

## COURSE PLAN

### FIRST: BASIC INFORMATION

#### College

College : Faculty of IRBED - Balqa Applied University  
 Department : Department Of Applied Science

#### Course

Course Title : Fashion Costing & Marketing:  
 Course Code : 020916262  
 Credit Hours : 2 (2 Theoretical, 0 Practical)  
 Prerequisite :

#### Instructor

Name : Ibtسام Alomari + Khawla Alawneh  
 Office No. :  
 Tel (Ext) :  
 E-mail : [khawla-alawneh@bau.edu.jo](mailto:khawla-alawneh@bau.edu.jo) + [ibtسام.alomari@bau.edu.jo](mailto:ibtسام.alomari@bau.edu.jo)  
 Office Hours :

#### Class Times


#### Text Book

Title : Fashion Costing & Marketing, Irbid University College and KOICA, 2022

#### References

- Fashion Marketing Communication / by Gaynor Lea Greenwood
- Global Marketing /by Warren J Keegan , Mark C Green
- Fashion Marketing Third Edition Edited by Mike Easey This edition first published 2009

### SECOND: PROFESSIONAL INFORMATION

#### COURSE DESCRIPTION

**This course covers** basic knowledge and practical processes about marketing strategies (product, price, promotion, distribution) that fit the target market with challenging capabilities to learn marketing theories necessary for launching fashion brands and cope with rapidly changing fashion environment markets. It will teach the process of calculating and minimizing the cost of producing fashion products.

#### COURSE OBJECTIVES

**After studying this course, the student is expected to be able to achieve the following objectives:**

- Understand the fashion market and trend information
- Explain knowledge of trends and information skills.
- Apply fashion products and establish marketing strategies.
- Collect fashion products that can enter the global market and establish price strategies.

## COURSE LEARNING OUTCOMES

**On successful completion of this course, students are expected to be able to:**

- CLO1. **Explain** the characteristics of the fashion and fashion industry
- CLO2. **Explain** the fashion market and trend information
- CLO3. **Explain** the concepts and elements of fashion marketing
- CLO4. **Explain** fashion consumers and strategies according to consumer behavior
- CLO5. Collect information related to fashion marketing and apply it to fashion strategies
- CLO6. **Explain** the concept of merchandising and apply it as a marketing system
- CLO7. **Explain** the global marketing market and the associated digital environment

## COURSE SYLLABUS

Week	Topic	Topic details	Related LO and Reference (chapter )	Proposed assignments
1	Introduction Concept of fashion	<ul style="list-style-type: none"> <li>• Definition and concept of fashion</li> <li>• Fashion attributes</li> <li>• Formation and change of fashion</li> </ul>	CLO1	
2	Fashion trend	<ul style="list-style-type: none"> <li>• Fashion battle theory</li> <li>• Fashion trend</li> <li>• The composition of fashion trends</li> </ul>	CLO2	
3	Fashion industry	<ul style="list-style-type: none"> <li>• Concept of fashion industry</li> <li>• Fashion industry structure</li> <li>• Characteristics of the fashion industry</li> </ul>	CLO1 CLO2	
4	Fashion marketing	<ul style="list-style-type: none"> <li>• Concept of marketing</li> <li>• Understanding fashion marketing</li> </ul>	CLO3	
5	Fashion marketing	<ul style="list-style-type: none"> <li>• Fashion marketing environment</li> <li>• Elements and analysis of fashion marketing</li> </ul>	CLO3	
6	Fashion consumer behavior	<ul style="list-style-type: none"> <li>• Understanding fashion consumer behavior</li> <li>• Consumer behavior and strategy</li> </ul>	CLO4	
7	Market segmentation	<ul style="list-style-type: none"> <li>• Concept of Market segmentation</li> <li>• The necessity of market segmentation</li> </ul>	CLO4	
8	<b>Mid Exam</b>			
9	Fashion brands	<ul style="list-style-type: none"> <li>• Classification of fashion brands</li> <li>• Fashion brand assets</li> </ul>	CLO5	
10	Fashion products and prices	<ul style="list-style-type: none"> <li>• Concept and classification of fashion products</li> <li>• The price of fashion products</li> </ul>	CLO5	
11	Fashion Merchandising	<ul style="list-style-type: none"> <li>• Merchandising concept</li> <li>• Fashion Merchandising</li> </ul>	CLO5 CLO6	

Week	Topic	Topic details	Related LO and Reference (chapter )	Proposed assignments
12	Fashion Merchandising	<ul style="list-style-type: none"> <li>Apparel Merchandising System</li> <li>The Reality of Apparel Merchandizing</li> </ul>	CLO5 CLO6	
13	Fashion Merchandising	<ul style="list-style-type: none"> <li>Retail marketing</li> <li>Retail Merchandising</li> </ul>	CLO5 CLO6	
14	Visual Merchandising	<ul style="list-style-type: none"> <li>Understanding VMD</li> <li>Fashion display</li> </ul>	CLO5 CLO6	
15	Global Fashion Marketing	<ul style="list-style-type: none"> <li>Understanding Global Marketing</li> <li>Global marketing environment</li> <li>Global marketing and digital</li> </ul>	CLO7	
16	<b>Final Exam</b>			

### COURSE LEARNING RESOURCES

Methods/methods used in teaching the course such as lectures, discussion sessions and collection Information from different sources, practical activity, research assignments, field visits and case studies Lectures Discussion sessions Collecting information from different sources Field visits

### ONLINE RESOURCES

{ Write some useful websites related to the course and other material that help students to complete the course successfully. }

[https://www.academia.edu/24437952/THE\\_MARKETING\\_OF\\_FASHION\\_30](https://www.academia.edu/24437952/THE_MARKETING_OF_FASHION_30)

[https://hudsonwrighteaston.com/?gclid=Cj0KCQiAoNWOBhCwARIsAAiHnEghyMIOGkACHR95zOL9gCoge4vCNsV6lOJo5Cn0UxZRJB5fObNsFDQaAjqCEALw\\_wcB](https://hudsonwrighteaston.com/?gclid=Cj0KCQiAoNWOBhCwARIsAAiHnEghyMIOGkACHR95zOL9gCoge4vCNsV6lOJo5Cn0UxZRJB5fObNsFDQaAjqCEALw_wcB)

### ASSESSMANT TOOLS

Assessment Tools	%
Projects and Quizzes	20%
MID Exam	30%
Final Exam	50%
Total Marks	100%

### THIRD: COURSE RULES

#### ATTENDANCE RULES

Attendance and participation are extremely important, and the usual University rules will apply. Attendance will be recorded for each class. Absence of 10% will result in a first written warning. Absence of 15% of the course will result in a second warning. Absence of 20% or more will result in forfeiting the course and the student will not be permitted to attend the final examination. Should a student encounter any special circumstances (i.e. medical or personal), he/she is encouraged to discuss this with the instructor and written proof will be required to delete any absences from his/her attendance records.

**GRADING SYSTEM****Example:**

Course Marks Average		
Average	Maximum	Minimum
Excellent	100%	90%
Very Good	89%	80%
Good	79%	70%
Satisfactory	69%	60%
Weak	59%	50%
Failed	49%	35%

**REMARKS**

{The instructor can add any comments and directives such as the attendance policy and topics related to ethics }

**COURSE COORDINATOR**

Course Coordinator  
Signature:  
Date:

Department Head:  
Signature:  
Date: