

Lecture Course



Santa Reparata International School of Art  
Course Syllabus

### **Semester Course**

**Course Title:** Fashion Branding

**SRISA Course Number:** BUSI 3103

**Maryville Course Number:** TBA

**Credits:** 3, Contact Hours: 45

### **1. COURSE DESCRIPTION**

This course is designed to introduce the student to the concept of fashion branding and the processes needed to successfully develop or re-develop a fashion brand. It shows a wide variety of subjects relevant to brand development strategies for both mainstream and luxury brands, covering all the aspects of branding and brand management.

### **2. CONTENT INTRODUCTION**

As global economies grow and the cost of doing business increases, the brand is the pre-eminent business asset needed for success in global business development. The course presents the fashion brand experience from mass market to luxury, using many examples of different kinds of brands. Students will acquire knowledge on the steps necessary to develop, build, and sustain a successful brand, brand strategy, and business.

### **3. PREREQUISITES**

None

### **4. GOALS AND OBJECTIVES**

- Understand the history and background of branding in the US and globally.
- Demonstrate the value and importance of branding
- Understand the characteristics of brands and their types
- Explore the strategies of brand growth and development
- Understand the relationship between brands and the media, communications, and marketing principles.

### **5. REQUIRED TEXTBOOKS AND MATERIALS**

Textbooks necessary for this course are:

-Brand Management Strategies (Fairchild) Arienzo

Recommended stores where to get the above listed textbooks are:

-online

Approx.cost:--\$70 or lower if used

### **6. GRADING POLICY AND EVALUATION PROCEDURES**

Your final grade will be based on the following percentages:

30% Final Project

45% 3 tests

5% Quizzes

20% Assignments

The following grading system will be observed:

A	Excellent 4.0 (grade points awarded) 94% percentage of 100%
A-	3.7 (90% to 93%)
B+	3.3 (87% to 89%)
B	Above Average 3.0 (83% to 86%)
B-	2.7 (80% to 82%)
C+	2.3 (77% to 80%)
C	Average 2.0 (73% to 76%)
C-	1.7 (70% to 72%)
D	Below Average 1.0 (60% to 69%)
F	Failure 0.0 (59% and below)
W	Withdrawal 0.0

## 7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class

## 8. EXAMS

There are mid-term and final exams for this course. No make-ups are admitted for the exams and the dates of the exams cannot be changed for any reason. If a student is absent for the mid-term exam the final grade will be lowered by one full letter grade, if a student is absent for the final exam the final grade will be an "F".

## 9. ATTENDANCE AND BEHAVIOR POLICY

Students are required to attend all classes. If you miss class without an excused absence your grade will be lowered by one letter grade for each unexcused absence. If you are ill you should obtain a doctor's note in order to receive an excused absence. Missing more than four classes will result in an "F" on your transcript.

- **Excused absences require a doctor's note or a written note from the Director.**
- Tardiness: After 20 minutes into class time, students are considered absent.
- Students who leave 20 minutes before class time ends will be considered absent.
- Arriving in class unprepared to work is considered an unexcused absence.
- The use of cellular phones is prohibited during class time.
- The use of cell phones and iPods is prohibited in the darkroom at all times.
- Using your laptop or the computers in the lab is prohibited during class-time, unless it relates to a photography assignment.
- Students are expected to participate in class, act responsibly, and behave properly while on the school premises.
- Classrooms are to be left in order and clean.
- Students must take care of equipment and materials and promptly report any damage and/or loss.

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See guideline for extra optional etiquette rules you may want to include.

## 10. COURSE CALENDAR (TBA)

Course Content:

Topic 1: Evolution of Brands

1. The Emergence of Brands

2. The Nature of Luxury Brands
3. From Luxury to Mass

Topic Two: Building The Brand

4. Segmentation Models
5. Brand Loyalty
6. The Brand Promise
7. Measuring Brand Value
8. Creating Brand Names and Protecting Trademarks

Topic Three: Maintaining the Brand

9. Staying On-Brand
10. Brand Lifecycle
11. Brand Engagement

Topic Four: Brand Perspectives in the Global and Digital World

12. Mass Brand Management in a Digital World
13. Luxury Brand Management in a Digital World
14. Global Brand Management
15. Insights and Trends in Brand Management Research

## **11. ACADEMIC ACCOMMODATIONS**

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

## **12. DISCLAIMER**

This Syllabus may be amended as the course proceeds. You will be notified of any changes.