

**Business Communications and Business Ethics****Course Number: 22:373:675****Course Title: Creativity, Branding and Budgeting: Walk the Runway****COURSE DESCRIPTION**

In this class, you will explore the driving force behind the world's largest apparel market... U.S. fashion promotion. Apply your project management, budgeting and marketing communication skills to help produce the industry's next stylish spectacle. Students will develop a useful understanding of the fashion calendar and its ever-evolving promotional spectrum- runway shows, look book presentations, product launches, pop-up shops, digital experiences and more. Students will also track seasonal trends and the top brands and influencers who make them soar. This course invites you to balance strategy with creativity, and your imagination with the bottle line. Through lecture, textbook, consumer and trade media, case and field studies, and simulated mockups, students leave with a foundation and confidence to pursue related fashion campaign and event production projects.

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**COURSE MATERIALS**

- Required Textbook: *Guide to Producing a Fashion Show*. 4th Edition. Judith C. Everett, Kristen K. Swanson and José Blanco F. ISBN: PB: 978-1-5013-3510-5, ePDF: 978-1-5013-3512-9
- Helpful Trade Media Access: WWD.com and VogueRunway.com
- Recommended book: Fashionary, women's or men's edition, <http://fashionary.org>.
- Check Canvas and your official Rutgers email account regularly.
- Laptop or tablet, notebook binder

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**LEARNING GOALS AND OBJECTIVES**

This course is designed to help students develop skills and knowledge in the following area(s):

- ✓ Understand and effectively communicate fashion branding and promotional methods
- ✓ Understand the various types and levels of fashion production

- ✓ Research and build the vital components of a fashion production plan
- ✓ Research and analyze related fashion production third party resources
- ✓ Proportionally gauge a client's production capabilities based on budget
- ✓ Balance the analytical mind with the creative mind of the fashion client to produce effective results

Students who complete this course will demonstrate the following:

- ✓ Organization, research and cooperative skills needed to help steer successful fashion productions
- ✓ Knowledge of the fashion calendar and its ever-evolving promotional spectrum
- ✓ An understanding of seasonal trends, popular culture media and top influencers in fashion

Students develop these skills and knowledge through the following course activities and assignments:

- ✓ Understand and effectively communicate fashion branding and promotional methods
  - History of Eleanor Lambert, the Grand Dame of Fashion Public Relations
- ✓ Understand the various types and levels of fashion production
- ✓ Knowledge of the fashion calendar and its ever-evolving promotional spectrum
  - *"The Tents"* documentary
- ✓ Research and build the vital components of a fashion production plan
  - Field Study online: Fashion Analysis Report
- ✓ Research and analyze related fashion production third party resources
  - Guest Speaker: Scott French, Vice President at The Bromley Group & Co-Founder of The Fashionlist.com
  - Tricks of the Trade- software, trade sites, etc.
- ✓ Proportionally gauge a client's production capabilities based on budget
  - Midterm Project: Research favorite designer show and breakdown its brand & production budget
- ✓ Organization, research and cooperative skills needed to help steer successful fashion productions
- ✓ An understanding of seasonal trends, popular culture media and top influencers in fashion
  - Final Group Project: Create an Effective Production Proposal and Plan for Retail Brand

- Fashion Designer Pronunciations
  - ✓ Balance the analytical and creative mind of the fashion producer to yield effective results
  - Production Musts and Crisis Management
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## **PREREQUISITES**

Organized, detail oriented, open-minded, resourceful, diplomatic, patient but proactive. Interest in pop culture, creative expression and collaboration.

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## **ACADEMIC INTEGRITY**

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>). I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” [I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work.] Don’t let cheating or plagiarism destroy your hard-earned opportunity to learn and advance. See [business.rutgers.edu/ai](https://business.rutgers.edu/ai) for more details.

### **Guidance on the use of AI at Rutgers**

As noted in [Rutgers Academic Integrity Policy 10.2.13](#), the principles of academic integrity require that students make sure that all submitted coursework be “the student’s own and created without the aid of impermissible technologies, materials, or collaborations.”

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## **ATTENDANCE AND PREPARATION POLICY**

Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Blackboard as far in advance as possible. If you are to be absent, report your absence in advance by emailing me. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation within 3 days of your first absence. Know this about me... I look at your results not reason. How fast you get back to the production; not what happened that interrupted it. It’s the sign of a great producer and industry professional.

- For weather emergencies, consult the campus home page. If the campus is open, class will be held.
- Expect me to arrive on time for each class session. I expect the same of you. [If you are going to be tardy, then please alert me (preferably 24 hours) before class begins and be

certain to contact a classmate to learn what you missed BEFORE asking me.

- Expect me to remain for the entirety of each class session. I expect the same of you. [If you are going to leave early, then please alert me (preferably 24 hours) before class begins and be certain to contact a classmate to learn what you missed BEFORE asking me.

- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each class session, you have prepared by studying for at least as many hours.

- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

- We encourage students who have been told to quarantine, or are experiencing symptoms of any transmittable disease, to remain at home and not attend in-person class meetings. Contact me via email.

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## **GRADING POLICY**

Course grades are determined as follows:

10%	Case Study 1: Fashion Analysis Reports- Market
10%	Case Study 2: Fashion Analysis Reports- Trend
25%	Midterm Project: Fashion Show(s) Brand break down and production budget
35%	Final Project: The Production Book and Presentation
20%	Class Participation and Professionalism
100%	TOTAL

ALL projects are conducted and graded on a group effort. The Final Project is based on in part or in whole from Case Study 1, 2 and Midterm Project.

### Determination of Final Grade:

- Weekly assessment and evaluation of participation and projects assigned.
- Midterm grade will be based on Midterm project.
- Final grade will be based on all projects, class participation and professionalism.

### Requirements for Successful Completion:

Create professional projects, attend all classes, complete assignments on time, and

demonstrate a comprehensive knowledge of the information provided through project, class participation and presentation.

**A** = 94 – 100 %    Excellent

**A-** = 90 – 93 %

**B+** = 87 – 89 %    Above Average

**B** = 84 – 86 %

**B-** = 80 – 83 %

**C+** = 77 – 79 %    Average

**C** = 74 – 76 %

**C-** = 70 – 73 %

**D+** = 67 – 69 %    Below Average

**D** = 60 – 66 %

**F** = 59 % or Below Poor

I will post midterm and final grades in Canvas. All others will be indicated on the assignment itself.

Assignments will be graded and passed back within 2 class meetings.

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

All assignments and projects are due in completion and on time. Final Exams and Projects cannot be taken late or turned in late. The use of emailed assignments will only be allowed in moderation and for a valid reason. All assignments are due at the beginning of class in final submission form (printed out, stapled, etc.)

## COURSE SCHEDULE

Week		
Week 1	<b>Topic</b> -Class introduction: all projects groups and briefs -Fashion industry, it's Calendar (Fashion Week) -Watch "The Tents" -Fashion terminologies and pronunciations	<b>Assignment</b>  Read Chapter 1 and 4
Week 2	-Eleanor Lambert Lecture -Branding -Lecture Types of fashion shows and production -Form groups (2-5) to conduct ALL projects	Initiate Case Study 1
Week 3	-Breaking down the production process -Number crunching creativity -Budget Pt 1: pre-production, show production, production wrap up; Fashion production allies/ 3rd party resources	Read Chapter 2 and 3  Initiate Midterm Project: Research your favorite designer show and break down its brand and production budget.
Week 4	-Budget Pt 2: how to balance strategic planning and creative direction	NYFW in review  Read Chapter 7

Week 5	-The Plan: Planning a fashion show -The Framework: Staging, Lighting and Music	<b>DUE:</b> Case Study 1
Week 6	-Tricks of the trade: software, trade sites	Complete Midterm project
Week 7	-Production and the media: A look at fashion's biggest Influencers.	DUE: Midterm Project Read Chapter 5
Week 8	-Fashion endorsement: Models, Sponsors and Celebrities	Initiate Final Project: project proposal
Week 9	-Contemporary Production Topics: Pop-Ups shop and Flea Markets	DUE: Final Project proposal Initiate Case Study 2
Week 10	-Macro and Micro Trend Analysis: Forecasting and Reviews	Read Chapter 6
Week 11	-The Catwalk: Fashion modeling, model classification, responsibilities and on the runway	DUE: Case Study 2

Week 12	-Production Musts and Crisis Management	Read Chapter 8
Week 13	-The Show: Rehearsal, Prepare and Present, Striking and Wrap-Up, Evaluate	Complete Final Project
Week 14	-Presentation of Group Production -Review	DUE: Final project- The Production Book
Week 15	-Client Feedback	Rest

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## SUPPORT SERVICES

If you need accommodation for a ***disability***, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]



[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of **gender or sex-based discrimination or harassment**, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

**Bias incidents:** an act – either verbal, written, physical, or psychological that threatens or harms a person or group on the basis of actual or perceived race, religion, color, sex, age, sexual orientation, gender identity or expression, national origin, ancestry, disability, marital status, civil union status, domestic partnership status, atypical heredity or cellular blood trait, military service or veteran status.

**Bias incidents can be reported online at:**

[New Brunswick Bias Incident Report Form](#)  
[Newark Bias Incident Report Form](#)

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services:  
<http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]

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## CODE OF PROFESSIONAL CONDUCT

[If you prefer to direct students to the conduct policy online instead, please use the following link and place it beneath the header above:

<https://myrbs.business.rutgers.edu/students/code-professional-conduct>]

Rutgers Business School is recognized for its high-quality education. To that end, maintaining the caliber of classroom excellence, whether in person or online, requires students to adhere to the same behaviors expected in professional career environments. These include the following principles:

### Discussion and Correspondence

- Each student is encouraged to participate actively in class discussions and exercises. Substantive dialogue requires a degree of mutual respect, willingness to listen, and tolerance of opposing points of view. Disagreement and the challenging of ideas must happen in a supportive and sensitive manner. Hostility and disrespectful behavior will not be tolerated.
- In correspondence and in the classroom, students should demonstrate respect in how they address instructors. Students should use proper titles unless there is an explicit understanding that the instructor accepts less formal alternatives. Similarly, appropriate formatting in electronic communication and timely responsiveness are all expectations in every professional interaction, including with instructors. Everything said and written should demonstrate respect and goodwill.

### **Punctuality and Disruption**

- Class starts and ends promptly at the assigned periods. Students are expected to be in their seats or present online and ready to begin class on time.
  - Take your responsibility to attend class seriously. Your attendance is a critical element of the learning experience for in-person classes. Failure to show up disrupts your learning and signals disrespect to your peers and instructors. (Of course, illness is a legitimate exception requiring advanced reporting to the [University](#) and your instructors.)
  - Barring emergencies and within reason, students are expected to remain in their seats for the class duration. In person, packing belongings before the end of class disturbs both other students and the instructor. Online, attending to other tasks is distracting. In addition, even if webcams are not required in your course, your attention is fundamentally lacking if you are engaged in multiple tasks simultaneously.

### **Technology**

- The use of technology is sanctioned only as permitted by the course instructor. As research on learning shows, peripheral use of technology in classes negatively impacts the learning environment in three ways:
  1. Individual learning and performance directly suffer, resulting in the systemic lowering of grades earned.
  2. In the classroom, one student's use of technology automatically diverts and captures other people's attention, thus impeding their learning and performance. Moreover, even minor infractions have a spillover effect and result in others doing the same.
  3. Subverting this policy (e.g., using a phone during class, even if hidden below the table or out of sight from your webcam; tapping on a smartwatch; using a laptop for non-course related matters) is evident to the course instructor and offensive to the principles of decorum in a learning environment.
- Networking, computing, and associated resources in the trading rooms, advanced technology rooms, and general classrooms are to be used in the manner intended.
- Sharing links to private online classes, attempting to join an online class you are not enrolled in, or posting disruptive content during these sessions are strictly prohibited and may lead to disciplinary action.
- For more instructions on information technology resources at Rutgers University, please refer to the [Acceptable Use Policy for Information Technology Resources](#).

### **Misappropriating Intellectual Property**

- Almost all original work is the intellectual property of its authors. These works may include syllabi, lecture slides, recorded lectures, homework problems, exams, and other materials, in either printed or electronic form. The authors may hold copyrights in these works, which U.S. statutes protect. Copying this work or posting it online (on sites such as Chegg or Course Hero) without the author's permission may violate the author's rights. More importantly, these works are the product of the author's efforts; respect for these efforts and the author's intellectual property rights are important values that members of the university community take seriously.
- For more instructions on copyright protections at Rutgers University, please refer to the [Rutgers Libraries](#).

Rutgers Business School is committed to the highest standards of integrity. We value mutual respect and responsibility, as these are fundamental to our educational excellence inside and outside the classroom.