



UNIVERSITI TEKNOLOGI MARA

FES253: FASHION MANAGEMENT

Course Name (English)	FASHION MANAGEMENT APPROVED
Course Code	FES253
MQF Credit	2
Course Description	Fashion Management students will be introduced to the current practice of fashion garment categories in the fashion industry. The students are exposed to fundamental fashion brand marketing. The students must work as a team to conduct a fashion showcase and community program.
Transferable Skills	Teamwork Leadership Communication
Teaching Methodologies	Lectures, Studio, Field Trip, Discussion, Presentation, Project-based Learning
CLO	CLO1 Identify the fundamental of fashion management in fashion industry. CLO2 Describe fashion brand marketing in apparel retail. CLO3 Demonstrate teamwork skills in organizing fashion showcase and community program.
Pre-Requisite Courses	No course recommendations
Topics	
1. Fundamental Fashion Management 1.1) The Business of Fashion 1.2) Trend Prediction, Transition and Communication 1.3) Fashion Business Proposal	
2. Fashion Branding 2.1) Brand Marketing 2.2) Brand Positioning 2.3) Brand Research	
3. Introduction to Fashion Showcase and Community Program 3.1) Planning Community Program 3.2) Organizing Community Program 3.3) Types of Fashion Show 3.4) Planning a Fashion Show 3.5) Conduct a Fashion Show	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	This assignment required students to take part as a production crew to organize a fashion showcase.	40%	CLO3
	Group Project	This assignment required students to demonstrate and apply their acquired knowledge and understanding of the local fashion industry.	20%	CLO1
	Individual Project	This assignment required students to demonstrate and apply their knowledge and understanding of the local fashion industry.	20%	CLO2
	Individual Project	This assignment required students to work as a team to conduct a community program.	20%	CLO3

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Gurmit Matharu 2010, <i>What is Fashion Design?</i>, Rockport Publishers Switzerland [ISBN: 9782888930082] • Gwyneth Holland,Rae Jones 2017, <i>Fashion Trend Forecasting</i>, 4th Ed., Laurence King Publishing [ISBN: 9781786270580] • Gwyneth Moore 2012, <i>Basics Fashion Management 02: Fashion Promotion</i>, A&C Black [ISBN: 9782940411870] • Judith C. Everett,Kristen K. Swanson 2015, <i>Guide to Producing a Fashion Show + Studio Access Card</i>, 3rd Ed., Fairchild Books [ISBN: 9781501395321] • Leslie Davis Burns,Kathy K. Mullet,Nancy O. Bryant 2011, <i>The Business of Fashion</i>, 2nd Ed., Fairchild Books [ISBN: 9781609011109] • Steven George Hayes,John McLoughlin,Dorothy Fairclough 2012, <i>Cooklin's Garment Technology for Fashion Designers</i>, 2nd Ed., John Wiley & Sons United Kingdom [ISBN: 9781405199742] • Susan Dillon 2011, <i>The Fundamentals of Fashion Management</i>, A&C Black Switzerland [ISBN: 9782940411580]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	