



Course Description – Curriculum

Subject : 2605413 Fashion Marketing

FASHION MARKETING

Credits : 3(3-0-6)

Course Condition: Prerequisite: 2605311

Description : Concept; types and characteristics of fashion products; history of fashion; fashion cycle and fashion industry overview; consumer behavior in market fashion; marketing roles in fashion industry; product design and development for fashion industry; fashion branding strategy; pricing of fashion products; distribution channels in fashion markets; fashion merchandising and retailing; range planning of fashion products; visual merchandising in fashion industry; brand image enhancement of fashion products and integrated marketing communication; laws and ethics in fashion industry.

