: 3

FM120 BUSINESS FUNDAMENTALS

This course introduces the students to concepts of contemporary Canadian business including both theory and measurement. Students examine basic business fundamentals.

Credits: 3

CC115 COLOUR THEORY

The creative process is introduced using the visual elements of additive and subtractive colour and the basic principles of design. This course explores theories regarding physical perception, psychology, and design aspects of colour. A variety of concepts, materials and techniques is used in class to investigate the aesthetic and psychological principles of design and colour.

Credits: 3

FD190 HISTORY OF FASHION

Students analyze and research historic, national and cultural themes in costume and fashion from ancient to modern times.

Credits: 3

FD104 SURVEY OF THE FASHION INDUSTRY

This course is an overview of the fashion industry, including design, production, and marketing. Students examine the process of production from the development of textiles to the strategies of retailing.

Credits: 3

QUARTER 2

FD211 DIGITAL ILLUSTRATION FOR FASHION

With a concentration on website and catalogue development, students will also explore other forms of non-store retailing such as direct mail and multi-level marketing.

Prerequisite: CC133 Digital Imaging

Credits: 3

FD130 TEXTILES FUNDAMENTALS

Students study natural and manufactured fibers, their production, uses and characteristics.

Credits: 3

FM102 INTRODUCTION TO FASHION MARKETING

Students examine the basic principles of marketing, integrating the concepts of consumer motivation with modern marketing strategies and planning. Students will investigate the importance that marketing plays in the fashion world by studying basic marketing strategies both inside and outside the fashion industry.

Prerequisite: CC133 Digital Imaging

Credits: 3

FM101 FUNDAMENTALS OF MARKETING

This course addresses the fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.

Credits: 3

FM110 FUNDAMENTALS OF ADVERTISING

This course is a basic introduction to advertising, its history, potential and limitations. We will examine various definitions of advertising and different methods of communication, as well as the advertising spiral, advertising objectives, advertising copy, and federal regulations. In addition, we will look at how advertising has changed over the years and been affected by the culture that has produced it. Learning about the major events, trends, and influences on advertising will help the student place current events in context and help nourish the student's understanding of the possibilities of various types of ads and advertising campaigns. The course will also help the student recognize emerging trends and capitalize on them.

Credits: 3

QUARTER 3

FD260 TRENDS AND FORECASTING

This course is a comprehensive study of trend forecasting, demographics, and social issues that affect fashion and related industries.

Prerequisites: CC133 Digital Imaging and FD104 Survey of the Fashion Industry

Credits: 3

FM220 BUSINESS COMMUNICATIONS

This course addresses the need to communicate in writing on the job. A variety of materials must be written for a business: memos, letters, proposals, presentations, and copy for advertising or marketing. Students will learn to identify the requirements of different types of writing and to prepare material to communicate clearly and effectively.

Credits: 3

FM231 PUBLIC RELATIONS

Students will study traditional public relations tools and techniques and the use of public relations as an effective marketing strategy. Instruction includes case studies, real-world observations, development and composition of press kits, news releases, bios and fact sheets.

Prerequisite: CC133 Digital Imaging

Credits: 3

FM200 CONSUMER BEHAVIOUR

This course introduces the students to concepts of consumer behavior including both theory and measurement. Students examine marketing research methods.

Prerequisites: FM102 Introduction to Fashion Marketing and FM120 Business Fundamentals

Credits: 3

FM201 BRAND STRATEGY

In this course, students identify what a brand is, examine core concepts and components integral to brand development, and explore innovations that created some of the world's most successful apparel, accessories, beauty and lifestyle brands.

Prerequisite: FM101 Fundamentals of Marketing

Credits: 3

QUARTER 4

FM290 RETAIL MATHEMATICS

This course provides an understanding of the various financial tools used by retailers to evaluate performance. Students calculate, analyze, and interpret financial concepts associated with accounting from a merchandising perspective.

Prerequisite: FM120 Business Fundamentals

Credits: 3

FM240 VISUAL MERCHANDISING

The objective of this course is to give students the tools necessary to be able to merchandise their own stores, or the store of a fashion retailer. They will learn to identify the role of the Visual Merchandiser, and see what does and doesn't work in a store environment. They will learn all the rules and guidelines practiced by the professionals, and become more aware of the importance of visual merchandising. They will learn how to dress a window display, and how to style a photo shoot or fashion show. Students will also get a real perspective on the businesses of styling and visual merchandising and be able to have the tools to get started.

Prerequisite: FM102 Introduction to Fashion Marketing

Credits: 3

FM241 SALES AND EVENT PROMOTION

In this course students will thoroughly explore the process of developing and preparing a marketing sales promotional package that is carefully targeted and positioned to reach the goal of generating sales. Topics include defining and creating marketable promotions/event packages; creating effective logos, proper positioning of promotional material, formulating promotional strategies, developing methodologies for comprehensive marketing research. Students will design and prepare a sales and promotion package.

Prerequisites: FM200 Consumer Behaviour and FM201 Brand Strategy

Credits: 3

FM202 BRAND MARKETING

Branding became a buzz word in 1990s advertising and marketing, but this process has evolved into a powerful way to organize and utilize an understanding of consumer needs and motivations in a changing marketplace. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media. Marketing strategists need to learn how to create an identity for their products and services and how to use that identity to support sales. This course is an introduction to the essential concepts and skills of brand marketing.

Prerequisites: FM200 Consumer Behaviour and FM201 Brand Strategy

Credits: 3

FM203 PRINCIPLES OF MARKET RESEARCH

The use of the marketing research process as a tool for solving management problems is a focus of this course. The source of data, sampling procedures, questionnaire design, data collection, and analysis will be covered.

Prerequisites: FM101 Fundamentals of Marketing and FM200 Consumer Behaviour

Credits: 3

QUARTER 5

FM210 MEDIA PLANNING AND BUYING

This course will give students the basic planning and analytical tools to implement a creative media campaign for multiple delivery channels targeting specific fashion and apparel consumers, including Print, New Media and Broadcast. Each student will develop a complete media plan and creative storyboard, while examining typography, colour, layout, artwork, copywriting and production, cost-effectiveness, and multimedia within the fashion industry. The instructor, as a facilitator and guide, will help students to fully explore the creative aspects of the assigned projects so that upon completion, they will have generated numerous portfolio quality pieces.

Prerequisite: FM110 Fundamentals of Advertising

Credits: 3

FM270 FASHION WRITING

This course introduces writing techniques in a wide range of areas within the fashion field.

Prerequisites: FD260 Trends and Forecasting and FM220 Business Communications

Credits: 3

FM242 MERCHANDISE MANAGEMENT

Students study the categorizations of stores, organizational components, and the characteristics of various wholesale and retail markets. They will explore the Private Label and Brand Name businesses, develop customer profiles and look at franchising as a means of entering the retail world. Students will become familiar with merchandise accounting as it relates to the various retail formats. In-depth case study is followed throughout the course.

Prerequisite: FM290 Retail Mathematics

Credits: 3

FM250 EVENT AND FASHION SHOW PRODUCTION

The student will be introduced to a range of skills, needed to produce a successful store event or fashion show. During this course, the student will gain insight into the role of creative and technical experts involved with the runway, backdrop, special effects and lighting, music, models and choreography, hair and make-up and video teams.

Prerequisite: FM241 Sales and Event Promotion

Credits: 3

FM260 CURRENT DESIGNERS

In this course students analyze the dynamics of world-famous designers.

Prerequisite: FD260 Trends and Forecasting

Credits: 3

QUARTER 6

FM304 WEBSITE DEVELOPMENT

This course introduces students to the theory and practice of web design, interface design, interactivity and the competing theories on 'good' and 'bad' web design. This course also shows a variety of web sites and web design styles and how to critically evaluate a web site. Students will learn to create effective web sites with maximum browser compatibility.

Prerequisite: FD211 Digital Illustration for Fashion

Credits: 3

ELECTIVE

FD300 PROFESSIONAL DEVELOPMENT AND PORTFOLIO

This course focuses on the refinement of professional skills and the completion of the portfolio. Students will be prepared for the business environment and the transition into an applied arts profession. Emphasis is placed on the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resume and cover letter writing, networking and interviewing skills. The final portfolio focuses on students' individual strengths. The work should reflect students' uniqueness and ability to meet demanding industry standards.

Credits: 3

FM320 E-BUSINESS AND MARKETING

Students develop an understanding of e-business, including choosing domain names, media techniques, online monetary transactions, Internet security and more. Marketing, legal, ethical, social, and global issues are also covered.

Prerequisites: FM202 Brand Marketing and FM203 Principles of Market Research

Credits: 3

FM303 INTERNATIONAL MARKETING

Students will gain an understanding of global marketing opportunities, problems and strategies that impact the international environment. In addition, students will become knowledgeable about international marketing concepts; cross-cultural sensitivities, political and legal influences, and economic considerations and how these concepts relate to decision making in an international environment.

Prerequisites: FM202 Brand Marketing and FM203 Principles of Market Rese

Credits: 3

**Where no prerequisite is provided, none is required.

*Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.



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FASHION MARKETING KIT

price: \$340.00

1. Paintbrush 10471951
2. Sketchbook (9x12)..... 10412327
3. Canvas Pad..... 10430552
4. Colour Pencil Set of 24 10460290
5. Rubber Cement 10421123
6. Market Pad (14x17) 10430651
7. Palette Knife 10411292
8. Scissors 10412817
9. Mechanical Pencil 10455920
10. Kroma Paint Set of 8 10466650
11. Pigment Liner Sketch Pen Set 10431788
12. Paint Tray..... 10413197
13. Drawing Pencil Set of 6..... 10412657
14. Pencil Sharpener 10412886
15. Vinyl Eraser..... 10410837
16. Construction Paper Pad 10412251
17. Newspaper Pads 10413401
18. Marker Set Brights..... 10430293
19. Push Pins..... 10420515
20. Portfolio w/ Logo 10410547