Term Information

Effective Term: Autumn 2016
Previous Value: Spring 2014

Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)
Delete Con Sci 3930 as prerequisite

What is the rationale for the proposed change(s)?
Course is not longer required in major.

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)?
No changes in available resources or to program requirements.

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: Department of Human Sciences - D1251
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
Cross-Listings

Cross-Listings

Subject/CIP Code

<table>
<thead>
<tr>
<th>Subject/CIP Code</th>
<th>52.1904</th>
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<tr>
<td>Subsidy Level</td>
<td>Baccalaureate Course</td>
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<td>Intended Rank</td>
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Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors

Course Details

Course goals or learning objectives/outcomes

- Apply marketing & promotion mix concepts as practiced by fashion, retail, and auxiliary industries.
- Identify and analyze market factors (seasons, cycles, trends research) that contribute to the development of fashion and retail brands.
- Use various formats to articulate marketing messages, such as advertising, media kits, and planning documents.
- Evaluate and create appropriate communication styles and techniques designed to appeal to particular target audiences.
- 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

• CS FRS 4577 SP15.doc: Syllabus
  (Syllabus. Owner: Rudd,Nancy Ann)

Comments

Workflow Information

<table>
<thead>
<tr>
<th>Status</th>
<th>User(s)</th>
<th>Date/Time</th>
<th>Step</th>
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<td>Rudd,Nancy Ann</td>
<td>02/11/2016 04:12 PM</td>
<td>Submitted for Approval</td>
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<tr>
<td>Approved</td>
<td>Folden Jr,H Eugene</td>
<td>02/17/2016 02:34 PM</td>
<td>Unit Approval</td>
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<tr>
<td>Pending Approval</td>
<td>Odum,Sarah A. Zircher,Andrew Paul Warnick,Bryan R. Achterberg,Cheryl L</td>
<td>02/17/2016 02:34 PM</td>
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CS FSNRTS 4577 Fashion and Retail Promotion (3cr.) Spring 2015
Tuesday 12:45-2:05 PM(Hybrid)
Office Hours  Tuesday 11-12:30 by appointment
Location 251 Campbell Hall

Instructor:  Joyce Brooks
265 G Campbell Hall
Email: brooks.691@osu.edu

COURSE:  FRS 4577 Fashion and Retail Promotion
CREDITS:  3  CLASS HOURS PER WEEK:  3  PREREQUISITES:  CSFRSt 3474 (CSFsnRTS 374), ConSci 3930 (543), and CSHspMg 480 or BusML 3150 (450). Not open to students with credit for 577.

DESCRIPTION OF COURSE
The theory and practice of advertising and promotion in the fashion, retail and auxiliary industries. Applying marketing and promotion mix concepts as practiced by the industry and exploring the use of various formats to articulate marketing messages, such as advertising, media kits and planning documents.

COURSE OBJECTIVES
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.

OVERALL EXPECTED OUTCOMES
•  Critical Thinking
•  Effective Communication
•  Quantitative Literacy

COURSE MATERIALS REQUIRED

TEXTBOOK: Retail Advertising & Promotion by Jay Diamond Fairchild Books
ISBN: 9781563678981

COURSE ARRANGEMENTS
There is a schedule of chapter readings and recorded lectures which should be completed outside of class during the scheduled week. Class meetings will include discussion, small final project preparation. Students are encouraged to raise questions and are expected to
participate voluntarily in class discussion. All Assignments should be placed in the dropbox on Carmen on or before the due date.

RULES/POLICIES- Attendance is required. Please be on time. Part of your learning experience is based on class interaction. In case of absence, students will be responsible for all materials presented in class.

1. No screens in class (laptop, I pad, I phone, cell phones, DVD players, etc)
2. Written work must be typewritten (double spaced) in neat form.
3. All projects are due on the date in the syllabus at the beginning of class. In the event of an emergency, notify the instructor before the due date. If an extension is granted, 5% will be deducted per day late.
4. Students are expected to read all assignments prior to the day for which they are assigned. Exams may cover material assigned in texts, outside readings, discussions in class and guest speakers.
5. Exams are to be taken at the scheduled times. Leaving early for break does not constitute an excuse for missing the exam. Make-ups will be arranged if the student has a doctor’s excuse which states that the student could not be in class the day of the exam. If a student misses the scheduled make-up, another make-up will not be administered. Notify the instructor in advance if an emergency arises.
6. All projects will be explained on 1/13. I am picky about spelling, grammatical errors and typos. Use spell check so that you don’t make errors. Points will be deducted for each one.
7. Incomplete grades will be given only in the case of extreme hardship. Too heavy of a course load and failing grades are not valid reasons for requesting an “incomplete”. Arrangements for incomplete grades must be made with the instructor no later than the last day of class for the semester.
8. No projects will be accepted or graded that degrade, discriminate against, or offend any group of people.
9. No academic misconduct will be tolerated. This includes plagiarizing, cheating and lying.

GENERAL INSTRUCTIONAL METHODS
Discussion/lecture
Multimedia Presentations
In-class Group projects and Assignments

Final grades will be based on a student’s weighted average using the following standard OSU scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Points Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
<td>930-1000 points</td>
</tr>
<tr>
<td>A-</td>
<td>90-92%</td>
<td>900-929 points</td>
</tr>
<tr>
<td>B+</td>
<td>87-89%</td>
<td>870-899 points</td>
</tr>
<tr>
<td>B</td>
<td>83-86%</td>
<td>830-869 points</td>
</tr>
<tr>
<td>B-</td>
<td>80-82%</td>
<td>800-829 points</td>
</tr>
<tr>
<td>C+</td>
<td>77-79%</td>
<td>770-799 points</td>
</tr>
<tr>
<td>C</td>
<td>73-76%</td>
<td>730-769 points</td>
</tr>
<tr>
<td>C-</td>
<td>70-72%</td>
<td>700-729 points</td>
</tr>
<tr>
<td>D+</td>
<td>67-69%</td>
<td>670-699 points</td>
</tr>
<tr>
<td>D</td>
<td>63-66%</td>
<td>630-669 points</td>
</tr>
<tr>
<td>D-</td>
<td>60-62%</td>
<td>600-629 points</td>
</tr>
<tr>
<td>F</td>
<td>59% or lower</td>
<td>599 points or lower</td>
</tr>
</tbody>
</table>
• Each assignment is graded on a point basis.
• Simply completing the assignment DOES NOT guarantee full points.
• Each assignment will be graded on quality and professionalism of work.

Graduating seniors: Graduating seniors need to complete the requirements of the course by the University deadline. Please notify the instructor in order to make arrangements.
Communication: Students can email the instructor using their OSU email accounts Check Carmen for course updates.

Academic Misconduct
The Ohio State University’s Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s Code of Student Conduct is never considered an “excuse” for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University’s Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/info_for_students/csc.asp).

Grievances and Solving Problems
According to University Policies, available from the Division of Student Affairs, if you have a problem with this class, “You should seek to resolve a grievance concerning a grade or academic practice by speaking first with the instructor or professor: then, if necessary, with the department chairperson, college dean, and provost, in that order. Specific procedures are outlined in Faculty Rule 3335-7-23, which is available from the Office of Student Life, 208 Ohio Union.” “Grievances against graduate, research, and teaching assistants should be submitted first to the supervising instructor, then to the chairperson of the assistant’s department. “

Statement on Diversity
The Department of Consumer Sciences affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.
Disability Services
Anyone who feels the need for an accommodation based on the impact of a disability should contact me for an appointment, no later than the second week of class. At the
appointment, we can discuss the course format, anticipate your needs, and explore potential accommodations. We rely on the Office for Disability Services for assistance in verifying the need for accommodations and developing such strategies. If you have not previously contacted the Office for Disability Services, we encourage you to do so. Note: It is your responsibility to make your accommodation needs known to faculty. If a student with a disability does not request accommodations, instructors are under no obligation to provide accommodations. Please contact the Office for Disability Services at 614-292-3307(V) or 614-292-0901(TDD) in room 150 Pomerene Hall to coordinate reasonable accommodations. http://www.ods.ohio-state.edu/.

Contact Information:
Joyce Brooks
Brooks.691@osu.edu

Assignments

STANDARDS AND METHODS FOR EVALUATION

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>VAL’s Assignment</td>
<td>40</td>
</tr>
<tr>
<td>Exam # 1 ch. 1,3,4 &amp; 7</td>
<td>160</td>
</tr>
<tr>
<td>Exam # 2 ch. 8,9,10,11,12</td>
<td>200</td>
</tr>
<tr>
<td>Exam # 3 ch. 13,14,15,16 &amp; 17</td>
<td>200</td>
</tr>
<tr>
<td>Group Project-Develop a promotional campaign</td>
<td>400</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1000</td>
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</table>

VALS Assignment 40 points Due 1/16 page 67 in text
VALS segments US adults into eight distinct types using a set of psychological traits and key demographics that drive consumer behavior. A VALS type is assigned based on responses to questions in the VALS survey. Take the VALS survey and print the results of your survey at http://strategicbusinessinsights.com/vals/ustypes.shtml

1. What type VALS person are you? Do you agree with the survey results and support your answer with specific examples of why or why not.
2. How would this VALS segmentation be useful for a company?

Market Segmentation puts potential buyers in groups that have common needs and respond to marketing similarly. Refer to the information is chapter three of your textbook which identifies basis for segmentation and gives examples of each.

3. Find 2 Fashion & retail brands that focus on different segments in the market place or have much different positioning strategies. Describe how marketers of these 2 brands use segmentation to create markets. Be sure to use all 4 segmentation variables (Geographic, Demographic, Psychographic and Behavioral) in your analysis.

Psychographic segmentation uses the analysis of individuals’ lifestyles and behavior in terms of their interests, values, and opinions.
Behavioral segmentation divides customers into groups based on the way they respond to, use or know of a product. Behavioral segments can group consumers in terms of:

**Occasions** - When a product is consumed or purchased. For example, cereals have traditionally been marketed as a breakfast-related product. Kelloggs have always encouraged consumers to eat breakfast cereals on the "occasion" of getting up. More recently, they have tried to extend the consumption of cereals by promoting the product as an ideal, anytime snack food.

**Usage** - Some markets can be segmented into light, medium and heavy user groups

**Loyalty** - Loyal consumers - those who buy one brand all or most of the time - are valuable customers. Many companies try to segment their markets into those where loyal customers can be found and retained compared with segments where customers rarely display any product loyalty.

The example I used below is for two very different retail stores but please pick your own Fashion & Retail brands and complete the chart below.

<table>
<thead>
<tr>
<th></th>
<th>Geographic</th>
<th>Demographic</th>
<th>Psychographic</th>
<th>Behavioral</th>
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<tr>
<td>H &amp; M</td>
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<tr>
<td>Talbots</td>
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</table>

**FINAL PROJECT 400 Points-Business Plan**

**Written Business Plan: 200 Points**  Should be typed (using a word processing program), printed and turned in as a hard copy. The written word should adhere to the following:

- 1-inch margins
- Appropriate documentation for all references and quotations
- Adherence to instructions
- The assignment must be turned in during class on the due date
- All written materials will be graded on:
  - Knowledge of class material
  - Integration and synthesis of class material
  - Critical thinking and problem-solving abilities
  - Adherence to organizational guideline
- **No spelling or typographical errors (please proofread your work carefully).**
- **No late assignments will be accepted unless under extreme circumstances.**

**Final Business Plan Presentation: 200 Points**

**Group contract:** In consideration of the benefit of sharing ideas and labor contributing to group work, each member agrees to abide by all policies and procedures established by the group and to any decisions made by a majority of group members. Each member will read and sign the group project membership contract.

**Group firing policy:** Missing meetings, failing to meet project deadlines, or unsatisfactory project contribution is grounds for termination. Decisions to fire a group member must be submitted in writing to Mrs. Brooks no later than one week
before the final presentation, and signed by all other group members. A group member who is fired will receive a 0 on the final project resulting in the loss of 400 points and failing the class.

### WEEKLY SCHEDULE

Schedule and assigned readings may change by the instructor. Changes will be discussed in class and posted on Carmen in advance. A * indicates the days we meet in the classroom.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Jan 13</td>
<td>Case Brief</td>
<td>Vals Assignment Due Friday 1/16</td>
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<td>Jan 20</td>
<td>Discuss Business Plan</td>
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<td>Jan 27</td>
<td>General Company Description, Products and Competition</td>
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<tr>
<td>Feb. 3</td>
<td></td>
<td>Exam 1 chapters 1,3,4 &amp; 7</td>
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<tr>
<td>Feb. 10</td>
<td>Target Customers, USP, Pricing &amp; Positioning Strategy</td>
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<td>Feb 17</td>
<td>Promotional Offers, Marketing Materials, Promotional Strategy, Online Marketing Strategy</td>
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<td>Feb 24</td>
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<tr>
<td>Mar. 3</td>
<td>Conversation Strategy, Referral strategy, Strategy for increasing transaction prices, retention strategy</td>
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<tr>
<td>Mar. 10</td>
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<td>Exam # 2 chapters 8,9,10,11 &amp; 12</td>
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<td>Mar. 24</td>
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<td>Mar. 31</td>
<td>Operational Plan, Distribution Channels, Sales Forecast</td>
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<td>April 7</td>
<td>Executive Summary</td>
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<td>April 14</td>
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