

Department: Business

Name of Course: Fashion Marketing

General Description of Course

This semester course encourages students to explore the relationships between design, merchandising and marketing in the Fashion industry. Students will develop, analyze, and implement effective sales strategies using Excel for cost analysis, inventory control and store planning. Students are offered the opportunity to enhance their skills in product development, consumer behavior, graphic communications and visual merchandising. A trip to the Museum at the Fashion Institute of Technology is planned. This course can be taken for college credit through SUNY Farmingdale for students in their Junior and Senior year.

Major Topics Covered:

- 4P's of Marketing
- Market Research and Demographics
- Consumer Behavior
- Licensing
- Retailing and E-Commerce

Textbook:

Fashion Marketing and Merchandising, 3e, Wolfe, Mary. 2009, Goodheart-Wilcox Publishing, St. Michaels, Maryland.

Requirements:

- Good Attendance
- Participation and Cooperation

Grading Policy:

Students will be graded on their in-class assignments, homework, class participation, projects, assessments and presentations.