



Marketing 359, M.S. Warren

Fall, 2018 Calendar

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.
- **NEW:** There is a no-electronics policy for this class. Electronic devices are only permissible on **LAB** days. It is recommended that note-taking be completed on paper.

Class #1/ **Monday, August 27, Orientation and Introductions**

You will be assigned a partner for the presentations.
Explanation of introduction of self via email.

Class #2 / **Wednesday, August 29**

DUE BEFORE THE START OF THIS CLASS: Introduction to instructor via email to warrenms@cua.edu

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, September 3, LABOR DAY**

Class #3 / **Wednesday, September 5**

DUE BEFORE THE START OF THIS CLASS: Presentation Topic #1 due via email to warrenms@cua.edu.

One partner may email the topic for the both of you but please provide both names.

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





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Class #4 / Monday, September 10

DUE BEFORE THE START OF THIS CLASS: Blog link and two posts due via email to warrenms@cua.edu.

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, September 10

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, September 17

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





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Class #7 LAB DAY/ **Wednesday, September 19**

Finish Class #6 and **Present Blog website and one post to group.** 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, September 24**

PRESENTATION #1 (Presenters are randomly chosen. Only presenters may use electronics.)

Class #9 / **Wednesday, September 26**

PRESENTATION #1 (Presenters are randomly chosen. Only presenters may use electronics.)

Class #10 / **Monday, October 1**

PRESENTATION #1 (Presenters are randomly chosen. Only presenters may use electronics.)

Class #11 / **Wednesday, October 3**

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, October 9**

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

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Class #13 / Wednesday, October 10

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

Class #14 / Monday, October 15

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, October 17

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



Class #16 / Monday, October 22

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





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Class #17 / **Wednesday, October 24**

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, October 29**

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, October 31**

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 **LAB DAY** / **Monday, November 5**

ADFEST!



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Class #21 / **Wednesday, November 7**

Social Media

Slide Presentations

Social Media

Readings:

To be announced.



Class #22 **LAB DAY** / **Monday, November 12**

Small Group Presentation of Blogs. Introduce the Marketing Plan Small Group Work.

Class #23 / **Wednesday, November 14**

Group Work: Writing a Marketing Plan

Class #24 / **Monday, November 19**

REVIEW

Class #25 / **Monday, November 26**

PRESENTATION #2 (Presenters are randomly chosen. Only presenters may use electronics.)

Class #26 / **Wednesday, November 28**

PRESENTATION #2 (Presenters are randomly chosen. Only presenters may use electronics.)

Class #27 / **Monday, December 3**

PRESENTATION #2 (Presenters are randomly chosen. Only presenters may use electronics.)

Class #28 / **Wednesday, December 5**

TEST #2

FINAL EXAM DAY=Present Blog and favorite post to class as the final project (12/12/18)

Grades will be posted on Cardinal Station.