

# FASHION MARKETING

## TRIMESTER 1 - Bachelor & Diploma units

### HISTORY OF FASHION MOVEMENTS

→ Fashion Fundamentals

In this unit, students will be introduced to the concept of fashion in terms of trends and their connection to social and economic events throughout history. Students will gain a broad understanding of the function of clothing, elements, and principles of design and cultural influences are presented as a background to the role of fashion in society. Key fashion movements and subcultures, as well as pivotal designers and brands, are examined giving students a solid background to the major factors influencing fashion up to the present day.

### INTRODUCTION TO COMMUNICATIONS AND BRANDING

→ Fashion Marketing

Students will examine branding and the ways that brands acquire and sustain value in the marketplace. It covers the history of the branded fashion landscape using case studies to highlight the evolution of brands. Students will learn how to create, build, and sustain a brand and align it with a target market. It explores the challenges of brand management and the techniques used by successful brands to expand their reach and create a cohesive identity in a saturated global marketplace.

## TRIMESTER 2 - Bachelor & Diploma units

### THE NEW FASHION INFLUENCERS

→ Fashion Fundamentals

In this unit, students analyse power shifts occurring in the fashion industry over the last decade enabling a new group of creatives to influence both design and sales in fashion. The unit begins with the emergence of the fashion blogger and how they have harnessed structural and psychological opportunities presented through the interconnectivity of the internet and continues with a simulated project in social media strategies.

### INTRODUCTION TO MARKETING

→ Fashion Marketing

In this unit, students gain an understanding of the basic principles and practices of marketing in an arts and fashion environment. Students explore consumer insights, positioning, competitive advantage, and channel decisions from both a theoretical and practical approach. Students identify target markets and gain an understanding of how key marketing decisions are influenced and develop an integrated marketing plan for a fashion company.

## TRIMESTER 3 - Bachelor only units

### APPLIED COMPUTER-AIDED DESIGN

→ Fashion Fundamentals

This unit introduces students to the skills and knowledge to use industry-standard computer-aided design software to visually communicate fashion ideas. Students will use Adobe Creative Suite programs – Photoshop, Illustrator, and Indesign as they are applied fashion-specific activities. Students are guided through the skills and knowledge required to construct digital files using appropriate processes and techniques.

### INTRODUCTION TO BUSINESS BASICS

→ Fashion Entrepreneurship

In this unit, students will develop practical business knowledge, understanding, and skills for use, participation, and work in a range of fashion business contexts. This unit focuses on financial literacy skills and knowledge to ensure students can make informed and effective decisions regarding cash flow and other financial contexts. Students gain an understanding of areas such as communication, accounting, invoicing, and contract management are explored and applied through a variety of simulated fashion business contexts.

### CRITICAL THINKING FOR FASHION MARKETING

→ Industry Awareness

In this unit, students are introduced to critical thinking and communication skills. They will learn to activate their critical thinking skills by exploring modes of analysis, problem-solving, reflection, evaluation, and creation. Students will be presented with artistic works and industry issues to critically evaluate, embracing both analytic and synthetic thinking processes.

### BUSINESS STRATEGY & DESIGN THINKING

→ Fashion Entrepreneurship

In this unit, students learn about internal and external business strategies, investigating best practices in sustainable business practices in globalised fashion industry. Students explore strategic thinking through the lens of Porter's 5 forces, PESTEL, design thinking, and customer co-creation.

### CRITICAL SURVEY FOR FASHION MARKETING

→ Industry Awareness

Students are presented with a broad survey of the fashion industry and are engaged to critically examine industry roles, practices, and structures. Presentations by industry professionals provide a broad overview of the industry. These presentations cover various roles and facets within the fashion and creative industries, and guest speakers will connect with students to share their experiences.

### FASHION SALES & MARKETING - DIGITAL CULTURE

→ Fashion Marketing

In this unit, students are presented with the basic principles around the creation of personalised content, user interface, establishing brand identity, owned and tenanted channels and the value of managing and tracking data. Students also explore new and emerging markets, new business, and product developments and strategic business partnerships that may create more sales and profits.

### TRIMESTER 3 (continued) - Bachelor only units

#### E-COMMERCE & MANAGEMENT FINANCE

→ Fashion Entrepreneurship

In this unit, students will gain an understanding and discuss fundamental economic concepts such as supply and demand factors, pricing and elasticity, and basic game theory. These include assets, liabilities, equity, revenue and expense, profit and loss statements, balance sheets, cash flow, gross and net profit, forecasting, and debt and equity structures. Students are also introduced to risk analysis.

### TRIMESTER 4 - Bachelor only units

#### FASHION MERCHANDISING 1

→ Fashion Fundamentals

This unit is an introduction to the skills and knowledge required to develop a specific fashion product to be sold in the market. Students learn about the production and manufacturing processes as they relate to line development as well as the importance of manufacturing in relation to establishing a quality and fit standards. An overview of the key processes of product development will include idea brainstorming and evaluation, business analysis, prototype and production scalability, quality control protocols, and delivery methods.

#### CONSUMER BEHAVIOUR/CRM

→ Fashion Marketing

This unit aims to develop students' understanding of consumer behaviour and customer relationship management (CRM) as they apply to the fashion industries. Topics covered include the role of consumer behaviour in marketing, the consumer as an individual, the consumer in social and cultural settings, and the purchasing decision-making process. This unit also includes effective data management practices and data security developments.

### TRIMESTER 5 - Bachelor only units

#### FASHION MERCHANDISING 2

→ Fashion Fundamentals

This unit applies an understanding of the dynamics of the support team needed to take ideas variables such as planning, assortment breakdown, price point, costing, and production sustainability protocols will be identified and addressed in a group-simulated project.

#### PUBLICITY & PR

→ Fashion Marketing

Publicity and Public Relations provides students with an understanding of core promotional activities, along with additional opportunities to further develop written and verbal communication skills. The unit deals with ethical and regulatory issues associated with promotion and publicity. Various outlets are discussed with an assessment of the unique characteristics of TV, radio, print, and online as distinctive media with its own requirements.

### TRIMESTER 6 - Bachelor only units

#### MERCHANDISING - CAPSTONE PROJECT

→ Fashion Fundamentals

In this capstone project, students will create a fashion business concept for a new venture or product launch. The fashion concept may explore a business development opportunity for a third-party sponsor or employer, a joint partnership or provide momentum to an already existing business idea. The product or service of the venture is directly linked with the entrepreneurship capstone unit which will serve as one of the possible routes to market for the business venture.

#### STYLING 1

→ Industry Awareness

This unit is an introduction to the skills and knowledge required to professionally plan and execute fashion styling across mixed-end use. Students will analyse approaches to concept development for runway shows, product photoshoots, and editorial spreads. Key areas such as colour guides, accessories, hair and makeup, shoes, props, and location suggestions are discussed using industry-specific formats.

#### INTRODUCTION TO BUSINESS LAW

→ Fashion Entrepreneurship

This unit provides a basis of understanding of the legal environment of business law. The unit explains the derivation of laws in Australia, the nature of statutory and common law, and the operation of the legal system. Students are guided in the identification and classification of legal issues and to be aware of situations where expert legal advice is necessary.

#### STYLING 2

→ Industry Awareness

Students will work with photographers and in collaboration with others to produce a series of editorial fashion shoots. Students will analyse the requirements of content provision when responding to a specific media channel and client briefs. Rotation of roles in each collaborative shoot allows students to experience the dynamics and responsibilities faced by the fashion journalist, stylist, photographer, and assistant. A focus on working in a team and encouraging initiative will underpin the technical skill-building activities.

#### INTRODUCTION TO CREATIVE ENTREPRENEURSHIP

→ Fashion Entrepreneurship

This unit introduces students to the principles of creative entrepreneurship in the context of fashion ventures. Students will draw upon the inspired thought and entrepreneurial accomplishments of leaders in a variety of disciplines. Students explore ethics around supply-chain decisions to gain an understanding of why ethical choices are important in sustaining one's career.

#### CAREERS DEVELOPMENT

→ Industry Awareness

In this unit, students will critically reflect on their career direction in the field of fashion marketing and prepare for industry placement and work opportunities. They will develop a career plan, make contacts within their field and present examples of their work in a professional format. Students will research and identify relevant companies and individuals and refine their professional communication skills to network with industry contacts.

#### EVENT MANAGEMENT - CAPSTONE PROJECT

→ Fashion Marketing

This unit is an introduction to the provision and management of special events such as fashion festivals, parades, and other fashion-based projects and events. Students learn the critical elements of creating, staging, and facilitating fashion industry-based events such as securing venues, catering, logistics, safety and risk, choreography, fittings, model requirements, and marketing.

## **TRIMESTER 6 (continued) - Bachelor only units**

### **ENTREPRENEURSHIP - CAPSTONE PROJECT**

→ Fashion Entrepreneurship

In this capstone project, students will create a business plan for a new venture or product launch. The plan may explore a business development opportunity for a third-party sponsor or employer, a joint partnership, or provide momentum to an already existing business idea. The product or service of the venture is directly linked with the merchandising capstone unit which will serve as one of the possible routes to market for the business venture.

### **INDUSTRY PLACEMENT**

→ Industry Awareness

This subject is to be completed in the last trimester of every student's academic career at Collarts and aims to build on all skills and knowledge previously acquired throughout the course. Students must apply for and successfully undertake a practical placement to complete this unit.