

FASH A225: MEDIA, EVENTS, AND PROMOTIONS

Item	Value
Curriculum Committee Approval Date	11/04/2020
Top Code	130320 - Fashion Merchandising
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Principles of fashion promotion and events coordination. Analysis of social media marketing related to the fashion industry. The course will include techniques and procedures for presenting fashion according to retail venue, target customer, type of merchandise, and type of theme, media, or event. PREREQUISITE: FASH A177. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Create appropriate branded visual and written content for use in press releases and social media marketing for the fashion industry.
2. Develop and implement social media activities as they related to campus life and the fashion industry.
3. Plan a fundraising or social event that includes theme, promotion, activities, and industry partnership.

Course Objectives

- 1. Identify the various responsibilities of the fashion coordinator.
- 2. Identify the various responsibilities of a special events coordinator.
- 3. Identify the various responsibilities of a public relations office.
- 4. Define various types of fashion promotion presentations and techniques.
- 5. List the steps involved in planning and implementing a special event.
- 6. Identify advertising media and the fashion segment they serve.
- 7. Write and evaluate PR releases.
- 8. Partner with local industry to create and execute a special event.
- 9. Plan and implement a school event.
- 10. Write blog entries.

Lecture Content

The Foundations of Social Media Marketing Defining the characteristics of social media Social media infrastructure Communication strategies Social media strategies for fashion Understanding social consumers Network structures and Group influencers Social media ethics The Four Zones of Social Media Social community Social publishing Social entertainment Social commerce Social Media Data Management Measurement Consumer insight metrics The Advertisers and Promoters

of Fashion Designers and manufacturers Retailers Shopping centers Trade associations Industry sponsored public relation groups Advertising Media and the Fashion Segment They Serve Magazines Newspapers Television and radio Direct advertising Outdoor and transit advertising Online platforms Fashion Promotion Presentations and Techniques Fashion shows Fashion videos Special events Trunk shows Store openings Personal appearances Private sales Pop-ups Publicity: obtaining editorial coverage/ SM coverage Planning and Implementing Fashion Related Events Facilities Lighting Music Decor Invitations PR/ SM releases Apparel, accessories, and shoes contacts Hiring caterers; selecting menu Hiring models Costing Implementing Follow thru - returning apparel; PR/ SM releases

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, discussion, field trips, videos, assignments and guest speakers

Reading Assignments

Weekly reading from textbooks and current articles related to course content. 2-3 hours per week.

Writing Assignments

Tests and short answer, Speaker evaluation, Event planning and evaluation, Press releases, Social Media posts. 2-3 hours per week.

Out-of-class Assignments

Assesment of industry specific events, written evaluations, press releases, social media content, and event planning assignments. 2-3 hours per week.

Demonstration of Critical Thinking

Tests, speaker evaluations, problem solving exercises, and short-written press releases, event participation

Required Writing, Problem Solving, Skills Demonstration

Tests and short answer Short speaker evaluation Press releases, blog entries

Eligible Disciplines

Fashion and related technologies (merchandising, design, production): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Tuten, Tracy L., and Michael R. Solomon. . Social Media Marketing, 2nd ed. Los Angeles: Sage, 2015