



**Universitas Negeri Surabaya
Faculty of Vocational Studies
D4 Fashion Design Study Program**

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																																																																																					
Fashion Branding & Marketing	9441002088		T=2 P=0 ECTS=3.18	4	July 17, 2024																																																																																																					
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																																																																																						
	Dra. Yulistiana, M.PSDM		Dra. Yulistiana, M.PSDM	Dr. Irma Russanti, S.Pd., M.Ds.																																																																																																						
Learning model	Case Studies																																																																																																									
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																																									
	PLO-13	Able to apply the technical knowledge and skills acquired to develop a creative industry business in the fashion sector and be able to adapt to rapidly changing global market situations																																																																																																								
	PLO-14	Have in-depth theoretical concepts about various types of textile materials, fashion history, fashion design principles, fashion trends, fashion industry structure, sustainable practices in fashion, cultural exploration, and an understanding of business aspects in the fashion industry, to carry out the entire creative process and formulate procedural problem solving.																																																																																																								
	Program Objectives (PO)																																																																																																									
	PO - 1	Have good morals, ethics and personality in the fashion branding & marketing learning process																																																																																																								
	PO - 2	Able to adapt to developments in science and technology, communicate, think critically, be creative, and collaborate in the fashion branding & marketing learning process																																																																																																								
	PO - 3	Able to apply the technical knowledge and skills acquired to build a fashion brand and be able to adapt to rapidly changing global market situations																																																																																																								
	PO - 4	Able to study in general the correlation between the fields of fashion, branding and marketing (UTS) 20%																																																																																																								
	PLO-PO Matrix																																																																																																									
		<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>P.O</th> <th>PLO-13</th> <th>PLO-14</th> </tr> </thead> <tbody> <tr><td>PO-1</td><td></td><td></td></tr> <tr><td>PO-2</td><td></td><td></td></tr> <tr><td>PO-3</td><td></td><td></td></tr> <tr><td>PO-4</td><td></td><td></td></tr> </tbody> </table>					P.O	PLO-13	PLO-14	PO-1			PO-2			PO-3			PO-4																																																																																							
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																																										
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Short Course Description	This course provides students with an understanding to know and study in general the correlation between the fields of fashion, branding and marketing. Students will also learn how to determine target markets and segmentation, the concept of marketing mix, fashion distribution and communication, design and build branding for a fashion product, and determine the right marketing strategy. Learning applies the Case Study and Project Based Learning models, and ends with designing a Business Model Canvas, and a marketing content creation project for digital marketing.																																																																																																									
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 .
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5. Greenwood, Gaynor Lea, 2013. , Fashion Marketing Communications, United Kingdom: John Wiley & Sons Ltd .
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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 Dra. Yulistiana, M.PSDM.
Indarti, S.Pd., M.Sn.

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 branding and marketing	1. Explain the definition of Fashion Branding 2. Explain the definition of Fashion Marketing 3. Explain the Goals 4. Explain the Scope	<p>Criteria:</p> <p>1. Score: 1 - 100</p> <p>2. If you can answer the questions well and correctly</p> <p>Form of Assessment :</p> <p>Participatory Activities</p>	<p>Approach: deductive Discussion and lecture method</p> <p>Model: Case Study, online using the WA Group, Google Meet and Sidia platforms</p>	2 X 50		0%
2	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	<p>Criteria:</p> <p>1. Score: 1 - 100</p> <p>2. If you can answer well and accurately.</p> <p>Form of Assessment :</p> <p>Participatory Activities</p>	<p>Approach: deductive Discussion and lecture method</p> <p>Model: Case Study, online using the WA Group, Google Meet and Sidia platforms</p>	2 X 50		0%
3	Students are able to understand Target Market and Segmentation	1. Explain the definition of Target Market 2. Explain the characteristics of the Target Market 3. Explain the definition of Segmentation 4. Explain the Segmentation category	<p>Criteria:</p> <p>1. Score: 1 - 100</p> <p>2. Assessment includes: completeness of systematic information in media delivery, communication/question and answer skills.</p> <p>Form of Assessment :</p> <p>Participatory Activities</p>	<p>Approach: deductive Discussion and lecture method</p> <p>Model: Case Study, online using the WA Group, Google meet and Vinesa platforms</p>	2 X 50		0%

4	Students are able to understand Marketing Mix (Product and Price, Place and Promotion)	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 definition of Price 6. Explain the strategy for determining Price 7. Explain the definition of Place 8. Identify the category of Place 9. Explain the definition of Promotion 10. Identify the Promotion category	Criteria: Assessment includes: completeness of systematic information in media delivery, communication/question and answer skills. Form of Assessment : Participatory Activities	Approach: deductive Discussion and lecture method Model: Case Study, online using the WA Group, Google meet and Vinesa platforms	2 X 50		0%
5	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 in media delivery, communication/question and answer skills Form of Assessment : Participatory Activities	Approach: deductive Discussion and lecture method Model: Case Study, online using the WA Group, Google Meet and Sidia platforms	2 X 50		0%
6	Students are able to understand Fashion Distribution and Communication	1. Explain the definition of Fashion Distribution 2. Explain Distribution Strategy 3. Explain Distribution Flow 4. Explain Distribution Center Categories 5. Explain the definition of Fashion Communication 6. Explain Communication Channels	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	Approach: deductive Discussion and lecture method Model: Case Study, online using the WA Group, Google Meet and Sidia platforms	2 X 50		0%
7	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: Good value if you can design labels, logos, brands and packaging that are attractive and appropriate to your product and industry Form of Assessment : Participatory Activities, Portfolio Assessment	Approach: deductive Discussion and lecture method Model: Project Based Learning, online using the WA Group, Google Meet and Sidia platforms	2 X 50		0%
8	Students are able to work on UTS questions		Criteria: 1. Score; 1 - 100 2. If you can answer the questions well and correctly Form of Assessment : Test	2 X 50			20%

9	Students are able to design and build fashion brands	<ol style="list-style-type: none"> 1.Students create a fashion business concept in the form of a business model canvas 2.Students determine the concept of a fashion brand 3.Students determine the brand name 4.Students create logos 5.Students create a slogan/tagline 6.Students determine visual identity 7.Students create packaging designs 	Criteria: Score: 1 - 100		2 jp		0%
10	Students are able to design and build fashion brands	<ol style="list-style-type: none"> 1. Determine the concept of the fashion brand being built 2. Determining/choosing brand identity 3. Determine the strategy to build brand awareness 4. Determine the strategy to build brand awareness 5. Determine the strategy to build brand loyalty 6. Determine the strategy to build brand equity 7. Determine the strategy to build brand value 	Criteria: Score: 1 - 100	team project based learning 2 X 50			0%
11	Students are able to design and build fashion brands	<ol style="list-style-type: none"> 1. Determine the concept of the fashion brand being built 2. Determining/choosing brand identity 3. Determine the strategy to build brand awareness 4. Determine the strategy to build brand awareness 5. Determine the strategy to build brand loyalty 6. Determine the strategy to build brand equity 7. Determine the strategy to build brand value 	Criteria: Score: 1 - 100	Team project based learning 2 X 50			0%
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13	Students are able to design and build digital fashion marketing	<ol style="list-style-type: none"> 1.Designing and creating Google my Business (GMB) as a marketing tool 2.Design and create IG and FB as marketing tools 3.Design and create a website (google business site) as a marketing tool 4.Designing and creating YouTube as a marketing tool 	Criteria: Score: 1 - 100	Team project based learning 2 X 50			0%

14	Students are able to design and build digital fashion marketing	1.Designing and creating Google my Business (GMB) as a marketing tool 2.Design and create IG and FB as marketing tools 3.Design and create a website (google business site) as a marketing tool 4.Designing and creating YouTube as a marketing tool	Criteria: 1-100	Team project based learning 2 X 50			0%
15	Students are able to design and build digital fashion marketing	1.Designing and creating Google my Business (GMB) as a marketing tool 2.Design and create IG and FB as marketing tools 3.Design and create a website (google business site) as a marketing tool 4.Designing and creating YouTube as a marketing tool		team project based learning 2 X 50			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	2 X 50			0%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Test	20%
		20%

Notes

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Forms of assessment:** test and non-test.
- 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.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.