

**COLLEGE OF HEALTH SCIENCES
FAMILY AND CONSUMER SCIENCES DEPARTMENT
FCS 3378, FASHION PROMOTION
SPRING 2018
3 Credit Hours**

Class meets in Margaret Lea Houston Building, Room 301, 12:30 p.m. TuTh

INSTRUCTOR: Dr. Harriet Griggs

OFFICE: Margaret Lea Houston Building, Room 127A

Office Hours: Monday 2:00 to 4:00 p.m.

Wednesday 10:00 – 11:00 a.m.; 1:00 – 2:00 p.m.

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COURSE DESCRIPTION:

This course focuses on the presentation of fashion 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 will be on the market from which the customer comes. 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, 3rd 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
- the relationship between promotion and the fashion cycle
- the elements of the media mix in planning a promotional campaign

LEARNING TO APPLY COURSE MATERIAL

You will apply course material

By using the design principles and marketing knowledge to prepare a display in a local business

By using knowledge gained in lecture and the text to

- analyze print ads in a class assignment
- analyze the marketing success of electronic commercial ads in class discussion
- observe the effectiveness of different selling techniques in a lecture demonstration of personal selling
- recognize the importance of personal selling as a selling tool

ACQUIRING SKILLS IN WORKING WITH OTHERS AS MEMBERS OF A TEAM

You will gain skill in working with another in preparing a display

DEVELOPING SPECIFIC SKILLS, COMPETENCIES AND POINTS OF VIEW
NEEDED BY PROFESSIONAL IN THE FIELD MOST CLOSELY RELATED TO
THIS COURSE

You will observe professionals in fashion merchandising in the businesses in which the visual merchandising activity is performed.

COURSE FORMAT:

This course will include a combination of lecture, class discussion, and student assignments. Student assignments will include a retail store display, analyses of advertisements, in-class discussions.

CLASS EVALUATION:

Display Assignment	100
Tests, 2@ 100	200
Ad Analysis	100
Final Examination	100
Class Participation	100
Total Points Possible	600

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. After eight unexcused absences, the course grade will be reduced by one letter. After twelve unexcused absences, the course grade will be F regardless of any other grades in the course.

Grading Scale:

- A – 540 to 600 points
- B - 479 to 539
- C – 418 to 478
- D – 357 to 417
- F – any score below 357

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.

POLICY ON ASSIGNMENTS SUBMITTED AFTER THE DUE DATE:

The grade for any assignment submitted after the due date will be reduced by 5 points for each day that it is late, unless excused by the instructor. The assignment will not be accepted after the Last Acceptance Date. This date may be found in the assignment and the Class Calendar.

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/>

ACADEMIC DISHONESTY:

All students are expected to engage in all academic activities in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experience both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of source materials.

In FCS 467, all work submitted for a grade and therefore counting as progress toward course credit, must be the original work of the student. In the case of group projects, the work must be the original collaborative work of the students in the group. If a student or students are found to be cheating, the work of all parties concerned will be discarded and will not count toward the fulfillment of course requirements.

STUDENT CONDUCT:

Please see: http://www.shsu.edu/students/StudentGuidelines2007_2008.pdf

You may also see the Student Handbook for this information.

At the very least, disruption of the entire class will not be tolerated. In the unlikely event that this occurs, the disruptive student will be dismissed from class. In the case of repeated occurrences, the student will be dropped from the class. The use of laptops and cell phones for personal business is discouraged during a class session because it is discourteous to the presenter. Additionally the information being presented is going to be needed by the student.

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.