

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Fashion Technology</u>
COURSE RUBRIC AND NUMBER	<u>FSHN 2301</u>
COURSE TITLE	<u>Fashion Promotion</u>
COURSE CREDIT HOURS	<u>3 2 :<!-- 2</b--></u> Credits Lec Lab

I. Catalog Description

Surveys fashion direction, publicity, and fashion event coordination. Emphasizes fashion show production from idea to runway including theme development, stage/set design, choreography, music coordination, lighting, line-up, model fittings, rehearsal, and press kit or portfolio development. **Prerequisite: FSHD 2343. (2:2). Lab fee.**

II. Course Objectives

- A. Unit I. Resume and Business Card Development
 - 1. Develop self-promotion skills including a professional portfolio.
 - 2. Prepare professional resumes, business cards, press release, and business correspondence using instructor-supplied guidelines.
 - 3. Keep resume and business cards up-to-date.

- B. Unit II. Professional Conduct and Performance
 - 1. Demonstrate organizational skills.
 - 2. Demonstrate ethical and professional conduct with peers and supervisors.
 - 3. Work as a team member and delegate effectively.
 - 4. Present topics to instruct and inform others and initiate friendly conversation.
 - 5. Demonstrate initiative, assertiveness, and follow through.
 - 6. Establish contacts and communicate with vendors and other stakeholders.
 - 7. Project an assured, professional image.
 - 8. Demonstrate electronic skills and use professional telephone and email etiquette.
 - 9. Respect company property, including goods, facilities, and supplies.
 - 10. Handle merchandise properly to avoid damage.
 - 11. Practice loss prevention techniques.
 - 12. Resolve inventory shrinkage problems.
 - 13. Organize and perform a physical inventory.
 - 14. Identify laws regarding plagiarism, counterfeiting, and trademark infringement.
 - 15. Follow all federal, state, and local safety standards.

- C. Unit III. Fashion Presentation and Promotion
 - 1. Develop campaign timelines.
 - 2. Develop creative marketing strategies.
 - 3. Develop signage and promotions using computer graphics software.

4. Demonstrate methods of obtaining and using media publicity and advertising to generate interest and involvement from wholesale and retail buyers.
5. Demonstrate theme development and methods of coordination and supervision of fashion productions such as competitions, fashion shows, and/or photo sessions.
6. Define a specific audience and generate advertising photographs to target that audience.
7. Create a press kit including press releases.
8. Utilize social media.
9. Determine mobile applications.
10. Plan, organize, and develop a professional fashion production targeted to a defined market.
11. Develop multi-media campaigns.
12. Apply networking techniques.
13. Explain the importance of community involvement.
14. Demonstrate project management skills.
15. Organize a follow-up system.
16. Explain the function of fashion direction as it affects promotion.

III. THECB Learning Outcomes (WECM)

1. Develop a fashion promotion plan.
2. Write a fashion press release.
3. Distribute press release to media.
4. Coordinate a fashion event.

IV. Evaluation

- A. Grade percentages for determining course grades may be devised by the individual instructor.
- B. Grading Scale:
 - A = 93 - 100
 - B = 83 - 92
 - C = 73 - 82
 - D = 68 - 72
 - I = INCOMPLETE
 - W = WITHDRAWN
 - F = BELOW 68

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.