Term Information

Effective Term: Spring 2013
Previous Value: Summer 2012

Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)
Correct prerequisites - CON SCI 2980 does not exist.

What is the rationale for the proposed change(s)?
Semester clean-up

What are the programmatic implications of the proposed change(s)?
(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?
None

Is approval of the request contingent upon the approval of other course or curricular program request? No

Is this a request to withdraw the course? No

General Information

Course Bulletin Listing/Subject Area: Consumer Sci: Fashion & Retail
Fiscal Unit/Academic Org: Dept Of Consumer Sciences - D1255
College/Academic Group: Education & Human Ecology
Level/Career: Undergraduate
Course Number/Catalog: 4577
Course Title: Fashion & Retail Promotion
Transcript Abbreviation: Fash Retail Promo
Course Description: Contemporary models, concepts and practice of image management, integrating marketing communications, media, and promotions from fashion industry perspectives.
Semester Credit Hours/Units: Fixed: 3

Offering Information

Length Of Course: 14 Week, 7 Week, 4 Week (May Session), 12 Week (May + Summer)
Flexibly Scheduled Course: Never
Does any section of this course have a distance education component? No
Grading Basis: Letter Grade
Repeatable: No
Course Components: Lecture
Grade Roster Component: Lecture
Credit Available by Exam: No
Admission Condition Course: No
Off Campus: Never
Campus of Offering: Columbus

Prerequisites and Exclusions
Prerequisites/Corequisites

Previous Value
Prereq: CSFRSt 3474 (CSFsnRtS 374), ConSci 3930 (543) and CSHSPMG 480 or BUSML 3150 (450).

Exclusions
Not open to students with credit for 577.

Cross-Listings

Subject/CIP Code

Subsidy Level
Baccalaureate Course

Intended Rank
Junior, Senior

Quarters to Semesters

Semester equivalent of a quarter course (e.g., a 5 credit hour course under quarters which becomes a 3 credit hour course under semesters)

List the number and title of current course being converted
CSFsnRtS 577: Fashion and Retail Promotion.

Requirement/Elective Designation

Course goals or learning objectives/outcomes

1. Apply marketing & promotion mix concepts as practiced by fashion, retail, and auxiliary industries.
2. Identify and analyze market factors (seasons, cycles, trends research) that contribute to the development of fashion and retail brands.
3. Use various formats to articulate marketing messages, such as advertising, media kits, and planning documents.
4. Evaluate and create appropriate communication styles and techniques designed to appeal to particular target audiences.
5. Develop managerial planning strategies with consideration to retail models, measures of success, and goodwill in society.
Content Topic List

- Fashion-oriented marketing
- Strategy-Opportunities/ Risks
- Integrated marketing communications- pros/cons
- Promotion mix: ads, public relations, publicity, events, shows, sales
- Trends, seasons, cycles
- Brand identity management
- Media-print, broadcast, direct, social
- Writing styles/editorial
- Advertising principles
- Public relations/publicity
- Corporate fundraising, charity galas, sponsorships
- Stakeholders: investors, stockholders, professional groups
- Retail store unit
- Marketing plan components/media calendar
- Professional avenues/ Careers in fashion promotion

Attachments

Comments

Workflow Information

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