

Course unit title:	Marketing for Fashion				
Course unit code:	AFDI216				
Type of course unit:	Required				
Level of course unit:	Bachelor				
Year / Semester of study:	2 nd Year (4 th semester)				
Number of ECTS credits allocated :	5	Lectures p/w:	3	Labs p/w:	-
Instructor(s)	Doris Kailos				
Aim of the Course	<p>Aim of the course and core objectives are to:</p> <ol style="list-style-type: none"> 1. Introduce functions and practices of Marketing. 2. Analyze the aspects of marketing and their applications relative to corporate branding and identity. 3. Apply marketing strategies in conjunction with fashion design business. 				
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Understand and reproduce the fundamental functions of Marketing. 2. Realise how Marketing functions affect Fashion Design. 3. Use and apply the gained knowledge to comprehend the concepts and practices used by contemporary business organizations in a global competitive market place. 4. Examine and analyze in some depth the concepts of product, branding, packaging, labeling and service. 5. Employ and evaluate acquired knowledge of product, branding, packaging, labeling and service in real world to execute design solutions. 6. Identify and present the local fashion industry in written and oral form. 				
Prerequisites:	None		Co-requisites:	None	
Course contents:	<p>1. Marketing: Managing profitable customer relationships</p> <ol style="list-style-type: none"> a. Understanding the market place and customer needs. b. Designing a customer-driven marketing strategy. c. Preparing an integrated marketing plan and program. d. Building customer relationships. e. Capturing value form customers. f. The new marketing landscape. 				

	<p>2. Designing products: Products, brands, packaging and services</p> <ul style="list-style-type: none"> a. What is a product? b. Product classifications. c. Individual product decisions. d. Product line decisions. e. Product mix decisions. f. Services marketing. g. International product and services marketing. <p>3. Industry Research: Research into companies or organisations identified to be specific to graphic design and promotion. Making contact for prospects of work placement in the professional arena.</p>
Recommended and/or required reading:	
Textbooks:	1. Armstrong, G. & Kotler, P. (2008) <i>Principles of Marketing</i> . 12 th ed. Prentice Hall: USA.
References:	<p>1. Morthy, E. & Perreault, W. (1996) <i>Basic Marketing a global managerial approach</i>, 12th ed. Hill UK.</p> <p>2. Etzel, M., Stanton, W. & Walker, B. (1997) <i>Marketing</i> 11th ed. McGraw- Hill: UK.</p> <p>3. Jobber, B. (1998) <i>Principles and practice of Marketing</i>, 2nd ed. McGraw-Hill: UK</p>
Planned learning activities and teaching methods:	The methodology employed includes lectures, class discussions, reference to real-life examples, case studies analysis and visits to the industry.
Assessment methods and criteria:	<p>Mid- term test- 35%</p> <p>Assignments - Project - 35%</p> <p>Class participation- 30%</p>
Language of instruction:	English
Work placement(s):	No