

Fashion Marketing and Branding Program

**Career Occupation*
(if applicable)**

*Fashion Marketer, Public Relation, Event Planner, Fashion Show Coordinator,
Fashion Publication Industry*

**Admission
Requirements**

- High School Diploma or equivalent, or mature student status
(19+ on the first day of study)
- Admissions interview: In person or via Zoom/ Skype with the
Director of Operations & Admissions or Dean of Studies
- Application Essay: The application essay must clearly describe
why you have chosen the Cut Fashion Design Academy. Why
you chose this particular program. Why are you passionate
about the fashion industry, and what are your future career goals
in a minimum of 250 words.
- All applicants must be able to read, write, and communicate in
the English language. See language proficiency requirements

Learning Objectives*

**Upon completion of this program the successful student will have reliably
demonstrated the ability to:**

- *Communicate with the consumer, industry employees and
brands*
- *Understand consumer behavior*
- *Analyze market trends*
- *Create media contact list*
- *Pitch fashion stories*
- *Critique fashion media*
- *Create media kits*
- *Conduct media events*
- *Create branded website*
- *Create branded magazine*

Method(s) of Evaluation*

*The course is broken up into small projects that ultimately come together to
make a cohesive visual understanding of Fashion Marketing and Branding.*



PROGRAM OUTLINE

Fashion Marketing and Branding Program

Presentation format and style is determined by each student. Students will receive a written evaluation on a regular basis and at least once before 30% of the hours of instruction of the program have been provided.

Completion Requirements*

The Cut Academy will use the following grade scale to determine each student's grade through their work.

Letter Grade	Scale (%)	Notes
A+	90.00 - 100.00	
A	85.00 - 89.99	
A-	80.00 - 84.99	
B+	76.00 - 79.99	
B	72.00 - 75.99	
B-	68.00 - 71.99	
C+	64.00 - 67.99	
C	60.00 - 63.99	
C-	55.00 - 59.99	
D	50.00 - 54.99	
I	0.00 - 49.99	Temporary
F	0.00 - 49.99	Permanent

Must receive 75% or above to pass the following assignments. Assignments will be graded on selected criteria per assignment:

Project 1: Hard copy print magazine (29%), consists of:

- Fashion Editorial (2%)
- Designer Profile (2%)
- Runway Review (2%)
- Trend Report (2%)
- Feature Story (4%)
- Final Project (17%)

Project 2: Media Press Kit (11%), consists of:

- Media contact list (2%)
- Short Form storytelling on social media (2%)
- Public speaking (2%)
- Final Project (5%)

Project 3: Online website for e-business or self-branding (38%), consists of:

- Social selling (2%)



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- Trends in Technology (2%)
- Online payment systems (2%)
- Google Analytics for Beginners (2%)
- 2=Part Final Project (30%)

Project 4: Local Sales Event & Promotion (12%)

- Reporting on local events (6%)
- Production and Promotion of an event (6%)

Project 5: Brand Marketing Video (10%)

Program Organization*

Title of Course/Work Experience Component *	# of Hours*
Fashion Marketing and Branding	280 Hours

Term: 14 weeks x 20/hrs = 280 hours

Weekly: Lecture 8 hrs/week. Lab 12 hrs/week

COURSES

INTRO TO FASHION MARKETING & INDUSTRY

- Define the terminology common to the fashion industry.
- Identify the segments of the fashion industry and their roles in the fashion pipeline.
- Trace the movement of fashion from concept to consumer.
- Identify current designers and recognize their signature styles.
- Develop an awareness of the variety and rewards of fashion related careers.
- Outline the key strategies and processes of fashion marketing.
- Explain the concept of research and development.
- Compare the marketing of fashion to that of other products.
- Identify a strategy to use for market distribution.
- Display an ability to prepare and present fashion marketing information.

- Produce a fashion-related event video.

CONSUMER BEHAVIOR

- Identify the numerous factors that influence consumer-buying behavior.
- Discuss how consumer attitudes can be influenced by marketers.
- Relate basic psychological concepts to consumer motivation and need fulfillment.
- Differentiate between qualitative and quantitative consumer research and design, administer, and analyze basic data collection instruments.



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WRITING FOR THE INDUSTRY

- Understand the role of writing in the communication process.
- Identify the role of fashion journalism in newspapers, magazines, and new media.
- Write fashion copy for a newspaper, magazine, and online media.
- Write fashion copy for advertising and PR purposes.
- Pitch a fashion story.
- Conceive, edit and publish a hard-copy print magazine.

PUBLIC RELATIONS & MEDIA

- Demonstrate an understanding of traditional and emerging public relations techniques.
- Analyze real world observations and apply to public relations initiatives.
- Demonstrate creative and critical thinking skills.
- Improve personal communication and public presentation skills.
- Analyze marketing strategies employed by advertisers in a wide variety of media: Print, Broadcast, Out-of-Home, Online, and Social Media.
- Exhibit an understanding of how to target advertising to specific markets.
- Develop and budget an ad campaign integrating multiple media platforms.
- Develop a media contact list.
- Produce a professional Media Kit; including press release, company backgrounder, designer bio, and product lookbook

MATERIALS

\$450

- USB
- Notebooks
- Digital Camera (Student provides)
- Recording devices (Student Provides)
- Laptop with Office Suite (Student Provides)
- Software Adobe suite or Canva
- Professional printing (Staples, etc.)
- Other materials as required

(advance notice will be given)

Portfolio

Student

Name: _____

Student Signature:

Date:

Student Initials ____



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BOOKS

\$ 206

Marketing Fashion, by *Harriet Posner*
C\$ 56 + TAX

Writing for the Fashion Business, by Kristen
Swanson & Judith Everett
C\$150 + TAX

Template for website and print magazine
(some free templates available online)

Potential Guest Speakers:

There will be at least one guest speaker per
semester