

Marketing
Course Number: 22:630:696
Course Title: The Branding of Fashion

COURSE DESCRIPTION

The most sought after fashion houses are those firms who are most aware of, and proactive with, their brand strategies. The purpose of this course is to develop an understanding of the roles, activities and responsibilities of the fashion brand manager- the person on the front lines of implementation of brand strategy. In some cases, this is a person who works in an organization as an employee who has been tasked with stewardship over an existing, and perhaps legacy, brand. In other cases, this is an entrepreneurial designer who is seeking to establish and build their own personal fashion brand. During the term, you will develop your analytical skills in making fashion branding decisions and your oral and written skills for communicating them. The classes will consist of case discussions, lectures and presentations.

COURSE MATERIALS

Required Textbook: Beyond Design: The Synergy of Apparel Product Development By Myrna B.Garner ISBN-13 978-1609012267 ISBN-10: 1609012267

Canvas Use: This course requires an ongoing constant use of Canvas by students. As all announcements, assignments, changes, etcetera are posted there; the student is responsible for remaining up to date at all times. Please be sure to bring the syllabus and any potentially relevant handouts to each class (not the book).

****Note: This syllabus is extremely detailed. Please be sure you refer to it for answers to your questions on administrative matters/exams/dates/assignments, etcetera before asking me. This is the best way to make sure I don't make a mistake in answering your question, and in not losing valuable information that ultimately you will be held accountable for. My memory is not perfect, which is why I take care to give you the information in detailed and organized written manner upfront to the extent possible.*

LEARNING GOALS AND OBJECTIVES

Course Objectives: Students will learn the following

- How to develop the participants basic analytical skills, conceptual abilities and substantive knowledge in the field of brand management from a variety of perspectives which are interdisciplinary, cross-functional, international, or of an applied nature.
- How to develop an appreciation and understanding of how market research, marketing strategy and basic research influence management of brands.

COURSE OVERVIEW

- Strategic activity for Brand/Product Managers to build, manage and measure brand equity, aligned with the principles of the customer/client based brand model.
- As a function integrating with other business functional disciplines with the corporate environment, including operations, finance, sales, market research, and customer service.

Brand Management is a central focus in the field of Marketing. The field also borrows from other disciplines such as psychology, sociology, economics, organizational behavior, finance, accounting, and human resources. These perspectives are utilized by marketing managers for designing and implementing branding strategies. Participants will be expected to become familiar not only with the brand management concepts reviewed, but also with their managerial applications. As theoretical understanding of brand management develops during this course, relations to important marketing issues in current-day context will be discussed through class discussions, examinations and projects/presentations.

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 destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

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 Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. 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/TA] an email with full details and supporting documentation [within X days of your first absence]. [Explain other aspects of your absence policy in detail; it will save you trouble later.]

- 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.
- Expect me to remain for the entirety of each class session. I expect the same of you.
- 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 3 hour class session, you have prepared by studying for at least twice 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.

CLASSROOM CONDUCT

Items to cover include: cold calling, hand-raising, cell phones, laptops, bathroom breaks, food & drink, side conversations, sleeping, name cards, seating arrangements, etc. Be as clear and specific as possible. If you use clickers, inform students of the penalties for not bringing a clicker, and notify them that operating a clicker for another student is a violation of academic integrity and will not be tolerated.]

Readings:

Readings from the handouts will be assigned for each class. In addition, readings from the handout package will be assigned regularly, and are considered required. It is important to arrive to class having read the assigned chapter(s) and handout(s) on the day required. I reserve the right to call upon you during class to provide explanations or answers to questions. Please be aware that the degree of the student's preparation (or lack thereof) may be used to determine marginal grades.

GRADING POLICY

Course grades are determined as follows:

There will be on midterm exam (written) and a Final Project (paper plus design collection). Weekly homework will be assigned (theory and knowledge essay format). Group Homework Assignments will be assigned 3 times throughout the semester. In each of these, you will receive one grade only: the team grade. Learn to collaborate creatively as part of a design team.

Homework/Participation	20%
Midterm	35 %
Final Project	45%

	<p><u>Week 2:</u></p> <p><u>Planning For Success</u></p> <p><u>PART I</u></p>	<p>Product Development in an Agile Environment</p> <p>Supply Chain Management tools</p>	<p>Chapter 1 (continued)</p>		
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	<p><u>Week 3:</u></p> <p><u>Business Planning</u></p>	<p>Basic Business Functions</p> <p>The Apparel Production Process</p>	<p>Chapter 2</p> <p>A-1</p> <p>DUE</p>		
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	<p><u>Week 3:</u></p> <p><u>Business Planning</u></p>	<p>The Product Lifecycle</p> <p>Branding</p>	<p>Chapter 2 (continued)</p>		
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	<p><u>Week 4:</u></p> <p><u>Line Development</u></p>	<p>Legal Protection for the Design of Apparel</p> <p>Communicating Concepts</p>	<p>Chapter 8</p> <p>A-2</p> <p>DUE</p>		
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<p>MIDTERM PRESENTATION</p>	<p><u>Week 4:</u> <u>Quality Assurance</u> <u>Planning & Distribution</u> <u>Pricing & Costing</u></p>	<p>• Labeling standards Safety regulations Sourcing Strategies International Trade Policy Profit Loss Statements</p>	<p>Chapter 12, 13 & 14 Final Project Introduced</p>		
	<p><u>Week 5:</u> <u>Sales & Production</u></p>	<p>• The Role of Sales</p>	<p>Chapter 15</p>		
	<p><u>Week 5:</u> <u>Distribution</u></p>	<p>Retail Environments</p>	<p>Chapter 15 (Continued)</p>		
<p><u>FINAL Project Presentations</u></p>	<p><u>Week 6:</u> <u>FINAL Project Presentations</u></p>	<p>Managing Brand Equity</p>			

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.

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

[Rutgers University-Newark ODS phone (973)353-5375 or email 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]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email 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]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email 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 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at 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]

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]

[Rutgers–New Brunswick: 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.]