

FASHION COMMUNICATION, PROMOTION, AND MEDIA 2019/2020 COURSE DESCRIPTIONS

(COURSES SUBJECT TO CHANGE)

FALL SEMESTER:

FTFCWF310 Writing for the Fashion Industry, 3 Credits.

Description: This course introduces writing techniques in the fashion industry. Topics bridge the gap between core writing classes and higher-level fashion courses concentrating on merchandising and promotion by presenting writing strategies intended for the different writing styles required in the industry. Students will learn the methods of effective writing for fashion reports and forecasts, fashion show scripts, public relations, catalog, direct mail, trade and consumer magazines, and online channels. Case studies illustrate examples of effective and ineffective writing.

BUMKRS325 Retail and Sales Strategies Experiential Learning, 6 Credits.

Description: This course focuses on exposure to sales and retail through an understanding of the strategies related to the supply chain, competitors, suppliers, and customers. Coursework will provide students with the knowledge of the tools and decisions applied by international and Italian companies to maintain clientele loyalty. The managerial component of the course will also give students an understanding of basic management methods in terms of product flow, marketing tools, and geography-specific analysis in retail marketing. This course includes experiential learning hours with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The experiential learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem-solving, leadership, and management.

DIPHFP210 Introduction to Fashion Photography, 3 Credits.

Description: The course is based on a series of theoretical lectures on the technical, cultural, visual, and historic aspects of fashion photography. Fashion photography history will be analyzed from the beginning of the 20th century through contemporary works, following the continuously changing fashion styles and trends of today. This introductory course will concentrate on the technical and logistical aspects of fashion photography using natural light and light basic metering. This course combines introduction to photographic techniques with an emphasis on fashion photography. The first six lessons students will be guided through basic (introductory) camera usage. The later part of this course students will be challenged on basic fashion photography assignments. This class includes experiential learning with CEMI. NOTE: This course is for beginners. The first half of the course will be devoted to understanding camera functions and basic printing. During this period assignments will emphasize basic camera functions in manual mode.

CPPULM330 Magazine Editing and Publishing I, 3 Credits.

Description: The first of a two-part series on magazine production, this course gives students a professional magazine production experience as an academic course. Students, under the supervision of faculty members, will curate every phase of production brainstorming, design, writing, photos, editing, layouts, production, and distribution of a professional lifestyle magazine produced by the institution. The magazine and its semiannual format will represent the student's approach to living in Florence and topics such as the arts, gastronomy, travel, style, city scenes, etc. from a cutting edge perspective that seeks to challenge and go beyond the surface of a city. Course projects and activities will interact with the journalism activities of Blending, the magazine of FUA's campus press Ingorda. This project requires additional hours outside of regularly scheduled class times. This class includes experiential learning with CEMI.

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BUMKFM360 - Strategic Fashion Marketing, 3 Credits.

Description: The world of global fashion is becoming increasingly complex as the market evolves. This course is designed to respond to the challenges presented by the competitive environment that the fashion industry is facing. Students will acquire knowledge on how to develop strategic fashion marketing plans in order to respond to continuous economic and environmental changes. In addition, students will learn how different business environments require equally different strategic and competitive behavior from the players involved. A number of fashion business case studies will be analyzed with a particular emphasis on the Italian market. Branding and brand management will be an integral part of the course, especially with regards to how brands acquire and sustain value in the marketplace. The course explores how successful marketers develop, manage, and protect brands. A focus on successful case histories, visits to fashion enterprises, as well as case analyses will complete the course and help students gain practical examples of how markets adapt and grow in this highly competitive industry. Prerequisites: Introduction to Fashion Marketing, Introduction to Marketing, or equivalent.

SPRING SEMESTER:

Course Descriptions Coming Soon!

- Magazine Editing and Publishing II Experiential Learning (session I)
- Advanced Fashion Photography (session II)
- Fashion Styling (session II)
- Fashion Icons: Trends and Lifestyle (session III)
- Fashion Show Production, Coordination, and Promotion (session IV)