Fashion Information Analysis

CATHOLIC UNIVERSITY OF KOREA

강 의 계 획 서

2016학년도 제1학기

교과목명	국 문	패션정보분석			
	영 문	Fashion Information Analysis			
과목번호-분반	00976-01	이수구분	제1전공선택	시간/학점	3/3
요일 및 시간 (강의실)	월2~4(M212)	수강대상		선수과목	
담당교수	성 명	연구실	전화번호	E-MAIL	
	정혜정			jayski@snu.ac.kr	
Web Site			영어강의 유형		

1.교과목 개요

Collecting, analyzing, and applying fashion market and consumer trend information to develop value-added apparel and textile products with merchandising and promotion campaigns for target markets.

2. 강의목표

The course aims to provide students with an understanding of the fundamentals in analyzing the fashion-related information. On successfully completing this course, students will be able to
1. collect and analyze fashion marketing environment information in both domestic and global marketplaces;
2. assess and realize diverse fashion consumer and current market trend information;
3. create a forecast of a specific clothing classification using predictive websites, publications, and field research to provide color, fabrics, silhouette, and so on that are one year ahead; and
4. apply fashion information analysis to develop fashion marketing mix and merchandising strategies into the real market situation.

3. 강의방법

Lecture, Presentation & Discussion of Assignments, Practical session, Field research

4. 평가방법

Assignment & Presentation (60%), Exam (30%), Attendance & Participation (10%)
*Exam: quiz (Fashion market and consumer information-related terminology & theory)
*Student Responsibilities
1) Attendance is required. Please be on time. In case of absence, it is the responsibility of the student to notify the instructor. More than 1 absence will jeopardize your grade in the course (late three times →1 absence, five times absences → F grade).
2) ALL ASSIGNMENTS ARE DUE ON THE DATE IN THE SYLLABUS at the beginning of class. Late submission will not be accepted. Written work must be typewritten (11 point font, 1.5 spaced, MS word standard) in neat form. Must write the assignment title, course title, your name/student ID#, and submission date on the front cover and include page numbers.

5. 과제물

1) Individual Assignment (20%): "Fashion Trend Watching"
: Report (A4 5 pages) & PPT Presentation (limited to 10 minutes, 2~3 students will prepare the presentation in the corresponding week.)
2) Team Project (40%): "Development of New Fashion Product Line or Brand"
: 4~5 make a team and work for developing a new fashion product line or brand based on the information which students collect and analyze with team members. (Peer evaluation: All team members MUST participate in a team project.)

6. 실험, 실습계획

7. 관련강의

8. 교재

도서명	출판사	저자	연도	교재여부
Fashion Forecasting: Research, Analysis, and Presentation (3rd ed.)	New York, N.Y.: Fairchild Publications.	Brannon, E. L.	2010	교재
패션산업과 정보	서울: 교학연구사	이호정, 김문영	2008	부교재
패션 머천다이징 실제	서울: 교학연구사	이호정, 정송향	2010	참고도서
21세기 패션마케팅	서울: 창지사	최선형, 박혜선, 손미영, 전양진	2010	참고도서
마케팅 중심시각의 패션시장조사	서울: 섬유저널사	정상길	2006	참고도서

9. 강의일정 및 내용

주	기간	강의내용	참고자료	비고
1	2016-03-02 ~ 2016-03-08	Class Overview Introduction to Fashion Industry and Information		
2	2016-03-09 ~ 2016-03-15	Classification of Fashion Information The Change of Fashion Market Environment		Reading: Handout. 1 Make groups for team project
3	2016-03-16 ~ 2016-03-22	Introduction of Innovation The Direction of Fashion Change		
4	2016-03-23 ~ 2016-03-29	Fashion Market Structure		Reading: Handout. 2 Submit Individual Assignment
5	2016-03-30 ~ 2016-04-05	Collecting Information to Analyze Fashion Trends : Methods & Cases		Reading: Handout. 3 Present the individual assignment
6	2016-04-06 ~ 2016-04-12	Collecting and Analyzing Fashion Influences and Consumer Information		Reading: Handout. 4 Present the individual assignment
7	2016-04-13 ~ 2016-04-19	Analysis of Fashion Fabrics and Color Trend		Reading: Handout. 5 Submit Team Project Proposal
8	2016-04-20 ~ 2016-04-26	Analysis of Fashion Styles(Men’s/Women’s Wear)		Reading: Handout. 6 Present the individual assignment

주	기간	강의내용	참고자료	비고
9	2016-04-27 ~ 2016-05-03	Field Research: Fashion market research "street fashion" analysis		
10	2016-05-04 ~ 2016-05-10	Socio-cultural Environment in Fashion Industry		Reading: Handout. 7 Present the individual assignment
11	2016-05-11 ~ 2016-05-17	Methodology of Fashion Field Research		Reading: Handout. 8 Present the individual assignment
12	2016-05-18 ~ 2016-05-24	Fashion Marketing Information: 4Ps, STP		Reading: Handout. 9 Present the individual assignment
13	2016-05-25 ~ 2016-05-31	Analyzing Fashion Retail Environment and Relative Information		Reading: Handout. 10 Submit Take-Home Test Paper
14	2016-06-01 ~ 2016-06-07	Reading Day		
15	2016-06-08 ~ 2016-06-14	Analyzing Competitive Situation in Fashion Business Planning Fashion Merchandising/Marketing Strategies		Reading: Handout. 12
16	2016-06-15 ~ 2016-06-21	Presentation of Team Project		Submit Team Project Paper