

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 237

Credits: 3

Course Title: Fashion Coordination and Presentation

Course Description (including lecture hours, lab hours, total contacts)

Describes techniques of presenting fashion through shows, fashion clinics, workshops, and written and oral fashion reports. Discusses the planning, directing, and producing of a professional fashion show. Lecture 3 hours per week.

General Course Purpose

The present marketing venues and opportunities resulting from the strong presence of the internet, the proliferation of small entrepreneurial business startups, market diversity and the growing need for middle management staff by mass merchandisers, require more focused instructional experiences than traditional marketing programs.

Course Prerequisites/Corequisites: None

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Understand principles of staging, music, and lighting necessary to the successful production of a fashion event.
- b. Demonstrate the techniques of careful advance planning with attention to retail.
- c. Demonstrate the criterion for merchandise selection and fitting.
- d. Explain the process of model selection and rehearsal
- e. Integrate the importance of uniting promotional ideas and advertising skills to successfully market the fashion show.
- f. Develop skill of realistic delegation of fashion show responsibilities.
- g. Explain factors involved in budgeting and evaluation.
- h. Analyze the role of the fashion coordinator and his/her responsibilities for the production of a fashion show.
- i. Execute a fashion show from conception through production.

Major Topics to be Included

- a. Planning Fashion Shows
- b. Staging a Fashion Show
- c. Models and merchandise Selection
- d. Execution and Evaluation of Fashion Show
- e. Public Relations
- f. Fashion Direction and Coordination

Effective Date of Course Content Summary: September 2, 2008