

Course Title	<b>MARKETING FOR FASHION</b>			
Course Code	<b>FDI 302</b>			
Course Type	<b>Required</b>			
Level	Bachelor			
Year / Semester	Year 3 / Semester 6			
Teacher's Name	Doris Kailos			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p><b>Purpose of the course and core objectives are to:</b></p> <ol style="list-style-type: none"> <li>1. Introduce functions and practices of Marketing.</li> <li>2. Analyze the aspects of marketing and their applications relative to corporate branding and identity.</li> <li>3. Apply marketing strategies in conjunction with fashion design business.</li> </ol>			
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Understand and reproduce the fundamental functions of Marketing.</li> <li>2. Realise how Marketing functions affect Fashion Design.</li> <li>3. Use and apply the gained knowledge to comprehend the concepts and practices used by contemporary business organizations in a global competitive market place.</li> <li>4. Examine and analyse in some depth the concepts of product, branding, packaging, labelling and service.</li> <li>5. Employ and evaluate acquired knowledge of product, branding, packaging, labelling and service in real world to execute design solutions.</li> <li>6. Identify and present the local fashion industry in written and oral form.</li> </ol>			
Prerequisites		Required		
Course Content	<ol style="list-style-type: none"> <li><b>1. Marketing: Managing profitable customer relationships</b> <ol style="list-style-type: none"> <li>a. Understanding the market place and customer needs.</li> <li>b. Designing a customer-driven marketing strategy.</li> <li>c. Preparing an integrated marketing plan and program.</li> <li>d. Building customer relationships.</li> <li>e. Capturing value form customers.</li> <li>f. The new marketing landscape.</li> </ol> </li> <li><b>2. Designing products: Products, brands, packaging and services</b> <ol style="list-style-type: none"> <li>a. What is a product?</li> <li>b. Product classifications.</li> <li>c. Individual product decisions.</li> </ol> </li> </ol>			

	<p>d. Product line decisions. e. Product mix decisions. f. Services marketing. g. International product and services marketing.</p> <p>3. <b>Industry Research:</b> Research into companies or organisations identified to be specific to fashion design and promotion. Making contact for prospects of work placement in the professional arena.</p>
Teaching Methodology	The methodology employed includes lectures, class discussions, reference to real-life examples, case studies analysis and visits to the industry.
Bibliography	
Assessment	<ul style="list-style-type: none"> <li>• Mid- term test- 35%</li> <li>• Assignments - Project - 35%</li> <li>• Class participation- 30%</li> </ul>
Language	English