BF 39 Fashion Digital Promotion-Spring 2021 (Remote)
Collaborative Hour Wednesdays from 9AM - 10 AM
3 Credits / 3 Hours
Prerequisites: BF1900

Bulletin Description: Emphasis on the digital application of fashion activities that promote and stimulate the sale of fashion goods; practical experience in the preparation of special events; Sales promotions and publicity (particularly social media) similar to these initiated by apparel manufacturers, wholesalers, and retailers; criteria to analyze and evaluate these activities.

Outcomes
• Demonstrate an understanding of all fashion advertising and promotional activities
• Understand the processes involved in these activities: advertising, publicity, special events, visual merchandising, and selling.
• Criticize, evaluate, and create fashion advertising and sales promotion activities in all media.
• Be familiar with the periodicals, magazines, and business press pertaining to fashion, fashion advertising, and sales promotion.

Resources
2. WEBSITES FOR RESEARCH AND NEWS:
NYT, WSJ, WWD, Trendstop.com, Businessinsider.com, Census.gov, Influencermarketing, Trendreports.com, coolspottes.com, thefashionspot.com, Socialmediatoday.com

Evaluation
Tests and final 30%, (No make ups for semester tests)
Weekly Assignments 20%
Discussion is on Black Board 5%
Weekly Quizzes 5%
Term Project 40%

Civility
Civility and respect for others is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion or ability will not be tolerated.

Access-Ability Services
(d205, 718 368-5175) provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.
Assignment One Due Friday March 11
Availability: Item is hidden from students. It was last available on Mar 12, 2022 6:00 AM.
1. What is your favorite brand? Please describe.
2. How do they market their products?
3. Who is their Target Market?
4. What improvements would you make?

Assignment Due March 18
Availability: Item is hidden from students. It was last available on Mar 18, 2022 11:59 PM.
Can Instagram tie into Influencer marketing...In other words, how does it take you to the brand to buy (conversion)?

Assignment Due March 25
Availability: Item is hidden from students. It was last available on Mar 26, 2022 11:59 PM.
1. Go to SSENS.com
2. Who created this website? How did it get started?
3. What is its goal?
4. What is their target market?
5. Why is Generation Y the largest percentage of their customers?

Assignment Due April 15
Availability: Item is hidden from students. It was last available on Apr 15, 2022 11:59 PM.
What do you think are some of the clothing and accessory items in "the Power of the Dog" and will we see their influence in fashion? Why do some films influence fashion?

Assignment Due April 29
Availability: Item is hidden from students. It was last available on Apr 29, 2022 11:59 PM.
Generational groups are an important source of finding new customers...1. What are some of the characteristics of Millennials and why are they so sought after by brands?
2. Are Selfies still valid? Did the Pandemic make you and others more connected AND were you more affected by online marketing?

Assignment Due May 13
Availability: Item is hidden from students. It was last available on May 13, 2022 11:59 PM.
Crocs are now a 2.3 Billion Dollar business...How did they grow? What is their appeal? How are they marketed across social medial and other media?

Assignment Due May 20
Attached Files:
- Live video shopping is one of the most discussed trends in commerce right now.pdf (27.932 KB)
Please read the attached and tell me your impressions and how well this will work for fashion brands?
Weekly Schedule:

Week 1 Digital Fashion Marketing
Week 2 Websites and How They Find Their Customers
Week 3 Social Media and Fashion Marketing
Week 4 Test
Week 5 The Mobile Media Hub
Week 6 Film and Fashion
Week 7 Test 2
Week 8 Consumer Details
Week 8 Fashion on Demand
Week 9 Story Telling
Week 10 The Power of Search
Week 11 The Power of Date
Week 12 Review and plan for final