CITY TECH

NEW YORK CITY COLLEGE OF TECHNOLOGY

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NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF BUSINESS AND TECHNOLOGY OF FASHION
BUF 3500: Brand Image Marketing
SPRING 2024

Course: BUF3310 (OL62)
3 Credit Hours

Instructor: Professor Kendel Bolton
Instructor Email:
kendel.bolton37@citytech.cuny.edu

Classroom Number:
Online-Synchronous

Class meeting: Wednesdays 6-8:30pm

Office Hours:
Monday 11:30-12:30pm;
Wednesday 11:30- 1:30pm or by
appointment only

COURSE DESCRIPTION: Investigates how to build, measure, and manage a brand. An exploration of visual literacy by considering the symbols and imagery used in formulating fashion brands and line identity. Explores the theoretical and practical use of images as a form of visual communication intended to convey specific messages about brand identity. This course is an attempt to discover how ideas about identity are made, why some brand identities are more clearly understood than others, and how this ultimately affects consumer choice.

This is a writing intensive course. At least 65% of your assignments and exams will be written. All assignments and exams will be graded for grammar, spelling, and other components of good writing technique, as well as content. All written assignments must be computer generated" must be written on the syllabus.

Upon successful Completion of this course, students will be able to

Outcome	Assessment
Evaluate how consumer perceptions, attitudes, beliefs, demographics, and psychographics affect consumer's selection of apparel products and services.	Class discussion, midterm exam, term paper & presentation
Evaluate semiotic and semantic signals amongst different cultures, and how these differences affect brand image.	Class discussion, course assignments & Branding project
Recognize the basic characteristics of brand equity in the world market environment, and be able to apply to the apply to fashion brands	Class discussion, midterm examination, quizzes, *Branding Project & Press Kits*
Take an existing product and re-brand to a new niche.	Branding Project
Develop marketing materials required when re-branding an existing product to a new niche (*packaging, branding, logos, labeling, naming, slogans*)	Branding Project

GENERAL EDUCATION LEARNING OUTCOMES

Outcome	Assessment
Develop and articulate life-long inquiry-based learning in the major	Class discussion, class demeanor, Branding *Project & Press Kits*
Develop critical thinking skills that move freely between core business principles and industry specific objectives.	Class discussion & course assignments
Gather, interpret, evaluate, and apply information discerningly from a variety of sources.	Class discussion, Branding Project & Press Kits

REQUIRED TEXTBOOK: "Hancock II, Joseph. Fashion Brand Stories, 3rd Edition, Bloomsbury, 2022 ISBN : 978-1-350-13554-3

TECHNOLOGY ENHANCEMENT:

- ❖ Blackboard Technology: All students will be responsible for Blackboard access and participation. Please be sure to read all daily announcements sent via CUNY email and due dates
- ❖ SAFEASSIGN/TURN-IT-IN Technology for the submission of papers
- ❖ ZOOM for online class lectures as it is strongly suggested that students' are responsible for interconnectivity for Lectures, Exams, TURN-IT-IN assignments submissions prior Due dates

COURSE POLICIES & PROCEDURES:

ATTENDANCE AND LATENESS:

Class attendance is expected as this course is online-synchronous, meaning we will online via *Zoom link* via cameras on Wednesdays at 6:00 -8:30 pm. Which means each student should be logging into Zoom no later than 5:50pm to ensure accessibility and punctuality. Class attendance is also taken for financial aid records, should you be receiving Financial Aid. ***Coming to class after class attendance is taken/ or working while in class is considered Late/Absent. Working during class is not permitted.***

Attending class late/ excessively late or leaving early will effect grade, even online. Although students are graded on academic achievement and performance rather than on attendance per se, there are several in class activities, assignments, and quizzes that are completed and handed in during scheduled class times. These assignments are required and contribute to the final course grade. These quizzes cannot be made up should you come late, leave early, or not attend class.

Please enable ZOOM video camera as class will be held on ZOOM. Please enable so when you participate, you can earn class discussion points when camera is on as your voice is important to be heard and I like to see my students engage in the classroom setting. You are all important to me. It is important to note, cameras will assist students engage in class, keep focused, and earn the highest of grades.

Should a student be absent more than two days of a semester course, one must bring in documentation of the day and time of absence on official letterhead and submit the day of absence via email. Students who are not present in class on the days of these assignments will **NOT** be given the opportunity to make-up these activities unless *recognized by CUNY-The New York City College of Technology.*

It is ***strongly recommended*** that a student's personal appointments be scheduled at other than class times ***(this includes job interviews and medical appointments). These are not excused absences.***

If you are absent when an assignment is due, <u>you</u> are responsible for having the assignment turned in during the class period. If <u>you</u> are absent from class, <u>you</u> are responsible for the material covered. *This means you Must get the missed work and <u>you are responsible to get the</u> <u>material by contacting your peers via BB.</u>*

In addition to class attendance, it is also expected that students will complete readings and homework as assigned **and *participate in class discussions* to the extent that it is possible in a class setting.** Participation is important in this course. When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, religion, sexual orientation, or disability.

<u>ASSIGNMENTS/ NO LATE WORK POLICY:</u>
Assignments and projects are due at the ***beginning of class as scheduled*/or** SAFEASSIGN/TURN-IT-IN. **<u>NO LATE work will be accepted</u>**. All students are treated equally as late work hinders from students who submit on –time. Assignments placed under the professor's door /***or sent via email will not be accepted for credit.***

Please note: Submit assignments as soon as there are completed. The <u>City Tech clock can be faster than our own personal clocks or cell phones.</u> Be sure to receive email conformations that submissions are posted on-time.

All written work must be **word processed/typed** on standard size 8 1/2" by 11" paper in black ink in **Times New Roman font. All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates so all students are evaluated fairly within the same time constraints.**

Please do not send me work if you are running late. It must constitute an emergency.

Suggestion, submit all assignments approximately 10-15 minutes earlier on SAFEASSIGN and double check that the assignments uploads in order to earn credit. City Tech clock may run faster or earlier than your personal clock or cell phone.

<u>Process for Evaluation:</u>
Outstanding (A) work went beyond the package and presentation requirements.
Good (B) work met all grading criteria, performed to top standards.
Average (C) work, met all but one or two of the grading criteria. Below
Average (D) work met only one or two of the grading criteria.

***<u>Project Grading Criteria</u>*:**
  1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion 4

of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.

2) *Thoroughness* - Students must have covered all topical areas. Students should provide adequate coverage within each topical area.

3) *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.

Papers will be graded on the following criteria:

- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive in conclusion/ recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.

  Quality of research (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.

- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not earn an "A" if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

In a case of an emergency, you may e-mail your assignment to me *prior the start time of the class to get full credit or submit in SAFEASSIGN EARLY.* Documentation of the emergency will be expected on professional letterhead *the same day.* Please do not send me work if you are running late. It must constitute an emergency. If a letter is not submitted, no late work will be graded to be fair to all students in the course.

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. **Participation is 20% of your final grade**. Coming to class is <u>NOT</u> participation. Class discussion will add points to your participants.

Participation involves:

- **Active Learning**. Taking notes, asking questions and taking responsibility for your own learning.

- **Working with others in group activities**: Everyone's learning is improved by individual contributions.
- **Attending class regularly**. If you aren't here, you can't learn.

Student Conduct Policy:

Loud, disruptive or inappropriate behavior is not permitted and will not be tolerated.
Definition of such behavior is the sole judgment of the instructor. This will include, bus is not

limited to:

1. Use of or interruption by <u>any</u> electronic device, especially cell phones. *Please put electronic devices away during class, even online.*
2. *Talking amongst students* or comments that are made to distract from the class.
3. ***Disrespectful comments to or about anyone or any group of people in classroom Chat or on WHATSAPP will be disciplined. Disrespectful comments are a reflection of the writer. This will not be tolerated as it spreads gossip and removes the focus away from learning.***
4. Food shall be permitted in the class unless it becomes a disruption to the classroom.
5. ***Do not attempt to discuss grades before, during or after class hours.*** **Please make an office/zoom appointment for these discussions.**
6. All rules of conduct in the Student Handbook apply.
7. ***All presentations must be done online in Zoom*** within a Professional setting- not at work, on the train or within a car driving or as a passenger.

Special Request:

As Fashion Marketing students and instructors we should be proud and stand out in a crowd. Unfortunately not all fashions are tasteful. Please hold yourself to a higher standard. There will be no pajamas, tank tops, or too casual of dress. Please also note, students should be sitting upright at a desk and not laying down on beds or couches when attending online classes. Please remember this is a professional environment.

Please **do not dress** in pajamas, sheer shirts, bathrobes, etc.… as this is a reflection of you in the classroom as it is inappropriate in a professional setting. Please avoid laying down on your beds, couches, walking around, standing outside, etc.…as it is inappropriate for a classroom setting even online.

ELECTRONIC DEVICES:

Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices. Turn off all cellular telephones, beepers, wrist watch alarms, etc. before you enter class. If you use a computer, please sit in the two front rows of the class. **If your electronic device audibly activates during class or you are found on a social media site such as Facebook or Twitter or a shopping website while in class lecture, <u>you will be deducted 5 points from your final grade each time</u>.** If you are expecting a life and death announcement from an immediate family member—brother/sister/parent/spouse/child — please notify me *before* class of that situation.

ACADEMIC INTEGRITY POLICY:

The value of an institution of higher education is dependent upon its ability to maintain the integrity of its academic environment. City Tech is committed to supporting its mission to provide an educational experience designed to
Develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community - -

students, faculty, and staff - - to act honestly in all situations.

"Academic Dishonesty is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own."

All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code.

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments, quizzes, or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a *zero* for that graded activity or assignment.

Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member.

Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the College's online handbook:

Academic dishonesty (is any) form of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own. "(Kibler et. al. (1988), Academic integrity and student development: Legal issues and policy perspectives, Ashville, NC: College Administration Publications, Inc., p. 1.) All students are expected to agree to a pledge of honesty concerning their academic work, and faculty are expected to maintain the standards of that pledge.

INFORMATION (TECHNOLOGY) LITERACY STATEMENT
Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs.

ACADEMIC WRITING CENTER (AG-18):
Any student needing help will find an array of services such as study skills training; support for reading and writing skills; and assistance with mathematics, oral

communication, and computer applications. Both peer and faculty tutors are available for assistance. The Academic Support Center offers academic assistance to all students using services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Support Center on campus and on Blackboard for online courses.

SAFEASSIGN AS A LEARNING TOOL

SafeAssign/turnitin helps prevent plagiarism by providing both the student and the professor with a feedback report that compares any student work submitted through the software with a comprehensive database of books, journals, websites and papers written by other students. Some of the writing assignments in this course will use Blackboard's **SafeAssign/turnitin** software to help students improve their skill at paraphrasing statements contained in research on a topic and to help increase awareness of the proper use of citation when a student writes a paper using ideas or statements taken from a research source. *SafeAssignmen/turitin should not match more than 20% for acceptable collegiate work. Assignments that have higher than 20% matching, will be graded lower or fail due to plagiarism.*

For any assignment requiring research and/or requiring more than two pages of writing, students will be expected to submit that assignment through **SafeAssign** in Blackboard, following the submission guidelines given with the assignment instructions. Prior to submitting a final draft of an assignment, students will have the opportunity to submit several drafts of that assignment to **SafeAssign** in order to get sufficient feedback from **SafeAssign** reports to help minimize the risk of plagiarism.

❖ If the assignment continues to have evidence of plagiarism in the final draft of the assignment, the *professor will file a report t*o the Department Chair documenting the use of the paper as an action of academic dishonesty.

❖ If student *fails to submit an assignment to SafeAssign*, the professor will assign a grade of zero for that assignment. You must meet the time criteria set at City Tech.

❖ Submitting a paper to SafeAssign, that paper will become source material included in the SafeAssign database to check for plagiarism.

❖ Please understand there are time limitations that must be met. Do not e-mail the professor that SAFEASSIGN was not accepting papers after submission time-out. It is then considered LATE, and NO LATE work is accepted. Submit your work early; consider time management. I cannot accept assignments via email as it can cause viruses in the computer.

GRADES:
Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date.*

PARTICIPATION 20 points per class (16) 320 Points (in-total)
Chapter Review Discussions Posts (10) 100 points (in-total)
Research Paper #1 Ralph Lauren   50 points
Research Paper #2 Vera Wang   50 points
Research Paper #3 The Gap   50 points
Research Paper #4 Neiman Marcus   50 points
Research Paper #5 Individual Branding   50 points
Midterm Project   100 points
Final Project & Presentation   200 points
TOTAL (*tentative*)   = 970 points

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 9 7 0 depending on the flow of the course, number of students in the course, and consistency of the class as a whole moving forward. A student's score is converted into a percentage and grade will be assigned using the scale listed below.
Excessive absence/lateness can affect grade average by lowering it by 10%.

A	=	93 – 100
A-	=	90 – 92.9
B+	=	87 – 89.9
B	=	83 – 86.9
B-	=	80 – 82.9
C+	=	77 – 79.9
C	=	70 – 76.9
D	=	60 – 69.9
F	=	59.9 and below

CREDIT HOUR ASSIGNMENT POLICY:
Course work performed outside of the classroom (such as reading, studying, writing papers, doing projects, or receiving tutoring) is critical to academic success. **While the time requirements for individual students may vary somewhat, a general rule of thumb is that students should spend about two hours outside the classroom for every hour required in it.**

E-PORTFOLIOS/OPEN LAB:
CUNY-College of Technology asks all students to participate in building a program-long e-Portfolio of the work that they complete while taking classes at the College. Through a process of *collect, select, reflect, and connect,* students learn to judge the quality of their own work, speak about their learning, and present evidence of their

current knowledge and skills. College faculty will assist with this process by recommending that you store at least one significant piece of work from each course in your Blackboard content collection. For more information, see the **"e-Portfolios at CUNY- College Technology" organization** in Blackboard.

<u>MIDTERM REPORTS</u>

At the end of Week all students will be notified through their CUNY- College of Technology e-mail accounts and/or posted on Blackboard about their progress in this course.

<u>COMPLIANCE WITH AMERICAN DISABILITIES ACT:</u>

Any student who seeks a reasonable accommodation of a disability with respect to an academic matter should obtain a CUNY City Tech College Request for Accommodation of Disability Form, as soon as the need becomes apparent, from one of the ADA Coordinators. The ADA Coordinators can be reached in person or by phone at:

Room A-237 Student Support Services.
Phone # 1.718. 260.5143
Fax: # 1.718. 254-8539

<u>TOPICS COVERED IN THIS COURSE:</u> As this course is hands-on and immersive, we will be covering the following topics, as well as responding to the concerns and experiences that emerge during the course of the internship and semester. In this experimental form, students should craft an adaptable attitude and cultivate self-starting, flexible professional capacities.

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<u>COURSE</u>
<u>SCHEDULE</u>
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The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials.

Credit hour Assignment Policy -Assigned homework such as reading course chapters daily current events, and writing assignments that will assist you to build a strong, thorough research paper is expected to take up to 6-7 hours weekly. Please plan accordingly.

<u>SCHEDULE OF TOPICS:</u>

The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials. When reviewing for an examination be certain to review end of chapter questions in addition to lecture notes and questions listed here.

WEEK	TOPIC	CHAPTER	HOMEWORK
1	Introduction to *Fashion Brand Stories*		Instructor's Expectations
2	Chapter 1: Once Upon a Time: Brand/Story	Chapter 1	Chapter 1 Discussion Questions/
3	Chapter 2: The Past, Present, and Future: A Conceptual Overview	Chapter 2	Chapter 2 Discussion Questions/
4	Chapter 3: Democratization of Merchandising: Ralph Lauren	Chapter 3	Chapter 3 Discussion Questions/
5	Chapter 4: Rebel Brand Style: Vivienne Westwood	Chapter 4	Chapter 4 Discussion Questions
6	Chapter 5: A Designer of Branded Occasions: Vera Wang	Chapter 5	Chapter 5 Discussion Questions/
7	Case Study: Tiffany's		
8	MID-TERM PROJECT		Brand Story Analysis and Repositioning Strategy
9	Chapter 6: The Branding of Masstige: The Gap Inc.	Chapter 6	Chapter 6 Discussion Questions/
10	Chapter 7: Celebrity Collaborations and Philanthropy: MAC	Chapter 7	Chapter 7 Discussion Questions/
11	Case Study: Bergdorf Goodman		
12	Chapter 8: Retro-Branding: Levi Strauss & Co.	Chapter 8	Chapter 8 Discussion Questions/
13	Chapter 9: Branding Affordable Eyecare	Chapter 9	Chapter 9 Discussion Questions/
14	Chapter 10: Rebranding American Manufacturing: Shinola	Chapter 10	Chapter 10 Discussion Questions/
15	FINAL PROJECT		**Comprehensive Brand Story Development**
16	FINAL PROJECT		**Comprehensive Brand Story Development**

Participation will be assessed as follows:

	Exemplary (90-100%)	Proficient (80-90%)	Developing (70-80%)	Unacceptable (>70%)
Frequency of Participation on Class	Student initiates contributions more **than three in each recitation.**	Student initiates contributions more **than twice in each recitation.**	Student initiates contributions more than **once in each recitation.**	Student does not initiate contribution & needs instructor to solicit input.
Quality of Comments	Comments always insightful & constructive; uses appropriate terminology. Comments balanced between general impressions, opinions & specific, thoughtful criticisms or contributions	Comments always insightful & constructive; uses appropriate terminology. Comments balanced between general impressions, opinions & specific, thoughtful criticisms or contributions	Comments are sometimes constructive, with occasional signs of insight. Student does not use appropriate terminology; comments not always relevant to the discussion.	Comments are sometimes constructive, with occasional signs of insight. Student does not use appropriate terminology; comments not always relevant to the discussion.
Listening Skills	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e., student hears what others say & contributes to the dialogue.

GRADING RUBRIC for ASSIGNMENTS with APA

	Excellent	Good	Poor
Clarity of Concept/Initiative	**Trend / Concept is clearly articulated in all aspects of the work.**	**Trend / Concept is articulated in some aspects of the work.**	**Trend /Concept is not articulated.**
Thoroughness	**Aesthetic is clearly expressed, and the project details strongly support the aesthetic**	**Aesthetic is expressed, and the project details somewhat support the aesthetic**	**Aesthetic is not expressed, and the project details do not support the aesthetic**
Accuracy	**Concepts and all statements are factually accurate and demonstrate clear understanding of the material and the ability to apply the material to additional use-case scenarios**	**Concepts and all statements are factually accurate and demonstrate a working understanding of the material**	**Concepts and all statements are factually inaccurate and do not demonstrate a working understanding of the material or are not present at all.**
Professionalism/ **Technique and Skill**	**Presentation conforms to the parameters of the assignment *and* is executed with a high level of neatness and technical skill.**	**Presentation conforms to the parameters of the assignment *but is not* executed with a high level of neatness and technical skill.**	**Presentation fails to conform to the parameters of the assignment and is not executed with a high level of neatness and technical skill.**