

Course Outline – Introduction to Fashion Marketing

Course Name: Introduction to Fashion Marketing

Instructor name: Faaiz Rasheed

Course Description: The course aims to introduce students to the basics of Marketing, why Marketing is important, leading on to concepts related to the Fashion/Apparel Marketing Environment and the tools that are used to successfully market Fashion/Apparel products to a customer.

Another aim would be to familiarize the students with the fashion marketing from a local perspective; how a product is marketed in a Pakistani industry.

The overall aim would be to enhance the ability of a student to analyze business decisions in the Fashion industry through a market and customer based approach. At the same time, it will strengthen their understanding of the fundamentals of Marketing as well.

Course learning outcomes: As a summary, after the course students should be able to:

1. Understand the role of Marketing in the business environment and why is it important.
2. Evaluate the various concepts and tools of Marketing used in the Fashion industry and how to use them
3. Analyze the Local environment of the Fashion industry in Pakistan
4. Develop a Market-based approach towards solving customer issues analytically.

Recommended Readings:

1. Principles of Marketing, 17th Global Edition – Philip T. Kotler, Gary Armstrong (2017, Pearson)
2. Fashion Marketing by Mike Easey
3. Local and international Marketing case studies

| Course structure (14 sessions in 7 weeks) | | | |
|---|---|-------------------------|--|
| Session | Topic | Recommended Readings | Objective |
| 1 | Course introduction/What is Marketing? What is Fashion Marketing? Design centered vs Marketing centered | Chapter 1 Mike Easey | Understand what Marketing & Fashion Marketing is and grasp the concept of Design and customer value chain. |

| | | | |
|----|---|--|---|
| 2 | The Fashion Marketing Environment | Chapter 2 Mike Easey | Understand where Marketing fits in the overall strategy of a Fashion/Apparel company. Discuss Macro & Micro factors in the Fashion industry |
| 3 | Consumer Behavior | Chapter 3 Mike Easey | Understand factors affecting consumer behavior and the buyer decision process |
| 4 | Market Research & Guest Session: Footwear Industry | Chapter 4 Philip Kotler, Chapter 4 Mike Easey | Learn how to assess information needs, gather insights and analyze data. Understand what tools of research can be used in a fashion/apparel industry Discussion on Footwear industry in Pakistan |
| 5 | Market Segmentation, Targeting & Marketing mix in a Fashion/ Apparel industry | Chapter 5 Mike Easey, Chapter 7 Philip Kotler | How to identify and target market segments and understand the concept of differentiation and positioning. Understand the various segments in the fashion industry and figure out where your brand stands in terms of Marketing mix. |
| 6 | Case studies based on covered topics | Cases to be provided during sessions | Case study discussion to analyze real life examples |
| 7 | Marketing Mix: The Product | Chap. 6 Mike Easey, Chap. 8 Philip Kotler | Introduction to product strategy in general and with reference to nature of fashion products. |
| 8 | Marketing Mix: Pricing | Chapter 9 Phillip Kotler, Chapter 7 Mike Easey | Understand the different views of pricing your products. Compare price strategies and link them to overall marketing mix |
| 9 | Fashion Marketing Communications | Chapter 9, Mike Easey | Understand communications in the fashion industry such as collection launches, discount calls etc |
| 10 | Marketing mix: Place & Guest session: Jewellery/Acessories | Chapter 8 Mike Easey, Chapter 13 Philip Kotler | Learn about fashion retailing. Also discuss retail vs online market places. Discussion on Jewellery/Accessory industry in Pakistan |
| 11 | Marketing mix: promotion | Chapter 9 Mike Easey, Chapter 15 & 16 Philip Kotler | Understand the various promotional strategies in the fashion industry |

| | | | |
|----|--|----------------------------------|--|
| 12 | Digital Marketing & Guest Session: A successful online brand | Chapter 17 Philip Kotler | Understand the importance of changing dynamics of Marketing from Traditional to Digital and what methods/strategies are used for Digital Marketing Discussion on Digital Marketing in Pakistan and future of E commerce |
| 13 | Competitor analysis and CSR | Chapter 18 and 20, Philip Kotler | Understand what tools can be used to analyze the competitive environment. Understand the concept of sustainable/responsible Marketing and Ethical behavior |
| 14 | Final session: Project presentation: Create your own Fashion brand using all the techniques discussed in class | All chapters studied | Voluntary Brand Presentations* Q&A on any course related topic |

***Voluntary Brand Presentation details**

A group of 2/3 students will be required to come up with a Marketing plan for a new Fashion Apparel brand. This will help students understand how all different Fashion Marketing concepts taught in class work in synergy. This plan should comprehensively cover all topics discussed including, but not limited to, Marketing research, Consumer need, Segmentation and Positioning, Marketing mix, Competitor analysis, Branding/Advertising strategies and Marketing Channels. Details of the project are as follows:

- Students are free to make up their own groups
- Plagiarism of existing ideas/strategies of real life brands is highly discouraged
- Use as much creativity as possible, not only in coming up with ideas for the project but in presentations as well to effectively use tools of Fashion Marketing taught in class
- The Presentation is voluntary but students are highly encouraged to work on this as it will not only help grasp the concepts taught, but will also help in real life application of all ideas as well