



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Fashion Marketing							
Course Code		MOT252		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course, students will be able to market product, examine brand and pricing studies and examine distribution channels and promotion studies.							
Course Content		Examine marketing researches, examine product creation and brand studies, examine pricing studies, recognize and examine distribution channels, recognize and examine promotional activities, examine fashion models and strategies in Turkish ready-to-wear sector.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	BORÇA, G. (2007). Bu Topraklardan Dünya Markası Çıkar. 9. Baskı, İstanbul, MediaCat Yayınları.
2	CRANE, D.(2000). Moda ve Gündemleri. 1. Baskı, (Özge ÇELİK), İstanbul, Ayrıntı Yayınları
3	ÇİVİTÇİ, Ş. (2004). Moda Pazarlama, 1. Baskı, İstanbul, Asil Yayınları
4	DAVIS, F. (1997). Moda, Kültür ve Kimlik, 1. Baskı, (Çev. Özden ARIKAN), İstanbul, YKY Yayınları
5	HAKKO, C. (1983). Moda Olgusu, 1. Baskı, Ankara, Vakko Yayınları.

Week	Weekly Detailed Course Contents	
1	Theoretical	To explain the general framework of the course process Giving information about
2	Theoretical	Definition of the basic concepts of marketing General description of marketing principles
3	Theoretical	General description of marketing principles
4	Theoretical	Definition of fashion concept, with the development of marketing relationship and the place of marketing in fashion, marketing mix
5	Theoretical	Marketing mix and functions
6	Theoretical	What is a brand? Brand related concepts
7	Theoretical	The relationship between fashion and brand
8	Theoretical	The place and importance of branding in fashion studies on branding
9	Theoretical	The pricing of the product in fashion marketing- distribution channels - strategic marketing and investigation of promotion studies
10	Theoretical	Brand management in the fashion industry
11	Theoretical	Brand management in the fashion industry
12	Theoretical	Consumer behavior
13	Theoretical	Current examples in fashion brands
14	Theoretical	Current examples in fashion brands

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11



Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	
2	
3	
4	
5	

Programme Outcomes (Fashion Design)

1	
2	
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12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	To have knowledge about substance use and addiction problem and prevention methods.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5
P6	5	5	5	5	5
P7	5	5	5	5	5
P8	5	5	5	5	5
P9	5	5	5	5	5
P10	5	5	5	5	5
P11	2	2	2	2	2

