



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Modern Fasion Trends							
Course Code		MOT160		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course the student; To determine the importance and place of fashion in clothing and to examine fashion trends							
Course Content		Definition of clothing and fashion, basic terms Conceptual analysis of fashion, The main factors in the evolution of fashion The relationship between fashion and society, mass psychology and fashion Features of fashion product, elements of fashion Life cycle of fashion product Advertising, marketing and branding in fashion products Clothes and fashion trends from antiquity to the present Fashion trends in the 20th century Famous fashion designers and styles							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), 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	Elif Jülide Dereboy; "Moda ve Yüzyılın Moda Tasarımcıları", Güzel Sanatlar-Moda Yayıncılık, Ankara, 2008
2	Elif Jülide Dereboy; "Kostüm ve Moda Tarihi", Güzel Sanatlar-Moda Yayıncılık, Ankara,

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of clothing and fashion, basic terms
2	Theoretical	Conceptual analysis of fashion,
3	Theoretical	The main factors in the evolution of fashion
4	Theoretical	The relationship between fashion and society, mass psychology and fashion
5	Theoretical	Features of fashion product, elements of fashion
6	Theoretical	Life cycle of fashion product
7	Theoretical	Advertising, marketing and branding in fashion products
8	Theoretical	Advertising, marketing and branding in fashion products
9	Theoretical	Clothes and fashion trends from antiquity to the present
10	Theoretical	Clothes and fashion trends from antiquity to the present
11	Theoretical	Fashion trends in the 20th century
12	Theoretical	Fashion trends in the 20th century
13	Theoretical	Celebrity fashion designers and styles
14	Theoretical	Celebrity fashion designers and styles

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 (Banking and Insurance)

1	To have basic economics knowledge.
2	Having basic law and banking law knowledge in a sufficient level for intermediate members of business life.
3	To have knowledge on the accounting system and organization.
4	To know basic finance and banking information.
5	To know registering of daily fiscal issues.
6	To know financial analysis techniques that is required by business.
7	Having knowledge about job safety, employees' health, environmental protection and quality conscious.
8	To have business management knowledge.
9	Having knowledge of organizational structures of banks.
10	To have basic information about internal, external and public audits in banks.
11	To have knowledge over human resources.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	Ability to plan a career in their own profession.

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

	L1
P7	1

