

**COLLEGE OF HUMANITIES AND SOCIAL SCIENCES  
FAMILY AND CONSUMER SCIENCES DEPARTMENT  
FCS 378, FASHION PROMOTION  
SPRING 2008  
3 Credit Hours**

Class meets in AB II, Room 301

**INSTRUCTOR: Dr. Harriet Griggs**

**OFFICE:** ABII 213

Office Hours: Monday, Wednesday, Friday 10:00 to 11:00 a.m.  
(I will be glad to make an appointment with you if you  
need to meet with me at a different time.)

Office Phone: (936) 294-4512  
FCS Secretary: (936) 294-1242

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**ACADEMIC POLICIES FOR STUDENTS WITH SPECIAL NEEDS:**

Students with disabilities that affect their academic performance are expected to arrange conference times with the instructor so that appropriate strategies may be considered to ensure that participation and achievement opportunities are not impaired. Students with disabilities are responsible for contacting the Director of the Counseling Center as chair of the Committee for Continuing Assistance for Disabled Students by telephone (extension 4-1720 or phone number (936) 294-1720).

**STUDENT ABSENCES FOR RELIGIOUS HOLY DAYS:**

Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work, and must make up missed work within a reasonable length of time. Missed examinations must be made up on the scheduled make-up day for this class. For more information please see <http://www.shsu.edu/syllabus/>

## **COURSE DESCRIPTION:**

This course focuses on the presentation of merchandise to make it available and attractive to the customer. Study of the basic techniques of promotion; visual merchandising, advertising, publicity, special events, and personal selling are included. A parallel focus on developing sensitivity to the market from which the customer comes will be maintained. This course will enhance the preparation of the buyer, merchandise manager, marketing director, copywriter, media planner, publicity/public relations executive, art director, visual/display stylist and director, photo stylist, and account executive.

**TEXT:** Swanson and Everett. *Promotion in the Merchandising Environment, 2<sup>nd</sup> Edition*. Fairchild Publications, New York.

## **COURSE OBJECTIVES:**

Upon finishing the course, the student is expected to have learned factual knowledge; fundamental principles, generalizations or theories; how to apply course material; and to have practiced skills in working with others as a team.

### **GAINING FACTUAL KNOWLEDGE**

You will learn advertising and promotional terms, specific supplies and tools in each promotional activity.

### **LEARNING FUNDAMENTAL PRINCIPLES, GENERALIZATIONS OR THEORIES**

You will recognize the place and importance of fashion promotion on the retail level

You will understand the division of responsibility between corporate offices and the local retail store with regard to promotion

You will understand the relationship between promotion and the fashion cycle

You will understand the elements of the media mix in planning a promotional campaign

### **LEARNING TO APPLY COURSE MATERIAL**

**DEVELOPING SPECIAL SKILLS , COMPETENCIES, AND POINTS OF VIEW NEEDED BY PROFESSIONALS IN OUR FIELD**

**LEARNING TO ANALYSE AND CRITICALLY EVALUATE IDEAS, ARGUMENTS, AND POINTS OF VIEW**

You will gain competence in analyzing advertising, visual merchandising, and personal selling

You will gain competence analyzing promotional activities and events with regard to budgeting

#### ACQUIRING SKILLS IN WORKING WITH OTHERS AS MEMBERS OF A TEAM

You will gain skill in analyzing the customer and his/her needs for purposes of personal selling (or: develop skill in solving problems frequently encountered in personal selling)

#### **COURSE FORMAT:**

This course will include a combination of lecture, class discussion, and student assignments. Student assignments will include production of a fashion show, a display, analyses of advertisements, in-class discussions, and two field trips.

#### **CLASS EVALUATION:**

Fashion Show Participation	200
Display Assignment	100
Advertisement Analyses (4 @ 25 point each)	100
Field Trip to the World Trade Center/ Career Day	100
Tests, 2 @ 100 points each	200
Final Examination	100
Class Participation	100
Total Points Possible	900

The Participation grade is based on attendance. Each absence will result in a reduction of the Participation grade of three points unless the absence is excused by the instructor. This grade also includes participation in the second field trip.

#### Grading Scale:

- A – 810 to 900 points
- B - 720 to 809
- C – 630 to 719
- D – 540 to 629
- F – any score below 540

All tests and the final examination are in multiple choice format. Any student missing a test may take the test on the day specified in the course calendar if the absence is excused by the instructor.

## **COURSE OUTLINE:**

### UNIT I - Significance of Fashion Promotion

1. Functions of Fashion Promotion
  - a. Advertising
  - b. Publicity
  - c. Special Events and Promotions
  - d. Personal Selling
2. Definition of Fashion
3. Objectives of Fashion Promotion
4. The Target Customer
5. Responsibilities of and for Fashion Promotion

### UNIT II – Presentation of Fashion Merchandise

1. Use of Art Elements and Principles
  - a. Lighting
  - b. Design Elements
  - c. Design Principles
2. Visual Merchandising
  - a. Schedules
  - b. Types of Displays
  - c. Elements of Displays
3. Tools and Techniques
  - a. Colorizing
  - b. Use of forms
  - c. Fixtures
  - d. In-store Boutiques and Shops

### UNIT III – Planning for Promotional Activities

1. Target Markets
  - a. Identification
  - b. Needs and Motivations
  - c. Lifestyle, Reference Groups and Opinion Leaders
2. Budgeting
  - a. Planning Methods
  - b. Budgeting for Department Store vs. Specialty Store

#### UNIT IV – Use of the Media

1. The Media Mix
  - a. Influences of the Media Mix
  - b. Means of Building an Effective Media Mix
2. The Print Media
  - a. Principles in Using Print Media
  - b. Various Types of Print Media
  - c. Building a Print Media Advertisement
3. The Broadcast Media
  - a. Principles in Using Broadcast Media
  - b. Various Types of Broadcast Media; Radio, Television, In-store video

#### UNIT V – Publicity, Special Events, and Personal Selling

1. Publicity
  - a. Definition and Purposes
  - b. Newsworthy Ideas and Events
  - c. Press Kits and Press Releases
2. Special Events
  - a. Planning and Budgets
  - b. The Fashion Show
  - c. Evaluation of Special Events
3. Personal Selling
  - a. Definition and Purposes
  - b. Steps in the Selling Process
  - c. Buyer/Management Responsibility for Personal Selling

#### **POLICIES AND PROCEDURES:**

1. There will be one make-up exam day at the end of the semester at a time to be announced.
2. Assigned work turned in to the instructor must be the original work of the student submitting the assignment. Work that has been developed for another course is not acceptable. All assignments are to be considered individual assignments unless it is specified that they are team assignments.
3. All assigned work must be word-processed (10-12 point type and 1 inch margins all sides).
4. All assignments must be completed and turned in to the instructor before the final exam will be given to the student (*Undergraduate Catalog, p. 31*). Unless there is an urgent reason, the final exam will be given at the time and date posted.

5. The grade for any assignment submitted after the due date will be reduced by 5 points for each day that it is late.