

2605413

Fashion Marketing

3(3-0-6)

FASHION MARKETING

Course Condition: Prerequisite 2605311

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.