




Additional readings may be assigned throughout the semester. Readings, forms, the syllabus, slide presentations and a copy of this schedule are found at the class website: <http://www.fashionintelligence.org/cua-fashion-marketing>

- **Highlighted items** are the deliverables due on that date. Readings which should be completed by a class date are not highlighted but listed both on this handout and on the class website.
-  indicates that your electronics must be stowed away throughout class time. Otherwise, electronics are only to be used as directed by the instructor. It is recommended that note-taking be completed on paper.

Class #1/ **Monday, January 8, Orientation and Introductions**

Class #2 / **Wednesday, January 10**

Electronics Honor Statement and Data Card due.

Clothing in the Human Experience

Slide Presentations:

Clothing in the Human Experience

Fashion and The Dignity of the Human Person

Readings:

The Human Person and Human Rights, Compendium (Sections 1-3)

We Did Not Invent Clothes Simply to Stay Warm (Article, BBC)

Mind Games: Sometimes a White Coat Isn't Just a White Coat, New York Times

Further Exploration:

Dress and Human Behavior (Paper, Exploration of the Research)

Barber, Elizabeth Wayland (1995) Women's Work: The First 20,000 Years: Women, Cloth, and Society in Early Times, W. W. Norton & Company ISBN 0-393-31348-4



NO CLASS / **Monday, January 15, M.L. King Day**

Class #3 / **Wednesday, January 17**

Presentation Topic #1 due via submission form on <http://www.fashionintelligence.org/cua>

The Rise of Western Fashion, Modern Conspicuous Consumption, and Self-Illusory Hedonism (1)

Slide Presentation:

The Rise of Western Fashion

Readings:

The Modern Western Fashion Pattern, Its Functions and Relationship to Identity, Campbell

Further Exploration:

Inconspicuous Consumption: A New Theory of Leisure Class, Postrel

Interview with Ted Polhemus





Class #4 / Monday, January 22

Blog Proposal due via submission form on <http://www.fashionintelligence.org/cua>

Fashion History

Slide Presentations:

Fashion History from 1700's to 1900

Fashion History from 1900 to Current Day

Readings:

Fashion Yesterday, Today, and Tomorrow, Steele

Fashion: A Detective Story, Laver

Further Exploration:

Sex and Suits: The Evolution of Modern Dress, Hollander



Class #5 / Wednesday, January 24

Basics of the Business of Fashion

Slide Presentation:

Basics of the Business of Fashion

Readings:

Textbook: Marketing Fashion, Pages 6 - 38

Article: What Happens when Fashion Becomes Fast, Disposable, and Cheap, NPR

Video (TEDx): The Dangerous Ways Ads See Women, Kilbourne

Further Exploration:

Website: The Business of Fashion

Website: Women's Wear Daily



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Class #6 / Monday, January 29

The Modern Fashion Cycle

Slide Presentation:

The Modern Fashion Cycle

Readings:

Article: How Textiles Drive Fashion, Business of Fashion

Video: Nudie Jeans, From Cotton to a Pair of Jeans

Article: As Athleisure Cools, Denim Heats Up

Further Exploration:

Article: How to Get Into Fashion, Who What, Wear

Website: Faith Popcorn's Trend Bank






Class #7 / Wednesday January 31

Finish Class #6 and **Present Blog website and one post to class.** Next week begins our presentations. Ensure that both you and your partner are ready to give your presentation. (Review the guidelines and score sheet.)

Class #8 / Monday, February 5

PRESENTATION #1 (Presenters are randomly chosen.) 

Class #9 / Wednesday, February 7

PRESENTATION #1 (Presenters are randomly chosen.) 

Class #10 / Monday, February 12

PRESENTATION #1 (Presenters are randomly chosen.) 

Class #11 / Wednesday, February 14

Ethical Issues in the Business of Fashion

Slide Presentations:

- Ethical Issues in the Business of Fashion, Production
- Ethical Issues in the Business of Fashion, Consumption
- The Full Story of the Rana Plaza Factory Disaster

Readings:

- Video: Remember the Triangle Shirtwaist Factory Fire, CBS
- Article: Sustainable or Superficial? Business of Fashion
- Video: An Insider's Guide to the Counterfeit Industry, Museum at FIT

Further Exploration:

- Documentary: True Cost
- Book: Overdressed: The Shockingly High Cost of Cheap Fashion



Class #12 / Tuesday, February 20

Finish material for Class #11
Study for the test.

Ethical Issues in the Business of Fashion

Slide Presentations:

- Ethical Issues in the Business of Fashion, Production
- Ethical Issues in the Business of Fashion, Consumption
- The Full Story of the Rana Plaza Factory Disaster

Readings:

- Video: Remember the Triangle Shirtwaist Factory Fire, CBS
- Article: Sustainable or Superficial? Business of Fashion
- Video: An Insider's Guide to the Counterfeit Industry, Museum at FIT

Further Exploration:

- Documentary: True Cost
- Book: Overdressed: The Shockingly High Cost of Cheap Fashion





Class #13 / Wednesday, February 21

TEST #1 and when the test is finished, we begin Class #14 on the Principles of Marketing. 🚫

Class #14 / Monday, February 26

Principles of Marketing

Slide Presentation:

Principles of Marketing

Readings:

Textbook: Marketing Fashion, pages 39-64

Article: Top Ten Campaigns of the Season, Business of Fashion

Further Exploration

Organization Website: American Marketing Association



Class #15 / Wednesday, February 28

Segmentation, Targeting, and Positioning

Slideshow:

Segmentation, Targeting, and Positioning

Readings:

Textbook, Marketing Fashion, Posner, pages 65-106.

W+K Explains Its Powerful Nike Women Ads Running in Russia, Turkey and Middle East, Adweek

Further Exploration:

Book: Positioning, The Battle for Your Mind, Ries and Trout



NO CLASS / SPRING BREAK, March 5 and March 7

Class #16 / Monday, March 12

Consumer Behavior

Slide Presentations:

Consumer Behavior Part One
Consumer Behavior Part Two

Readings:

Textbook: Marketing Fashion, Posner, pages 107-138

Article: Consumption and the Self Concept, Pettigrew

Further Exploration

Textbook: The Why of the Buy, Consumer Behavior and Fashion Marketing





Marketing 359, M.S. Warren

Spring, 2018 Calendar

Class #17 / **Wednesday, March 14**

Finish Material for Class #16

Consumer Behavior

Slide Presentations:

Consumer Behavior Part One
Consumer Behavior Part Two

Readings:

Textbook: Marketing Fashion, Posner, pages 107-138
Article: Consumption and the Self Concept, Pettigrew

Further Exploration

Textbook: The Why of the Buy, Consumer Behavior and Fashion Marketing



Class #18 / **Monday, March 19**

Fashion Branding

Slide Presentation:

Fashion Branding
Secrets of the Super Brands, Fashion, BBC

Readings:

Textbook: Marketing Fashion, Posner, pages 140-170
Video: Ralph Lauren, How I Built and Empire, Bloomberg

Further Exploration:

Article: As Branding Evolves, What's A Logo Worth?, Business of Fashion



Class #19 / **Wednesday, March 21**

Fashion Promotion and Digital Marketing

Slide Presentations:

Fashion Promotion
Digital Marketing

Readings:

Textbook: Marketing Fashion, Posner, pages 171-204
Video: In Vogue, The Editor's Eye, HBO

Further Exploration

Documentary: The September Issue
Documentary: Bill Cunningham's New York



Class #20 / **Monday, March 26**

ADFEST!



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Class #21 / **Wednesday, March 28**

Social Media

Slide Presentations

Social Media

Readings:

To be announced.



NO CLASS / EASTER MONDAY, **Monday, April 2**

Class #22 / **Wednesday, April 4**

DIGITAL AD FEST, and **Present Blog website and one post to class.** Next week begins our presentations. Ensure that both you and your partner are ready to give your presentation. (Review the guidelines and score sheet.)


Class #23 / **Monday, April 9**

REVIEW


Class #24 / **Wednesday, April 11**

PRESENTATION #2 (Presenters are randomly chosen.) 

Class #25 / **Monday, April 16**

PRESENTATION #2 (Presenters are randomly chosen.) 

Class #26 / **Wednesday, April 18**

PRESENTATION #2 (Presenters are randomly chosen.) 

Class #27 / **Monday, April 23**

TEST #2 

NO CLASS / **Wednesday April 25**

FINAL EXAM DAY=Present Blog and favorite post to class as the final project. On ____/____/18