



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Fashion Marketting							
Course Code		MTS110		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		At the end of this course, student clothes marketing will be given to students, information about the definition, aim, scope, usefulness and reasons of market research will be given.							
Course Content		Marketing research process and main data collection methods, Definition of branding, Advantages of branding in the market, Branding functions in marketing, Brand management and brand building, Factors affecting the branding success, Definition and functions of marketing, Marketing strategies, Clothing marketing process, , Types of presentations.							
Work Placement		30 working days							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)		Lec. Şükrü ÖMÜR							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Ecer, F. (2004.) Marketing Principles, Theory and Approaches. Ankara: Gazi Bookstore.
2	Tungate, M. (2006). Becoming a Brand in Fashion. Istanbul: Rota Publications Harriet Posner, H. (2011). Marketing Fashion.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of marketing, place and importance in fashion industry
2	Theoretical	Marketing functions and marketing mix
3	Theoretical	Product planning and development
4	Theoretical	The importance of price and pricing, factors to consider in pricing, pricing methods
5	Theoretical	Advantages and types of promotion, advertising personal sales, promotion and sales development
6	Theoretical	Advantages and types of promotion, advertising personal sales, promotion and sales development
7	Theoretical	Distribution channels and selection, physical distribution
8	Theoretical	Consumer and market types, market segmentation and target market selection
9	Theoretical	Exam
10	Theoretical	Consumer behavior
11	Theoretical	Brand management in fashion
12	Theoretical	Brand management in fashion
13	Theoretical	Strategic marketing applications in fashion industry
14	Theoretical	Strategic marketing applications in fashion industry
16	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	5	0	2	10
Project	5	0	2	10
Midterm Examination	1	0	1	1



Final Examination	1	0	1	1
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Defines the concept of marketing and its place and importance in the fashion industry
2	Describe elements of marketing mix in terms of fashion marketing
3	Defines the topics of market analysis, demand forecasting, market segmentation and target market selection
4	consumer behavior
5	Fashion Brand Management

Programme Outcomes (Fashion Design)

1	Be able to use the theoretical and practical knowledge related to fashion design
2	Fashion marketing and promotional activities should be carried out in matters related to fashion design
3	Must be able to collect data for research, prepare and present research report, prepare project
4	Designing personal clothing to meet the expectations of the sector and preparing the creations on the computer
5	Should be able to recognize the fabric surfaces, select auxiliary materials, control materials.
6	It should be able to carry out steps of mold preparation, spreading, laying plan preparation.
7	Must be able to use the necessary equipment, equipment and machines for the applications related to fashion design, and make adjustments and maintenance.
8	Must be able to use computerized mold and design programs in the field of fashion design.
9	Must have the ability to manage and organize business by creating the idea of establishing a business in the field.
10	Can create a model she designs in her mind by applying the technical drawings of the clothes and fashion formal training.
11	Basic sewing techniques should be able to realize the production stages of women's, men's and children's wear.

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

	L1	L2	L3
P1	4	5	5
P2	4	5	5
P3	4	4	5
P4	5	5	4
P5	5	5	3
P6	4	4	4
P7	5	5	3
P8	4	4	5
P9	4	4	4
P10	5	5	4
P11	5	5	4

