

LSC Use Only Proposal No:
LSC Action-Date:

UWUCC Use Only Proposal No: 13-198
UWUCC Action-Date: AP-4/8/14

Senate Action Date: APP-4/29/14

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Eun Jin Hwang	Email Address eun.hwang@iup.edu
Proposing Department/Unit HDES	Phone 7-2346

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

- New Course
 Course Prefix Change
 Course Deletion
 Course Revision
 Course Number and/or Title Change
 Catalog Description Change

Current course prefix, number and full title: _____

Proposed course prefix, number and full title, if changing: **FSMR 258-Fashion Brand Merchandising**

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

- Learning Skills
 Knowledge Area
 Global and Multicultural Awareness
 Writing Across the Curriculum (W Course)
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)
 Global Citizenship
 Information Literacy
 Oral Communication
 Quantitative Reasoning
 Scientific Literacy
 Technological Literacy

3. Other Designations, as appropriate

- Honors College Course
 Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

- Catalog Description Change
 Program Revision
 Program Title Change
 New Track
 New Degree Program
 New Minor Program
 Liberal Studies Requirement Changes
 Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Janet Blood</i>	9/26/13
Department Chairperson(s)	<i>Judalene B Bowers</i>	9/26/13
College Curriculum Committee Chair	<i>Janet Wachter</i>	10/31/13
College Dean	<i>Misc</i>	3.31.14
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>Gail Sedquist</i>	4/15/14

Received
 APR 15 2014
 Liberal Studies
 Received
 APR 1 2014
 Liberal Studies

Part II.

New Syllabus of Record

I. Catalog Description

FSMR 258: Fashion Brand Merchandising

3 class hours

0 lab hours

3 credits

Prerequisites: None

(3c-0l-3cr)

Focuses on contemporary concepts, phrases, branding terms, and theoretical frameworks for most fashion brand-relative activities. Applies concepts about the role of branding in fashion through projects, such as case studies, exercises, shadowing activities and developing their own fashion brand.

II. Course Outcomes:

Upon completion of this course the students will be able to:

1. Apply branding concepts to create a personal/fashion brand.
2. Demonstrate the value and importance of the brand for the company and the customer.
3. Define the branding process and develop a roadmap for creating a brand.
4. Analyze the differences between a brand repositioning, re-launch and revitalization.
5. Propose effective options and channels for communicating the brand.
6. Summarize positioning and branding strategies for private and premium brands.
7. Critique agents of change related to fashion brand and their origin suggesting ways to manage or overcome them.

III. Course Outline

- | | |
|--|----------------|
| A. The Brand | 3 hours |
| 1. The Brand | |
| 2. Brand Logic | |
| 3. The Definition | |
| 4. Brand Issues | |
| a. Who is responsible for the brand? | |
| b. Types and levels of brands | |
| c. Categories Based on Segment | |
| d. Brand Life Cycle | |
|
 | |
| B. The Branding Process Phase One: The Brand Decision and Positioning | 6 hours |
| 1. The Brand Decision: The Vision | |
| a. Mission and vision statements | |
| b. Decision making in the fashion industry | |
| c. Branding and marketing | |
| d. Determining the brand level | |
| e. The company | |
| f. The customer | |
| g. Culture and external influences | |
| 2. The Positioning Strategy | |
| a. The product mix | |
| b. Identity | |
| c. Positioning on the basis of product mix | |
| d. Positioning on the basis of brand identity | |
| e. Positioning phases | |
| f. A new positioning approach | |
| g. The positioning statement | |
|
 | |
| Exam #1 | 1 hour |

C. The Branding Process Phase Two:

Communicating, Launching, and Evaluating the Brand

6 hours

1. The Brand Communication
 - a. Revisiting the four Ps: Product, Place, Price, and Promotion
 - b. Value, Identity, Product mix (VIP) Models
 - c. Communication channels
 - d. Co-branding
 - e. Brand launch
2. Evaluation and Brand Audit
3. Growth Strategies
4. Brand Repositioning, Re-launching, and Revitalization
5. Brand Failure
6. Where Do We Go from Here?

D. Luxury Fashion Brands

5 hours

1. Why Luxury Brands?
2. Defining Luxury Brands
3. Branding for Luxury: The Luxury Brand Consumer
4. The Brand Decision: The Brand Vision
5. The Product Mix
6. Brand Identity
7. Positioning Strategy
8. The Brand Evaluation and Audit
9. Brand Growth
10. Luxury Brands and Economic Downturns
11. Luxury and Traditional Marketing Principles
12. How to Create a “Star” Luxury Brand

Exam #2

1 hour

E. Mass-Market Fashion Brands **3 hours**

1. Mass-Market vs. Luxury Brands
2. Premium Brands: The New Luxury or New Luxe
3. Private Labels

F. Retail Brands **5 hours**

1. Product vs. Service
2. The Retail Brand Decision
3. The Retail Consumer
4. The Retail Concept
 - a. The retail channels
 - b. Positioning based on a retail concept
5. The Merchandise
6. The Price
7. Location
8. Service
9. Store Experience
10. Communication
11. Growth
12. E-tailing

Exam #3 **1 hour**

G. iBrand: The Age of Interactive Wireless, and Virtual Brands **6 hours**

1. The Interactive Brand: Mass Customization
2. The Wireless Brand: RFID and Mobile Technologies
 - a. M-branding
 - b. Beaming
 - c. Audio Targeting
3. Wireless Technology and the Fashion Branding Process
4. The Virtual Brand: The World of Social Networking

- a. Blogging
 - b. Social Networks
5. Virtual Environments and the Fashion, Branding Process

H. Redesigning the Brand 5 hours

- 1. The Impact of New Technologies and Models
- 2. Microbrands
- 3. Experiential Branding
- 4. Positioning
- 5. Image
- 6. The Relationship Redefined
- 7. Redesigning the Brand?

Final Exam 2 hours

IV. Evaluation Methods

The final grade will be determined as follows:

40%	Exams	Four exams (three during the semester and one during final exam week). The examinations could include multiple choices, true/false, short answer/essay, problem solving with material derived from lecture notes, text(s), and class handouts.
60%	Projects	“Creating Your Own Fashion Brand” and “Brand Shadowing” projects and in-class assignments.

V. Grading Scale

A: 90% - 100% B: 80 – 89% C: 70 – 79% D: 60 – 69% F: < 60%

VI. Attendance Policy

Student learning is enhanced by regular attendance and participation in class discussion, therefore the instructor expects all students to attend class. The attendance policy for this

class follows the Undergraduate Course Attendance Policy, which is included in the Undergraduate Catalog. The total number of absences should not exceed one week of class.

VII. Required textbooks, supplemental books and readings

Hameide, K. K. (2011). *Fashion branding unraveled*. New York: Fairchild Books.

VIII. Special Resource Requirement

None.

IX. Bibliography

Abellan, M., & Minquet, J. M. (2010). *Fashion branding*. London, UK: Trans-Atlantic Publications.

Brennan, B., & Schafer, L. (2012). *Branded!: How retailers engage consumers with social media and mobility*. Hoboken, NJ : Wiley & SAS Business.

Chevalier, M., & Mazzalovo, G. (2008). *Luxury brand management: A world of privilege*. Hoboken, NJ: Wiley.

Hancock, J. (2009). *Brand/story: Ralph, Vera, Johnny, Billy, and other adventures in fashion branding*. New York: Fairchild Books.

Kendall, G. (2009). *Fashion brand merchandising*. New York: Fairchild Books.

Meadows, T. (2009). *How to set up and run a fashion label*. London, UK: Laurence King Publishers.

Okonkwo, U. (2007). *Luxury fashion branding: Trends, tactics, techniques*. Hampshire, UK: Palgrave Macmillan.

Rath, P. M., Petrizzi, R., & Gill, P. (2012). *Marketing fashion: A global perspective*. New York: Fairchild Books.

Tungate, M. (2012). *Fashion brands: Branding style from Armani to Zara*. London, UK: Kogan Page.

Wheeler, A. (2009). *Designing brand identity: An essential guide for the whole branding team*. Hoboken, NJ: Wiley & SAS Business.

Ziv, Y. (2011). *Fashion 2.0: Blogging your way to the front row- the insider's guide to turning your fashion blog into a profitable business and launching a new career, Vol. 1*. North Charleston, SC: CreateSpace.

Course Analysis Questionnaire

- A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

This course is intended to be taken during any semester within the B.S. Fashion Merchandising Program for Major Control Electives or Free Elective credits but not limited to only Fashion Merchandising majors.

- A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

This course does not require changes in any other course in the department.

- A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

This course has been offered at IUP on trial basis as a special topic.

Semester	Time	Enrollment		
		Maximum	Actual	Remains
Summer I, 2011	May 31 – July 01	30	31	-1
Spring, 2012	Jan. 23 – May 10	40	51	-11
Summer II, 2012	July 09 – Aug. 10	35	16	19

- A4 Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

This course is not intended to be dual-level.

A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

This course is not to be taken for variable credit.

A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

Following are two examples of similar courses, among others:

FASHION INSTITUTE TECHNOLOGY, New York, NY – *School of Continuing and Professional Studies – Brand Management Experience Descriptions, Certificate Program*

SXB 200 Brand Marketing Communications for Image and Meaning

Increasing and sustaining brand power and brand equity is vital for corporations, retailers, and designers. Learn to develop the necessary brand management skills to create new ideas for product and process positioning to advance your brand's image and meaning.

Experience how integrated marketing communications (IMC) is used to invent new brand strategies and creative executions incorporating a mix of advertising, public relations, publicity, sales promotion, special events, interactive/direct marketing, and viral marketing. Discover how to keep the positive buzz going, via word-of-mouth and viral media. Special emphasis is placed on the growing influence of social media that necessitates use of customer relationship management (CRM) to execute better relationships and brand loyalty. Examples of IMC campaigns are discussed and analyzed in preparation for each participant's own brand marketing communications plan.

SXB 250 New World Branding: Social Media Applications and Impact

Social media is the new buzz. Are you with a company rushing to get into it or afraid not to? Have you seen or experienced well-crafted and heavily financed marketing strategies negatively impacted by a lone stealth blogger? This program lays out all the phases of

social media, what it is, and how to use it logically and effectively. Whether you have started or need to get going, get direction on how to implement and leverage popular social media to foster brand awareness and acquire and retain customers. Learn how to produce content relevant to stimulating your customer relationships. Program features how to integrate social media marketing with offline strategies and traditional media plans. Information on brand risk management and the skill sets necessary to building social media initiatives and staff are included. Excellent follow up to SXF 115.

A7 Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

No content of the proposed course is recommended or required by a professional society; accrediting authority; law or other external agency.

Section B: Interdisciplinary Implications

B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

This course could be taught by any FSMR instructor.

B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

The Marketing Department offers MKTG 443: New Product Design and Branding. In contrast, the content of this course will mainly cover Fashion brands. The FSMR Program has received a support letter from the Marketing department. Since we have many students who are double majoring in Fashion Merchandising and Marketing, the Marketing

Department will accept this course as a substitution class for a Marketing Elective. FSMR is considered a 'Complementary Area' within the Marketing Curriculum.

- B3 Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

This course is not cross-listed.

Section C: Implementation

- C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

No new faculty member will be required to teach this course. Current FSMR faculty will be rotated to teach the class so that this course will fit into the rotation schedule(s) of current faculty. No other courses will be taught less frequently or in fewer sections.

- C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

No additional resources will be required.

- C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

There are no grant-funded resources involved in the teaching of this course.

- C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

This course is proposed to be offered at least once a year.

- C5 How many sections of this course do you anticipate offering in any single semester?

It is anticipated that a minimum of one to two sections will be taught during a semester.

- C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

Due to classroom space, approximately 37 students can be accommodated, therefore that should not be exceeded.

- C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits.

- C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

This course will not be offered as a distance education course.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

No additional information is proposed.

Part III. Letter of Support or Acknowledgement

Please see attachment.

Subject: RE: Support letter**From:** Parimal Bhagat <bhagat@iup.edu>**Date:** 09/11/13 08:35 AM**To:** 'Eun Jin Hwang' <eun.hwang@iup.edu>**Cc:** Framarz <framarz.byramjee@iup.edu>

Eun:

The Marketing Department is pleased to support the Fashion Merchandising Department in their offering of the Fashion Brand Merchandising course in their curriculum. For double majors in FSMR and Marketing, we will be glad to accept this course as a substitute for a Marketing Elective since FSMR is considered a "Complementary Area" within our curriculum.

I look forward to working with you in the future.

Regards Pari

Parimal S. Bhagat, Ph.D.
Professor of Marketing
Chair, Marketing Department

402A Eberly College of Business and IT
Indiana University of Pennsylvania
Indiana, PA 15705
(724) 357 3315 or (724) 357 3170 (Ms. Kathie McCurdy)
Office hours: TWR 9:30-10:30 am; TR: 1:30-2:30p and by appointment.
"Criticism is something we can avoid easily by saying nothing, doing nothing, and being nothing." - Aristotle

-----Original Message-----

From: Eun Jin Hwang [<mailto:eun.hwang@iup.edu>]
Sent: Monday, September 09, 2013 9:29 AM
To: Parimal Bhagat
Cc: Eun Jin Hwang
Subject: Support letter

Dear Dr. Bhagat,

Good morning. I am sorry to bother you this morning with this matter. I am trying to offer "Fashion Brand Merchandising Course" starting next semester. Since we are doing dual baccalaureate program I want to know whether you can support this class or not. It has been offered as special topic course three times and I need to make this course to real course. I just want to know whether you can support this class or not. If you do please send me an e-mail to me about your opinion so I can attach to a course proposal. I also attached a syllabus for this course so you can review it.

Thank you very much for your time and have a great day.

Sincerely,

Eun Jin

Eun Jin Hwang, Ph.D
Associate Professor, Coordinator, Fashion Merchandising Program Department of Human Development and Environmental Studies Ackerman Hall, Room 208 Indiana University of Pennsylvania Indiana, PA 15705-1037
Phone: 724-357-2346
Fax: 724-357-5941