

Course unit title:	Fashion Promotion				
Course unit code:	AFDI402				
Type of course unit:	Required				
Level of course unit:	Bachelor (1 st Cycle)				
Year / Semester of study:	4 – 7 th Semester				
Number of ECTS credits allocated :	6	Lectures p/w:	3	Studio p/w:	-
Instructor(s)	Costas Mantzalos				
Aim of the Course	<p>Aim of the course and core objectives are:</p> <ul style="list-style-type: none"> - to develop learners' skills, knowledge and understanding of the ways retailers and fashion designers use fashion promotion to sell themselves and their product. - to investigate the underpinning theory of promotional and marketing policies and relate this to different brands - to understand the current fashion environment. - to apply their research and understanding to developing own brand and promotional campaign. 				
Learning outcomes of the course unit:	<p>By the end of the course, the students should be able to:</p> <ol style="list-style-type: none"> 1. Identify, define and articulate in detail, knowledge of the relevant contextual, theoretical issues involved in the construction of narrative in the context of creative practice. 2. Manage and make appropriate use of the interaction between research process and product within an innovative professional promotional outcome Assimilate and implement complex design solutions required for the implementation of the information content, in relation to its purpose and users. 3. Acquire key personal developmental skills that involve working independently while interacting effectively with others. Selecting appropriate communication and information technologies to communicate a promotional narrative. 4. Understand the key theoretical concepts and business practices employed within the field of fashion promotion and communication 5. Establish extensive knowledge in the field of fashion promotion and communication, placing emphasis on creativity and appropriateness of ideas. 6. Develop a full understanding of the breadth of the fashion and communication industries through research and investigation. 7. Provide preparation for the world of work and enable graduates to respond to varied employment opportunities. 8. Promote an understanding and practical knowledge of modern promotional methods and business practice within the fashion PR and communication industries, generating solutions to a range of problems using appropriate, industry-relevant means of fashion 				

	<p>communication.</p> <p>9. Design and produce communication strategies, campaigns and materials for a range of specified audiences and contexts, using appropriate styles and media and deploying management, leadership, teamwork and organizational skills.</p>		
Prerequisites:	Advanced Level	Co-requisites:	None
Course contents:	<p>This course has been designed to give a deep comprehension of how products and brands are promoted in the worldwide fashion industry. Throughout the duration of this course students will examine the tactical and strategic promotional tools used in the dynamic fashion environment; covering promotional events, marketing, fashion media, visual merchandising and public relations. This course will develop the understanding and practical knowledge of business management communications in a fashion context, in addition to honing creative skills.</p> <p>The course encourages the development of individual creative ability and support through the development of a high level of practical orientated technical skills as well as skills in research, analysis, problem solving and critical reflection and the visual, written and verbal communication skills required for Fashion Promotion.</p> <p>Students will go through a series of lectures on understanding of the key critical, social, cultural, historical and business concepts, issues and debates relevant to contemporary Fashion Promotion and Fashion Marketing. Furthermore there will be an input of comprehensive knowledge of contemporary professional practice and the creative process in fashion promotion, and an awareness of current areas of development and innovation in the areas of emerging media platforms and marketing techniques.</p>		
Recommended and/or required reading:			
References:	<ol style="list-style-type: none"> 1. Posner, Harriet (2011) <i>Marketing fashion</i>, London: Laurence King 2. Guerrero, J (2010) <i>New fashion and design technologies</i>, London: A&C Black. 3. Green, Andy (2006) <i>Effective communication skills for public relations</i>, London: Kogan Page. 4. Gaimster, Julia (2011) <i>Visual research methods in fashion</i>. Oxford: Berg. 5. Fog, Klaus (2010) <i>Storytelling: branding in practice</i>, Berlin: Springer. 6. Dahlen, Micael (2010) <i>Marketing communications: a brand narrative</i> 		

	<p><i>approach</i>, Chichester: Wiley</p> <ol style="list-style-type: none"> 7. Wolbers, Marian (2009) <i>Uncovering fashion: fashion communication across the media</i>, New York: Fairchild. 8. Tungate, Mark (2008) <i>Fashion brands: branding style from Armani to Zara</i>, 2nd ed, London: Kogan 9. Sherman, Gerald (2010) <i>Fashion public relations</i>, New York: Fairchild. 10. Sheridan, Jayne (2010), <i>Fashion, media, promotion: the new black magic</i>, New York: Fairchild
Planned learning activities and teaching methods:	<p>The course is mainly based on extended project briefing, practical workshops, exercises, illustrated lectures on the fashion research methodologies with the help of computer presentations, and group critiques. Student centred practical work, personal research, realization and manipulation in project work. A 'branding' project will be the vehicle for the student to apply their knowledge and understanding of research principles into the practice of fashion promotion. In negotiation with the tutor, students will agree a suitable branding exercise related to the project, employing all conventional or non-conventional media, and they will then be expected to develop an appropriate research proposal and work through to final execution, production and promotion. This will be supported throughout the module by lectures, seminars and group tutorials.</p>
Assessment methods and criteria:	<p>Design Process 40%</p> <p>Campaign 30%</p> <p>Research Analysis 20%</p> <p>Final Assessment 10%</p>
Language of instruction:	English
Work placement(s)	None