

The University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Consumer, Apparel, and Retail Studies
Spring 2023

CRS 262: Fashion Marketing and Communication
Tuesdays & Thursdays
12:30-1:45 PM • Eberhart Building 250

PROFESSOR: Farhan Haque

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Office: 359 Stone Building

Hours: 2:00-4:00 pm Thursday, or by appointment

REQUIRED TEXTS:

- Rath, P.M., Petrizzi, R., & Gill, P. (2012). *Marketing Fashion: A Global Perspective*. New York, NY: Fairchild Books.
- Any additional readings will be distributed during class or available electronically on Canvas.

COURSE DESCRIPTION: Integrated marketing communication approach to consumer, apparel, and retailing communication issues. Special emphasis is put on professional oral and visual communication of advertising and promotional concepts.

STUDENT LEARNING OUTCOMES:

Upon completion of this course, the student will be able to:

- Understand IMC terminology and principles
- Apply IMC terminology and principles to consumer, apparel, and retailing issues
- Critique the current IMC efforts of apparel retailers
- Develop effective IMC strategies for an existing business
- Create an implementation plan for an existing business' IMC
- Evaluate the economic and social impact of advertising and promotion on consumers

STUDENT RESPONSIBILITY

Each student is responsible for reading the syllabus and becoming familiar with the policies and schedule outlined within, including exam dates and assigned readings. Although every effort will be made to follow this syllabus closely, it is subject to change. You are responsible for any announcements concerning the course which are made during class, whether or not you are in attendance. Students are expected to read assignments prior to scheduled class dates. You are responsible for checking Canvas **regularly** to be apprised of any announcements pertaining to the course.

COURSE POLICIES

I. ATTENDANCE

Class attendance is expected. As outlined in the UNCG Undergraduate Bulletin:

Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance.

Class attendance records will be monitored and excessive absences reported. Students are responsible for all material covered in class regardless of the reason for absence. This may include assigned readings, assignments, lectures and discussion, visuals, slides, videos, and handouts. Because class lectures may not be limited to readings alone, it is important that you be present. If you must be absent, arrange to get class notes from another class member. **It is assumed that you are aware of ALL relevant due dates and course requirements.**

I allow students to have up to three unexcused absences without it affecting your attendance grade. After that, your attendance grade will drop with each additional absence. For example, 0-3 absences = 100 points, four absences = 85, five absences = 80, six absences = 75, and so forth. Ten or more unexcused absences will result in a zero for your attendance grade, and/or you may be dropped from the course.*

Exams missed due to an unexcused absence may **NOT** be made up.

**Note: The Withdrawal Due to Class Attendance form serves as a request to withdraw students from class due to excessive absences.*

Excused Absences

An excused absence is limited to illness documented by a physician's statement on original letterhead or death in the immediate family. Note: "Personal problems" are not considered grounds for an excused absence unless documented by a physician's statement. Written documentation of the excused absence must be submitted to me within one week of the absence. It is **your responsibility** to initiate, follow-up and keep records of these procedures.

Promptness and Attentiveness

It's simple – don't be late and plan to stay the entire time. Unnecessary noise and movement is distracting to your professor and class members. Excessively late arrivals and early departures will be considered as absences. You are expected to show both courtesy and respect towards other classmates as well as the professor. This includes refraining from talking while others are speaking, and refraining from texting or talking on phones during class. Also, do not wear earphones to listen to music, videos, etc. during class. It's rude and disrespectful. Excessive disruption of any kind can and will result in removal from the course at ANY POINT in the semester.

II. EVALUATION

	Point Value
Exams (3 @ 150 pts each)	450 points
Creative ads (5 x 20 pts each)	100 points
Attendance/class activities	50 points
Marketing project	250 points
Total possible points	850 points

Grading Scale

Final letter grades will be determined from the percentage of points earned out of the total required points. The following percent scale will be used to assign grades:

A = 100 - 93	B = 86 – 83	C = 76 – 73	D = 66 – 63
A- = 92 – 90	B- = 82 – 80	C- = 72 – 70	D- = 62 – 60
B+ = 89 – 87	C+ = 79 – 77	D+ = 69 – 67	F = Below 60

The UNCG Academic Integrity Policy States: “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and will not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, <http://ods.dept.uncg.edu/>, ods@uncg.edu.

Make-up Exams

All students are required to take both exams *during the scheduled class time*.

NOTE: There will be **NO MAKE UP EXAM for the final exam regardless of excuse**. As with any university-level course, you are expected to take the final exam during the scheduled day and time. Exams will not be given early, regardless of reason or request.

CARS Department Statement on Student Conduct and Complaint Behavior

The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

III. COURSE STRUCTURE

A variety of learning styles will be addressed in this class and are reflected in the structure of evaluation for the course. Class time will consist of a combination of lecture and class discussion as well as group and individual activities.

Exams

- Three exams (including the final) will be given.
- Each exam will cover assigned textbook readings and concepts and activities presented during in-class lectures leading up to the exam.

Creative ads

- You'll have the opportunity to design your own ads using some of the principles we learn in class. This is to give you a chance to be creative and explore how you might address some of the challenges of marketers today (e.g, knowing your target market, grabbing attention, communicating the "one main idea")
- You will work in your group to complete these ads, and we will use some class time for you to brainstorm and work on these.
- A knowledge of Photoshop/Illustrator is not necessary to complete these ads, although you may want to try to use these programs to make your ad look more professional. What I'll be grading are your ideas, your creativity, and your application of the principles we've discussed in class.

Attendance/in-class activities

- In-class activities will occur throughout the semester and may or may not involve an outcome to be turned in and points recorded by the professor.
- As these activities are done during class time, they cannot be made up.
- Each student is expected to share thoughts, ideas, experiences, and opinions during class discussions.

Marketing Project

- You will be required to complete one group marketing project during the course of the semester.
- A separate handout describing this assignment as well as the due dates for the various parts of the assignment will be distributed.

APA Style: Some of your work will require you to properly cite your sources. APA format is preferred.

Late Penalty for ALL Required Assignments

Assignments are due on the dates listed on the course schedule. Grades will be lowered **10 points per day** late. Assignments will **NOT** be accepted after **two weekdays**.

IV. CANVAS

Canvas will be used throughout the semester for the following:

- **Announcements:** This is where you will find any announcements pertaining to changes in the syllabus or instructions as to emergency situations if they arise.
- **Files:** Under this heading you will find the course syllabus, class lectures, exam preparation materials, project guidelines, and other relevant materials.
- **Assignments:** See deadlines and instructions for assignments and projects.
- **Grades:** This is where you can look up your exams and assignments scores.

TENTATIVE CLASS SCHEDULE

(Subject to change)

	Tuesday	1/10	Course overview and introduction
Week 1	Thursday	1/12	Chapter 1: Group formation, An introduction to fashion marketing
	Tuesday	1/17	Chapter 2: Participating in the global economy
Week 2	Thursday	1/19	Chapter 3: Understanding fashion consumer and business buyer behavior
	Tuesday	1/24	Chapter 4: Creating a company marketing strategy
Week 3	Thursday	1/26	Exam 1 review + in-class project due by the end of the day
	Tuesday	1/31	Exam 1
Week 4	Thursday	2/2	Chapter 6: Creating the right relationship with fashion customers
	Tuesday	2/7	Chapter 12: Promoting Fashion Goods and Services
Week 5	Thursday	2/9	14: Fashion advertising, Sales Promotion, and Public Relations
	Tuesday	2/14	Creative Ad #1
Week 6	Thursday	2/16	Creative Ad #1 - Due by the end of the day
	Tuesday	2/21	Guest Speaker
Week 7	Thursday	2/23	Chapter 13 & 14: Fashion advertising, sales promotion, and public relations
Week 8	Tuesday	2/28	Creative Ad #2 - Due by the end of the day

			Chapter 5: Obtaining and using fashion marketing information
	Thursday	3/2	
	Tuesday	3/7	Spring break
Week 9	Thursday	3/9	Spring break
	Tuesday	3/14	Chapter 5: Experience sharing
Week 10	Thursday	3/16	“Tiny Shoulders” documentary
	Tuesday	3/21	Creative Ad #3 - Due by the end of the day
Week 11	Thursday	3/23	Exam 2 review
	Tuesday	3/28	Exam 2
			Chapter 7: Business strategies for fashion goods and services
Week 12	Thursday	3/30	
	Tuesday	4/4	Creative Ad #4 - Due by the end of the day
			Chapter 9: Pricing, identifying, and promoting customer value
Week 13	Tuesday	4/6	
	Thursday	4/11	Creative Ad #5 - Due by the end of the day
Week 14	Tuesday	4/13	Final project in class activity
	Thursday	4/18	Final exam review - In class work on the final project
Week 15	Tuesday	4/20	No Class: Final project due
Final Exam TBA			

COVID Statement

As we return for Spring 2023, all students, faculty, and staff and all visitors to campus are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. While face-coverings are optional in most areas on campus, individuals are encouraged to wear masks. All individuals and visitors to campus are asked to follow the following actions:

- *Engaging in proper hand-washing hygiene*
- *Self-monitoring for symptoms of covid-19*
- *Staying home when ill*
- *Complying with directions from health care providers or public health officials to isolate if ill*
- *Completing a [self-report](#) when experiencing covid-19 symptoms or testing positive for covid-19*
- *Following the CDC's [exposure guidelines](#) when exposed to someone who has tested positive for covid-19*
- *Staying informed about the University's policies and announcements via the [covid-19](#) website*

Students who are ill, quarantining, or isolating should not attend in-person class meetings, but should instead contact their instructor(s) so alternative arrangements for learning and the submission of assignments can be made where possible.

As we continue to manage COVID-19 on our campus, we are following the lead of the local health department and we will adjust our plans to balance student success, instructional requirements, and the hallmarks of the collegiate experience with the safety and wellbeing of our campus community.