								Document Code
	Universitas Negeri Surabaya **Faculty of Engineering,** **Undergraduate Study Program, Fashion Design Education**							

SEMESTER LEARNING PLAN

Courses		CODE	Course Family		Credit Weight			SEMESTER	Compilation Date
Fashion Marketing*		8321202076			T=2	P=0	ECTS=3.18	4	July 17, 2024
AUTHORIZATION		**SP Developer**		**Course Cluster Coordinator**			**Study Program Coordinator**		
		....		....			Imami Arum Tri Rahayu, S.Pd., M.Pd.		

Learning model	**Project Based Learning**

Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**
	Program Objectives (PO)
	PLO-PO Matrix

	P.O

PO Matrix at the end of each learning stage (Sub-PO)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Short Course Description	This course contains the study and understanding of the concepts of fashion marketing, fashion market and marketing environment, marketing mix, marketing research, fashion distribution, fashion marketing communication, advertising, labels and packaging. Learning is carried out by applying a constructivist approach. The learning activity ends by creating a Fashion Marketing Planning (Business Plan) and presenting it.

References	Main :	

1. Bendoni, Wendy K, 2017, Social Media For Fashion Marketing: Storytelling in a Digital World, New York: Bloomsbury Publishing Plc.
2. Bickle, Marianne C, 2011, Fashion Marketing Theory, Principles & Practice , New York: Fairchild Books.
3. Bon, Caroline Le, 2015, Fashion Marketing Influencing Consumer Choice and Loyalty with fashion Products, New York: Business Expert Press, LLC.
4. Easey, Mike, 2009, Fashion Marketing –Third Edition , UK: Wiley-Blackwell A John Wiley & Sons Ltd. Publication.
5. Greenwood, Gaynor Lea, 2013, Fashion Marketing Communications, United Kingdom: John Wiley & Sons Ltd.
6. Harris, Clare, 2020, The Fundamental of Digital Fashion Marketing, New York: Bloomsbury Publishing Plc.
7. Mitterfellner, Olga, 2019, Fashion Marketing and Communication, Theory and Practice Across the Fashion Industry, London: Routledge Taylor & Francis Group.
8. Posner, Harriet, 2011, Marketing Fashion , London: Laurence King Publishing Ltd.

	Supporters:	

Supporting lecturer	Drs. Ec. Mein Kharnolis, M.SM. Imami Arum Tri Rahayu, S.Pd., M.Pd.

Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (*offline*)	Online (*online*)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	Students are able to understand the Basic Concepts of Fashion Marketing	1. Explain the definition of Marketing 2. Explain the definition of Fashion 3. Explain the Concept of Fashion Marketing 4. Explain the scope of the Fashion Industry	**Criteria:** 1.Score: 1 - 100 2.If you can answer the questions well and correctly **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Approach: deductive Method: online discussions and lectures using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50	2 x 50	**Material:** Definition of fashion marketing **Reference:**	5%
2	Students are able to understand SWOT Analysis and Vision and Mission	1. Explain the definition of SWOT Analysis 2. Explain the benefits of SWOT analysis 3. Explain the definition of Vision and Mission 4. Explain the importance of Vision and Mission for the Fashion Industry	**Criteria:** 1.Score: 1 - 100 2.If you can make a good report. **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Approach: constructivism Method: lecture and discussion using the WA Group platform, Google meet and Vilearning/ Vinesa 2 X 50		**Material:** SWOT Analysis **References:** *Bickle, Marianne C, 2011, Fashion Marketing Theory, Principles & Practice, New York: Fairchild Books.*	5%
3	Students are able to understand Target Market and Segmentation	1. Explain the definition of Target Market 2. Explain the characteristics of Target Market 3. Explain the definition of Segmentation 4. Explain the categories of Segmentation	**Criteria:** 1.Score: 1 - 100 2.Assessment includes: completeness of systematic information in media delivery, communication/question and answer skills. **Form of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment	Approach: constructivism Method: lectures, presentations and discussions using the WA Group platform, Google meet and Vilearning/ Vinesa 2 X 50		**Material:** Target Market **Bibliography:** *Bon, Caroline Le, 2015, Fashion Marketing Influencing Consumer Choice and Loyalty with fashion Products, New York: Business Expert Press, LLC.*	5%
4	Students are able to understand Market Size and Market Environment	1. Explain the definition of Market Size 2. Identify the Market Size category 3. Explain the definition of Market Environment 4. Identify the Market Environment category	**Criteria:** 1.Score: 1 - 100 2.If you can answer the questions well and correctly **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50		**Material:** Library Market Size **:**	5%
5	Students are able to understand Marketing Mix (Product and Price)	1. Explain the definition of Marketing Mix 2. Explain the concept of Marketing Mix and its development 3. Explain the definition of Product 4. Explain the Product category 5. Explain the Product life cycle 6. Explain the definition of Price 7. Explain the strategy for determining Price 8. Explain the Price category of a fashion product	**Criteria:** 1.Score: 1 - 100 2.Assessment includes: completeness of systematic information in media delivery, communication/question and answer skills **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Approach: constructivism Method: lecture and discussion and question and answer using the WA Group platform, Google meet, and Vilearning/ Vinesa 2 X 50	2x50	**Material:** Marketing Mix **Literature:**	0%

			Criteria/Forms of Assessment	Approach/Method		Material/Bibliography	%
6	Students are able to understand Marketing Mix (Place and Promotion)	1. Explain the definition of Place 2. Explain important factors in choosing a Place 3. Explain product placement strategies in a retail 4. Explain the definition of Promotion 5. Explain Promotion categories 6. Explain important factors in choosing a form of Promotion	**Criteria:** 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication/question and answer skills **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practice / Performance, Tests	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50		**Material:** Library Place **:**	0%
7	Students are able to understand Marketing Research (Market Research)	1. Explain the meaning of Marketing Research 2. Explain the objectives of Marketing Research 3. Explain the Marketing Research process	**Criteria:** 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information on media delivery and examples of communication/question and answer skills **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Tests	Approach: constructivism Method: lecture, discussion and question and answer using WA Group, Google meet and Vilearning/ Vinesa. 2 X 50		**Material:** Marketing Research **Bibliography:** *Greenwood, Gaynor Lea, 2013, Fashion Marketing Communications, United Kingdom: John Wiley & Sons Ltd.*	0%
8	Students are able to work on UTS questions	1. Get a perfect score if you answer correctly 2. Rating points 1 - 100	**Criteria:** 1. Score; 1 - 100 2. If you can answer the questions well and correctly **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practice / Performance, Tests	2 X 50	2 x 50	**Material:** UTS **Library:**	0%
9	Students are able to understand Fashion Distribution	1. Explain the definition of Fashion Distribution 2. Explain Distribution Strategy 3. Explain Distribution Flow 4. Explain Distribution Center Categories	**Criteria:** 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication skills **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practice / Performance, Tests	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50		**Material:** Fashion Distribution **Library:**	0%
10	Students understand Fashion Communication	1. Explain the definition of Fashion Communication 2. Explain Types of Communication Tools 3. Explain Communication Channel Categories	**Criteria:** 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication skills **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practice / Performance, Tests	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50		**Material:** Fashion Communication **Bibliography:** *Greenwood, Gaynor Lea, 2013, Fashion Marketing Communications, United Kingdom: John Wiley & Sons Ltd.*	2%
11	Students are able to understand Fashion Advertising	1. Explain the definition of Fashion Advertising 2. Explain the role of Fashion Advertising 3. Identify the categories of Fashion Advertising	**Criteria:** 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication skills **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practice / Performance, Tests	Approach: constructivism Method: discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50		**Material:** Fashion Advertising **Library:**	3%

12	Students are able to understand labels. Logo, Brand and Packaging	1. Explain the definition of Label, Logo, Brand and Packaging 2. Explain the function of Label, logo, brand and Packaging 3. Explain the characteristics of Label. Logo, Brand and Packaging	**Criteria:** 1.Score: 1 - 100 2.Assessment includes: completeness of systematic information in media delivery, communication skills **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50		**Material:** Labels, logos etc. **Library:**	3%
13	Students understand the Fashion and Entertainment Industry	1. Explain the definition of the Fashion and Entertainment Industry 2. Explain the role of Entertainment in the Fashion Industry 3. Explain the theory of Trickle Up, Trickle Down and Trickle Across	**Criteria:** 1.Score: 1 - 100 2.If you can answer the question correctly **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet, and Vilearning/ Vinesa platforms. 2 X 50			0%
14	Students are able to prepare a Fashion Marketing Plan (Business Plan)	1. Explain the meaning of Fashion Marketing Planning 2. Identify the concept of Fashion Marketing Planning including Marketing Mix (4P) 3. Plan supporting elements (Label, Logo, Brand and Packaging)	**Criteria:** 1.Assessment includes: 2.1. Completeness of the information described in Fashion Marketing planning 3.2. Catalog containing the various products offered 4.3. Other equipment such as: labels, brochures/flyers, packaging business cards, etc **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50		**Material:** Fashion Marketing Planning **Reference:**	0%
15	Students are able to present a Fashion Marketing Plan (Business Plan)	Presenting Fashion Marketing Planning	**Criteria:** 1.Assessment includes: 2.1. Completeness of information 3.2. Systematic delivery of material 4.3. Complete media that has been prepared **Forms of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment, Practice / Performance, Tests	Approach: constructivism Method: discussion (presentation) and question and answer using WA Group, Google meet and Vilearning/ Vinesa. 2 X 50	2 x 50	**Material:** Fashion Marketing Presentation **Library:**	0%
16	Students are able to work on UAS questions		**Criteria:** 1.Score: 1 - 100 2.If you can answer the UAS questions well and correctly **Form of Assessment** : Project Results Assessment / Product Assessment, Practice / Performance, Test	2 X 50			0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	9.76%
2.	Project Results Assessment / Product Assessment	9.76%
3.	Practice / Performance	7.26%
4.	Test	1.25%
		28.03%

Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.