FASHION MARKETING

时装营销

专业学习咨询热线

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FASHION MARKETING

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时装营销专业是为了让学生理解：如果一个学生想要步入专业时尚领域，必须拥有创造力及商业意识。这门课程提供给学生学习的机会，使他们拥有专业知识和技巧，以便更有效地形成他们自己的观点并学会表达。拥有商业、营销及相关课程的扎实基础再加上有创造力的时尚知识，本专业学生可以学会理解产品、顾客和市场人员是如何组合在一起工作的，以及如何应付技术以及时尚产业内的相关问题所带来的新挑战。经过训练，他们可以作出战略性决策并有信心地提出有效方案。个人学习目标加上教学战略和资源，作为教学沟通的一部分，会在教学过程中执行实施。这是学生的重点行动方案。在研讨会上学生的发展项目会得到个人及小组意见。鼓励学生参加小组项目，在学习过程中，小组项目也要评分。

The study of Fashion Marketing was designed with the understanding that fashion marketers need to enter the professional world with an eye for creativity and a mind for business. This programme is tailored to provide students with a learning experience that equips them with the knowledge and skill sets to develop and express ideas effectively. Tailored to blend creative fashion knowledge with a solid grounding of business, marketing and contextual studies, students will learn to understand how product, customer and market forces integrate, while introducing new challenges, technologies and issues facing the fashion industry. They will be trained to make strategic decisions and have the confidence to propose solutions, individual learning objectives along with strategies and resources will be established and implemented as a the learning contract, which forms into action plan for students. Research seminars will provide regular individual and group critiques of the project as it develops. Students are expected to participate as a group and will be continually assessed on their progress.

专业课程 / Course Modules

专业课程	Course Modules
色彩理论和服装设计原则	Colour Theory & Design Principles for Fashion
市场营销基础	Marketing Foundation
纤维与纺织面料学	Fibers and Textiles
服装史 1/2	History of Costume 1/2
学术研究与沟通技巧	Academic Research and Communication Skills
计算机绘图技能	Computer Graphic Skills FMM
服装工业制图	Technical Drawings
市场调研	Market Research
20 世纪风格与流行趋势	20th Century Styles and Trends
数码摄影	Digital Photography
服装营销与销售	Fashion Marketing and Merchandising
购买学原理	Buying Principles
整合时尚传播	Integrated Fashion Communication
品牌管理	Introduction to Brand Management
产品开发	Product Development
时装协调与推广	Fashion Coordination and Promotion
消费者行为研究	Consumer Behaviour
人力资源管理	Human Resource Management
财务管理	Financial Management
全球供应链管理	Global Supply Chain Management
感官营销	Sensorial Marketing
视觉营销	Visual Merchandising
时尚新闻	Fashion Journalism
时装营销项目 1/2	Fashion Marketing Project 1/2
行业实习	Industrial Attachment

课程介绍

Key Module Description

纤维与纺织面料学

学生会学习如何识别面料纤维的来源及属性，通过分析纤维和纱线的属性，阐明不同的纺纱方法和加工过程。同时还深入研究各种面料、面料的后整理以及面料的流行趋势。学生们还会学习不同面料之间的关系及如何成功运用到不同种类的服装并会讨论面料方面的最新发展。

服装史 1/2

本课程将介绍各个历史时期的服饰，纵观影响并改变服装的主要因素并且分析服装与艺术形式之间的关系。学生需识别各个阶段的服装特征，细节以及装饰品。

市场调研

本课程将介绍市场调查的基本组成部分，目的在于引导学生着手进行调查项目。通过各种调查技巧的学习如：所需信息筛选、样本选择、恰当的数据收集方法、最终的分析和解释，学生将学习到市场调查的实际运用。学生们需顺利通过实践学习并完成一项综合项目以通过此课程。

数码摄影

本课程旨在教会学生如何将摄影作为表达和交流的工具。学生们将挑战自我，用图像的方式解读、表现主题。学生们需完成一系列的作业和期末时装摄影项目以了解时装摄影。通过最终摄影课题，学生应展现使用数码相机和其它工具的能力。

服装营销和销售

通过实际操作，讲座，演示和实例等多样化方式使学生理解营销学中有关市场划分，消费者行为，营销组合的组成，市场分析，营销策略发展和评估制度等一系列概念。

学生需顺利通过实践学习并完成一项综合项目以通过此课程。

产品开发

本课程教授学生专业知识和技巧，以检测涉及服装及其它产品从设计到生产的整个开发过程的所有步骤。讨论质量控制的重要性和私有品牌发展的优劣势。学生们需顺利通过实践学习并完成一项综合学期项目以通过此课程。

时装协调与推广

本课程要求学生发起，设计并参与时装发布会和活动，类似于时装公司中时尚总监或者协调员的任务。参与为生产商或零售商所做的销售宣传活动的各方面。本课程包括讨论人口统计学，顾客意识，衣橱计划和筛选的概念，并会探索视觉展示的基本技巧如：如何通过时装发布会及宣传展示时尚。

每周教学计划安排由和发布会日期相关，但学生必须首先完成课程目标设置中的内容。

品牌管理

本课程强调品牌定位的重要性。学生将研究各种品牌战略，其缜密的建立过程，发展中的挑战应对，及其能够形成竞争壁垒的品牌定位战略，以达到长期占有市场份额的目标。

视觉营销

通过实际操作、授课、演示，提供学生相关知识及技巧，学会分析不同商店的陈设和销售系统。同时亦会探索如：固定装置、模特、灯光、展示原则和店内商品布局分配方面的内容。学生们需顺利通过实践学习并完成一项综合项目以通过此课程。

Fibers and Textiles

Students will learn to identify the origin and nature of textile fibers, analyze the properties of fibers and threads to explain the different spinning methods and processes. Different fabrics, fabric finishes and explanation of textile trends will also be explored. Students will learn to recognize the relationship between different fabrics and their successful application in various apparel categories, with a discussion of recent fabric development.

History of Costume 1/2

This module involves the identification of costumes and accessories for each historic period, the definition of major elements that influenced and changed costumes throughout history and the analysis of the relationship between costumes and artistic styles. Students will be required to identify costume characteristics, details and accessories of each period.

Market Research

This module is an introduction to the basic components of market research, with the primary objective of conducting a research project. The students will be taught practical applications by identifying the information required, selecting samples, choosing the appropriate data collection method and finally, analysing and interpreting the collected data. Students will have to successfully complete practical exercises and an integrated project in order to complete the module.

Digital Photography

The module is dedicated to understanding photography as a medium of expression and communication. Students will be challenged to find their own interpretation and approach to visualize themes with images. Students are expected to demonstrate an ability to use the digital media and tools competency in their final photographic project.

Fashion Marketing and Merchandising

The aim of this course is to provide students with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to understand market segmentation, consumer behavior, the components of the marketing mix, market analysis, marketing strategy development and evaluation. Students will have to successfully complete practical exercises and commence an integrated project in order to complete the module.

Product Development

This course provides students with the knowledge and skills to examine all steps involved in the development of garments and other related products, from designing to manufacturing. The importance of quality control and the advantages and disadvantages of private label development are also discussed. Students need to successfully complete practical exercises and an integrated term project in order to complete the module.

Fashion Coordination and Promotion

A module designed for the students to create, produce and participate in a fashion show and event as the tasks encountered by the Fashion Director or Coordinator. This involves the coordination of all aspects of sales promotion activities that may be used by a manufacturer or retailer. The module includes discussion of concepts of demographics, customer awareness and wardrobe planning and selection. Basic techniques needed for the visual presentation of fashion through fashion show production and promotion also will be explored. The weekly schedule will be determined by the date of the show; however, the underlying details in the objectives require to be fulfilled, prior to final show.

Introduction to Brand Management

This module is designed to emphasize the importance of branding. The module will investigate various branding strategies and articulate brand building, the challenges in brand development and designing branding strategies to form competitive barriers that work towards sustainable market share erosion.

Visual Merchandising

The course provides students with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to analyse various store layout and merchandising systems. Also, fixtures, mannequins, lighting, display principles and in-store merchandise distribution will be explored. Students will have to successfully complete practical exercises and commence an integrated project in order to complete the module.

课程介绍

时尚新闻

本课程向学生介绍时尚新闻中最基本的技能。学生将学习到视觉交流技能、风格化技能、预测性技能，流行趋势分析技能和鉴别技能。探索与不同消费者的一系列交流技能。学生还将会学习如何通过不同的媒介格式，如杂志，电视和网络传播原始信息。

时装营销项目 1/2

时装营销课题课程为期六个月，也是训练过程中的最后一个步骤，为学生踏入时尚营销领域作准备。

学生以团队形式，在为期 6 个多月的时间为某既定行业的客户或者特定的市场营销情景递交一份从八方面分析的市场营销计划或市场营销战略。学生将开展商业调研和进行信息搜集，并完成一系列指定参数的购买，陈列，人力资源，促销以及财务报表。学生们需顺利通过此综合项目才能通过该课程。

行业实习

必修课程中的实习课要求学生在学习期间必须完成实习项目。学生应当从事时装或相关产业公司工作，如：设计、采购、生产、营销、行政、活动管理、销售、营销、广告、店铺陈列、面料和产品开发及调研。学生需成功完成至少 24 天的实习并且写一份实习报告才能通过该模块的学习。

学术研究与沟通技巧

此课程涵盖设计系和营销系学生在学术背景中有关研究和沟通学习的重要方面。学生在整个学期中将通过参与各种团体活动以开发他们的小组合作技能。学生们将学会定位、理解并评估各种来自于书籍、期刊、网络和一手调查资料的信息以做出有效的研究。

通过这些信息资源，学生将会做出深入的分析报告并在课堂上做出演讲展示。课程将会包括以下技能的学习：一手资料的调查（通过对象小组及调查的方式进行），信息评估，信息意译，已有的参考系统的运用，有效沟通原则的运用及专业的文件演示。

Key Module Description

Fashion Journalism

This course introduces students to the basic techniques of fashion journalism. Students will learn the skills of visual communication, styling, forecasting, trend-analysis and tribe-spotting. They will explore a range of techniques to communicate with various audiences. Students will learn how to develop original messages through different media formats, such as magazines, television and internet.

Fashion Marketing Project 1/2

The Fashion Marketing Project is a six-month project and is one the last steps of the training process. It is introduced as a preparation for a career in fashion marketing. Student group will submit a marketing plan/strategy in eight parts over a six-month period for an industry client or specific marketing situation. Students conduct commercial research and gather information. They complete the buying, layout, human resources, promotion and financial statements within a given set of parameters. Students will have to successfully complete the integrated project in order to complete the module.

Industrial Attachment

For this module students are required to work in a fashion or fashion related company in the industry such as design, buying, sourcing, manufacturing, marketing, administration, event management, sales, marketing, advertising, store display, textiles or product development and research. Students will have to successfully complete a minimum of 24 workdays and create an internship report in order to complete the module.

ARCS

This unit covers key aspects of research and communication studies in academic contexts relevant to students of design and marketing. Students engage in collaborative learning activities throughout the term in order to develop their teamwork skills. Students learn to locate, understand and critically evaluate information from books, journals, the Internet and primary sources, in order to do effective research. Using these sources of information, students then produce an extended piece of analytical writing and give oral presentations to their peers. Skills in doing primary research (i.e. conducting focus groups and surveys), accessing and evaluating information, paraphrasing, using established referencing systems, applying the principles of effective communication and the professional presentation of documents are all covered during the module.