

TAM6457 Fashion Marketing

Level	6
Course Code	TAM6457
Course Title	Fashion Marketing
Credit value	4
Core/Optional	Optional
Prerequisites	Pass 45 credits at level 4 and above
Course Aim/s	to provide knowledge and skills required in marketing fashion products.
Course Learning Outcomes (CLO):	<p>After completing the course, student should be able to:</p> <p>CLO1. Apply the knowledge of marketing concepts and practices effectively in fashion marketing.</p> <p>CLO2. Carry out effective market research to evaluate the feasibility of launching new products.</p> <p>CLO3. Use the knowledge of new trends in fashion marketing and trade agreement to be successful in fashion business.</p> <p>CLO4. Apply the marketing concepts and strategies to be competitive in the fashion market.</p>
Content (Main topics, sub topics)	<p>Outline Syllabus</p> <p>Unit 01 - Introduction to fashion marketing</p> <p>Unit 02 - Market research and planning in fashion</p> <p>Unit 03 - Global outlook of fashion</p> <p>Unit 04 - Target Marketing and Managing Marketing</p> <p>Unit 05- Marketing communication and supply chain strategies for fashion products</p> <p>Unit 6- Designing and marketing of fashion products</p> <p>Unit 7 - Pricing garments & fashion Services</p> <p>Unit 8 - Fashion Distribution</p> <p>Unit 9 - Fashion marketing and communication</p> <p>Unit 10- Fashion Marketing Planning</p> <p>Fashion marketing planning process and Marketing audits & SWOT analysis to formulate a marketing plan.</p> <p>A study Guide is prepared as a guide to the text recommended above.</p>