

**Career Occupation\*  
(if applicable)**

*Fashion Marketer, Wholesaler, Buyer, Personal Stylist, Retail Manager, Editorial or Commercial Stylist, Apparel Production Manager/Coordinator, Virtual Merchandiser*

**Learning Objectives\***

**Upon completion of this program the successful student will have reliably demonstrated the ability to:**

**MODULE 1:**

**PRINCIPLES + FOUNDATIONS** (Fashion History / Textiles / Fundamentals)

**(100 hours)**

- *Determine the major historical design movements and apparel trends and identify their relevance to contemporary fashion design.*
- *Develop a fashion vocabulary, as they illustrate the process of product creation from concept to delivery.*
- *Recognize the principles and elements of design including fit, color, silhouette, balance and ratios which apply to the fashion and marketing worlds.*
- *Demonstrate the technologies used in product development, including key garment construction methods and software applications centric to the industry.*
- *Investigate and organize fiber technology relevant to specific garment sectors.*

**. BRANDING**

**(80 hours)**

- *Classify and explore major selling channels like E-commerce, brick-and-mortar, and other DTC outlets.*
- *Identify and serve a niche target market through product positioning, leveraging technology and setting strategic marketing goals.*
- *Examine the major characteristics that influence consumer behaviour, and define the demographic, psychographic and behavioural decisions which influence a products perceived success.*
- *Develop strategic planning and presentation methods.*

## Fashion Marketing Diploma

- *Assess and determine key trends in consumer usage and requirements specific to apparel/accessories.*
- *Interpret market opportunities and differentiation for a new product across the retail channels.*
- *Demonstrate critical thinking to apply the design process in consideration of contemporary social issues.*
- *Sketch and design product packaging related to sustainability.*
- *Communicate value.*

**BUSINESS ENTREPRENEURSHIP****(80 hours)**

- *Employ local governmental resources to help establish and legitimize their business.*
- *Examine and define the supply chain metrics specific to the apparel sector.*
- *Predict challenges to managing a business including setting performance monitoring standards.*
- *Organize financial statements and understand theories of cash flow and venture capital.*
- *Inspect the unique requirements of e-commerce development.*
- *Report on trends in socio-political terms and how they affect the fashion business.*
- *Criticize ethics and professional standards.*
- *Distinguish best-practices related to product development*
- *Create industry-relevant tech packs and spec sheets.*

**MODULE 2:****ART + TECHNOLOGY****(60 hours)**

- *Arrange professional and challenging compositions in the Adobe Creative Suite programs Photoshop and Illustrator.*
- *Recognize these illustrative programs as compositional tools and experiment with the principles of visual literacy on a digital platform.*
- *Construct projects related to art, copy and design to a brief.*
- *Explore the relationship between advertising, design and visual presentations.*
- *Apply creative tools to communicate with various vendors*

**CAREER PREPARATION****(80 hours)**

- *Practice the knowledge of self awareness related to competitive skill assessment and self promotion.*
- *Relate their unique key selling points through professional methods of communication and networking exercises via digital and manual applications (resume / CL / LinkedIn)*
- *Communicate business solutions which drive innovation for the creative apparel industry.*
- *Develop oral, written and presentation skills and techniques.*
- *Practice leadership and interpersonal skills utilizing proper industry jargon and terms.*

**FORECASTING****(60 hours)**

- *Identify, analyze and respond to macro and micro trends both locally and globally.*
- *Examine the motivational factors which influence change within the apparel sector.*
- *Illustrate brand positioning, market testing and other strategies which influence brand recognition.*

**DIGITAL MARKETING FOR FASHION + SOCIAL MEDIA****(60 hours)**

- *Organize activities and campaigns across new media platforms.*
- *Demonstrate specific and effective targeted marketing strategies based on case studies.*
- *Predict best-practices and manage customer engagement.*
- *Organize, analyze and react to data.*
- *Translate marketing strategies to build brand awareness and increase profits for an apparel company.*
- *Classify key areas of sourcing and fulfillment related to digital micro-conversions.*
- *Create a WIX website for a specific line of products.*

**MODULE 3:****WHOLESALE + BUYING / PLANNING****(80 hours)**

- *Interpret the interaction between the design, wholesale and retail aspects of the apparel industry.*
- *Paraphrase wholesale terminology and protocol to communicate effectively and establish strong professional relationships.*
- *Apply organizational strengths to receiving and preparing samples, attending trade-shows and writing orders.*

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- *Predict and plan mark-up, margins and other retail buying math.*
- *Investigate the benefits, both financially and ethically, between near and off-shore production cycles.*
- *Employ visual and operational skills to set up a showroom and present multiple lines.*
- *Refine your creative intuition in order to serve a niche.*

**FASHION MERCHANDISING + VISUAL MERCHANDISING +  
RETAIL SALES****(60 hours)**

- *Recognize the dynamic contemporary retailing strategies and how they relate to analysis, selection, assortment and consumerism.*
- *Contrast the history of retail trends, including the still-burgeoning world of DTC sales and micro-conversions.*
- *Determine merchandise mix best practices related to conceptual and practical platforms.*
- *Demonstrate the design methods employed for retail, including visual presentations reflecting a knowledge of both sales presentation and artistic principles.*
- *Practice window and in-store displays via case studies.*
- *Diagram the mathematical flow of a retail space related to planning and pricing.*

**FASHION SHOW PRODUCTION / PR / EVENT PLANNING****(60 hours)**

- *Relate graphic and design trends to environmental projects.*
- *Examine and explore trade resources related to space, lighting, props to help produce effective experiences.*

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- *Create both digital and physical models to punctuate their skills.*
- *Contrast PR history, theories and trends with the influence of social media.*
- *Evaluate, distinguish and execute PR strategies for niche case studies.*

**FASHION STYLING (PERSONAL / EDITORIAL)  
(60 hours)**

- *Experiment with the practical and creative skills used within the sectors of styling.*
- *Classify the needs of specific clients through experimentation with the principles of design.*
- *Relate the professional protocol for styling to a brief for editorial and feature photography work.*
- *Recognize the important roles a stylist plays in the visual communications of the apparel and fashion industries*
- *Practice the proper presentation methods of garments across multiple mediums.*

**Method(s) of Evaluation\***

*Courses are broken up into small projects that come together to make a cohesive visual understanding of Fashion Marketing. Presentation format and style is determined by each student. Students will receive a written evaluation on a regular basis and at least once before 30% of the hours of instruction of the program have been provided*

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**Completion Requirements\***

*The Cut Academy will use the following grade scale to determine each students grade through their work.*

*Students must receive an average of 75% from all the assignments in order to pass the course.*

Grade	Scale	US Grade	Notes
A+	90.00 - 100.00	A+	
A	85.00 - 89.99	A	
A-	80.00 - 84.99	A-	
B+	76.00 - 79.99	B+	
B	72.00 - 75.99	B	
B-	68.00 - 71.99	B-	
C+	64.00 - 67.99	C+	
C	60.00 - 63.99	C	
C-	55.00 - 59.99	C-	
D	50.00 - 54.99	D	
I	0.00 - 49.99	F	Temporary
F	0.00 - 49.99	F	Permanent

*Must receive 50% or above to pass the following assignments. Assignmnets will be graded on selected criteria per assignment:*

**Program Organization\***

Title of Course	# of Hours*
Principles & Foundations	100
Branding	80
Business Entrepreneurship	80
Art & Technology	60
Career Preparation	80
Forecasting	60
Digitl Marketing for Fashion & Social Media	60
Wholesailing Buying & Planning	80
Fashion Merchandising, Visual Merchandinsing & Retail Sales	60

Fashion Show Production, PR & Event Planning	60
Fashion Styling, Personal & Editorial	60

**Program Timeline**

<b>TERM 1</b>	<b>TERM 2</b>	<b>TERM 3</b>
<b>Study:</b> Principles and foundations  Branding  Business Entrepreneurship	<b>Study:</b> Art and Technology  Career Preparation  Forecasting  Digital Marketing	<b>Study:</b> Wholsailing Buying & Planning  Fashion Merchandising, Visual Merchandising & Retail Sales  Fashion Show Production, PR, & Event Planning  Fashion Styling, Personal & Editorial

**MATERIALS**

Sketchbook - 5"X7" Wirebound

Sketchbook - 11"X14" Wirebound



Notebook and/or journal (11x14) for ideas/concepts and for cumulative project development

Mechanical Pencil(s)

Gum Eraser(s)

Clear plastic ruler 2" by 18"

Colored pencils/markers/pastels, tape and/or glue, magazines/internet images or tear sheets/wipes as needed, fabric swatches, scissors/stapler

Plastic measuring tape

## BOOKS

### CAREER PREP

What They Didn't Teach You in Design School:

What you actually need to know to make a success in the industry

### ART AND TECHNOLOGY

Contemporary Art and Digital Culture

Documents of Contemporary Art: Systems

Digital Art by *Christiane Paul*

### BUSINESS ENTREPRENEUR

Outliers by *Malcolm Gladwell*

Brand New Name: A Proven, Step-by-Step Process to Create an Unforgettable Brand Name Real Artists

Don't Starve: Timeless Strategies for Thriving in the New Creative Age

### BRANDING

Brand Flip, the: Why customers now run companies and how to profit from it (Voices that Matter)

The Brand Gap by *Marty Neumeier*

### FASHION

The Business of Fashion: Designing, manufacturing and marketing.

by *Davis Burns , Leslie , Kathy Mullet and Nancy Bryant* . New York: Fairchild, latest edition