

Learning Objectives

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

- *Apply the secrets and step-by-step tactics needed to take a brand from samples to stockists*
- *Complete fabric sourcing for multiple projects*
- *Relate and communicate with contractors and agents*
- *Complete the planning of a trade show presentation*
- *Implement a product launch successfully*
- *Calculate cash flow for your business*

Method(s) of Evaluation

The course is broken up into small projects that ultimately come together to make a cohesive understanding of how to Launch your Line.

Completion Requirements

*The Cut Academy will use the following grade scale to determine each student's grade through their work. **N/A for part-time programs. Part-time programs are evaluated on a complete or incomplete basis.***

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

In order to pass, students may miss no more than 1 session. Please review THE CUT FASHION DESIGN ACADEMY's attendance policy for details.

Student Initials _____



PROGRAM OUTLINE

Launch Your Line

Cash flow / Profit and loss

Sales strategy

Mood Boards

Tech Flats

Branding

Final Presentation

Replica Book

Program Organization

<i>Title of Component</i>	<i># of Hours</i>
<i>Week 1 - Introduction</i>	2
<i>Week 2 - Trade Shows</i>	2
<i>Week 3- Production</i>	2
<i>Week 4 - Sales</i>	2
<i>Week 5- All Things Marketing</i>	2
<i>Week 6 - Presentation</i>	2

Term: 6 weeks x 2/hrs = 12hours

MATERIALS:

Please refer to program reminder letter

Student Name:

Student Signature:

Date:

Student Initials _____