NEW YORK CITY COLLEGE OF
TECHNOLOGY CITY UNIVERSITY OF NEW
YORK

DEPARTMENT OF BUSINESS AND TECHNOLOGY OF FASHION
BUF 4400: MERCHADISING AND MARKETING FOR DIGITAL PLATFORMS

Course: BUF4400 (OL44)
3 Credit Hours

Classroom Number:
ONLINE Synchronous

Class meeting: Tues, Wed, Thu.
       2:30pm -5:00pm

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

Office Hours: Tues 1:30-2:30 pm and
Thu 1:30-2:30 pm or by appointment
only

Office Location: ACADEMIC 812A

Course Description

The course "Merchandising and Marketing for Digital Platforms" offers an in-depth exploration of digital fashion marketing strategies. Utilizing "The Fundamentals of Digital Fashion Marketing" by Clare Harris, students will engage with current trends, case studies, and practical applications in digital marketing. The course focuses on creating effective social media strategies, understanding consumer behavior online, and leveraging data analytics to enhance brand presence. Through weekly assignments, discussions, and a final project, students will gain comprehensive knowledge and hands-on experience in digital fashion marketing.

Learning Outcomes

Learning Outcome	How It Will Be Achieved
Develop and implement a social media marketing strategy.	Students will create a social media marketing plan for a selected brand, incorporating market and competitive analysis.
Conduct market and consumer behavior research.	Assignments will require students to research and analyze target audiences and market trends, using APA citations for their sources.
Utilize data analytics to measure marketing effectiveness.	Practical exercises and case studies will guide students in using analytics tools to track and optimize marketing campaigns.
Present and defend marketing strategies professionally.	The final project involves presenting a comprehensive marketing strategy as if pitching to the brand's marketing director, enhancing presentation and persuasion skills.

Required Book:

- **Clare Harris, "The Fundamentals of Digital Fashion Marketing," Bloomsbury Publishing, 2020.**

Citations

- All citations should follow APA 7th edition guidelines, including in-text citations and a reference list at the end of the research paper.

GENERAL EDUCATION LEARNING OUTCOMES:

Apply classroom experiences to a workplace setting	Class discussion, assignments, and discussion board posts
Practice ethical behavior appropriate to a professional working in the field	Class discussion, assignments, and discussion board posts
Evaluate one's own performance in light of one's expressed goals.	E-Portfolio
Use critical thinking and personal communication skills to solve problems.	Final Project
Demonstrate personal attitudes, abilities, and skills necessary to function as team members and leaders within professional environments	Final Presentations

Course Policies and Procedures

Attendance and Lateness Policy

Attendance Expectations

Class attendance is mandatory for this synchronous online course, held via Zoom on Tuesdays, Wednesdays, and Thursdays from 2:30 PM to 5:00 PM. Attendance is recorded at 2:34 PM each day. Timeliness is crucial, as arriving after attendance is taken or working during class will be marked as late or absent. Active participation with cameras on is required.

Impact on Grades

While grades are primarily based on academic performance, attendance plays a significant role due to in-class activities, assignments, and quizzes. These components are integral to the course and must be completed during scheduled class times. Late arrivals, early departures, or absences will result in missed assignments, which cannot be made up.

Zoom Camera Usage

Enabling your Zoom video camera is essential for participation and engagement. Active participation, including visual presence, is necessary for earning discussion points and fostering a collaborative learning environment. This practice not only enhances focus and engagement but also contributes to achieving higher grades.

Absence Policy

Students absent for more than two class sessions must provide official documentation on letterhead via email on the day of the absence. Makeup opportunities for missed assignments will only be granted if recognized by CUNY-The New York City College of Technology.

Scheduling Personal Appointments

Students are strongly encouraged to schedule personal appointments, including job interviews and medical appointments, outside of class times. Such appointments are not considered excused absences.

Course Policies on Attendance, Participation, and Assignments

Responsibility for Missed Assignments

If you are absent when an assignment is due, it remains your responsibility to ensure the assignment is submitted on time, either during the class period or via the designated platform. In case of absence, you must obtain the missed material by contacting your peers through Brightspace.

Class Participation and Preparation

Students are expected to complete all assigned readings and homework, and actively participate in class discussions. Participation is a crucial component of this course. Sharing your thoughts and experiences enhances the learning process for yourself and your peers, making class concepts more tangible. Our classroom environment will be inclusive, and we will respect each other's views irrespective of race, gender, religion, sexual orientation, or disability.

No Late Work Policy

All assignments and projects are due at the beginning of class as scheduled or submitted via SAFEASSIGN before the deadline. Late submissions will not be accepted under any circumstances.

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.

Process for Evaluation

Evaluation Criteria

- **Outstanding (A)**: Exceeds package and presentation requirements.
- **Good (B)**: Meets all grading criteria and performs to top standards.
- **Average (C)**: Meets all but one or two grading criteria.
- **Below Average (D)**: Meets only one or two grading criteria.

Project Grading Criteria

1. **Initiative**:
   - Demonstrates resourcefulness in presenting meaningful information in a well-structured format.
   - Includes supporting information from course materials.
   - Shows evidence of adequate preparation in the presentation.

2. **Thoroughness**:
   - Covers all relevant topical areas.
   - Provides adequate coverage within each topical area.

3. **Accuracy**:
   - Reaches appropriate conclusions based on the information received.
   - Applies course material accurately, reflecting a strong understanding of the content.

Paper Grading Criteria

- **Original, Logical, Strategic Thinking**:
   - Complete analysis of facts, logical synthesis, and persuasive conclusions/ recommendations.
   - Specific examples to support the analysis.
   - Addresses the specific requirements of the assignment.

- **Quality of Research**:
   - Depth, breadth, and appropriateness of research.
   - Proper acknowledgment of references, including complete citations in APA style.

- **Language and Tone**:

- Appropriate language and tone.
- Accurate spelling, correct grammar, and appropriate punctuation.
- Logical organization.

Note: Papers with awkward writing, grammatical errors, punctuation errors, or disorganization will not earn an "A."

Emergency Submission Policy

In case of an emergency, you may email your assignment to me before the class start time to receive full credit or submit it early via SAFEASSIGN. Documentation of the emergency must be provided on professional letterhead the same day. Late submissions will only be accepted in genuine emergencies. Without appropriate documentation, late work will not be graded to ensure fairness to all students.

Participation

Your success in this class depends on your willingness to put effort into your work. Participation in all large and small group activities, exercises, and discussions is expected and constitutes 20% of your final grade. Merely attending class does not count as participation.

Participation Involves:

- **Active Learning**:
  - Taking notes, asking questions, and taking responsibility for your own learning.
- **Collaboration**:
  - Working with others in group activities, as everyone's learning is enhanced by individual contributions.
- **Regular Attendance**:
  - Consistent attendance is crucial for learning and participation.

Student Conduct Policy

Loud, disruptive, or inappropriate behavior will not be tolerated. This includes, but is not limited to:

1. Use of or interruption by any electronic device, especially cell phones.
2. Talking among students or making distracting comments.
3. Disrespectful comments to or about anyone or any group.
4. Food is permitted unless it becomes a disruption.
5. Do not discuss grades before, during, or after class hours; make an office appointment for such discussions.
6. All rules of conduct in the Student Handbook apply.

Special Request

As fashion students and instructors, we should take pride in our clothing choices and appearances. Please dress professionally within the classroom, online, and during all class field trips representing the Department of Business, the Business & Technology of Fashion, and The New York City College of Technology, CUNY. Avoid wearing pajamas, sheer shirts, bathrobes, or any attire inappropriate for a professional setting. Also, refrain from laying down, walking around, or standing outside during online classes.

Electronic Devices

Please ensure all electronic devices are silenced before class begins. Inappropriate use of electronics or a device ringing during class will result in a 5-point deduction from your final grade for each occurrence. If you are expecting an urgent life-or-death notification from an immediate family member, please inform me prior to class.

Academic Integrity Policy

The value of an institution of higher education depends on maintaining the integrity of its academic environment. City Tech is committed to providing an educational experience that develops professional competencies, including personal and professional integrity. The College expects all community members—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 must agree to a pledge of honesty regarding their academic work, and faculty must uphold these standards. Academic misconduct includes any act that violates the rights of another student concerning academic work or involves misrepresentation of a student's own work. This includes cheating on assignments, quizzes, or examinations, plagiarizing work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any graded assignment will result in a zero for that activity or assignment. This includes unauthorized assistance in quizzes, tests, or exams; reliance on sources beyond those authorized by the instructor; or the acquisition of tests or other materials belonging to a faculty member. Plagiarism involves paraphrasing or directly quoting published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will result in disciplinary action, which may include expulsion from the university. This policy is detailed in the College's online handbook.

Information Literacy Statement

Information literacy comprises valuable skills that empower students to become agile information seekers who can adapt to changing modes of information delivery and are selective, critical, and ethical users of information in all formats. These skills are integrated into coursework 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 through the use of services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Support Center on campus and on Brightspace for online courses.

SafeAssign as a Learning Tool

SafeAssign/Turnitin is instrumental in preventing plagiarism by generating feedback reports that compare student submissions against a comprehensive database of books, journals, websites, and other student papers. Several writing assignments in this course will utilize Blackboard's SafeAssign/Turnitin software to enhance students' skills in paraphrasing and to promote proper citation practices when using research sources.

For acceptable collegiate work, submissions should not exceed 20% similarity as reported by SafeAssign/Turnitin. Assignments exceeding this threshold will be subject to lower grades or potential failure due to plagiarism.

Submission Guidelines:

- For any assignment requiring research or more than two pages of writing, students must submit their work through SafeAssign in Brightspace according to the provided guidelines.
- Students will have the opportunity to submit multiple drafts to SafeAssign to receive feedback and minimize plagiarism risks.

Consequences of Plagiarism:

- If plagiarism is detected in the final draft, the professor will report the incident to the Department Chair as an act of academic dishonesty.
- Failure to submit an assignment to SafeAssign will result in a grade of zero for that assignment. Students must adhere to the time criteria set by City Tech.
- Papers submitted to SafeAssign will be included in the SafeAssign database to check for future plagiarism.

Important Considerations:

- Adhere to submission deadlines. Late submissions due to SafeAssign issues will not be accepted. Manage your time effectively to ensure timely submissions.
- Assignments submitted via email will not be accepted due to potential security risks, such as computer viruses.

Grades

Grading and add/drop policies adhere strictly to university regulations. Students are required to submit all assignments on or before the specified due dates to receive full credit. Compliance with these policies is essential for maintaining academic integrity and ensuring fair assessment for all students.

Overall Evaluation Criteria and Grading Breakdown for Digital Fashion Marketing Class

Weekly Discussion Board Assignments (Total: 40 points)

Each week's discussion board assignment is worth a maximum of 10 points. To earn full credit, students must complete all required steps: creating an original post and responding meaningfully to at least two other student posts.

- **Original Post (6 points)**
    - Relevance to the week's topic (2 points)
    - Depth of analysis and insight (2 points)
    - Use of high-resolution images with proper citations (2 points)
- **Replies to Other Posts (4 points)**
    - Thoughtful and constructive feedback (2 points per reply)
    - Engagement and interaction with peers (2 points per reply)

Weekly Discussion Board Assignment for Digital Fashion Marketing Class

Overview

Each week, students will participate in an online discussion board in Brightspace. The discussion will focus on analyzing social media accounts or campaigns that are generating buzz or are of particular interest based on the week's reading material from "The Fundamentals of Digital Fashion Marketing" by Clare Harris. Each student is required to create one original post and reply to at least two other students' posts.

Assignment Structure

Weekly Tasks:

1. **Original Post:**
    - Identify a social media account or campaign relevant to the week's reading.
    - Analyze why it is generating buzz or is particularly interesting.
    - Include high-resolution images to visually communicate your points.
    - Provide context and insights based on the week's reading material.
    - Cite any sources in APA format.
2. **Replies:**
    - Respond to at least two other students' posts.
    - Provide thoughtful, meaningful feedback or additional insights.
    - Engage in constructive dialogue, referencing the week's reading where applicable.

Weekly Assignments

Week 1: Market Analysis and Brand Presence

- **Topic:** Choose a social media account of a fashion brand that has a strong market presence.

- **Post:** Describe the brand's digital presence, its target audience, and how it engages with its followers.
- **Reading Reference:** Chapter 1 - Fashion marketing and digital technologies.
- **Deadline:** Post by Thursday, 5 PM. Replies by Sunday, 11:59 PM.

Week 2: Competitive Analysis and Strategy

- **Topic:** Highlight a social media campaign from a competing fashion brand.
- **Post:** Analyze the campaign's strengths, weaknesses, and its competitive edge.
- **Reading Reference:** Chapter 2 - Fashion and Online Marketing.
- **Deadline:** Post by Thursday, 5 PM. Replies by Sunday, 11:59 PM.

Week 3: Content Creation and Engagement

- **Topic:** Discuss a social media campaign that has effectively used user-generated content or influencer marketing.
- **Post:** Evaluate the campaign's content strategy and its impact on engagement.
- **Reading Reference:** Chapter 3 - Social Media and Fashion Marketing.
- **Deadline:** Post by Thursday, 5 PM. Replies by Sunday, 11:59 PM.

Week 4: Performance Measurement and Analytics

- **Topic:** Choose a recent social media campaign that used innovative performance measurement tools.
- **Post:** Explain the tools used and how they measured the campaign's success.
- **Reading Reference:** Chapter 4 - Fashion and Film.
- **Deadline:** Post by Thursday, 5 PM. Replies by Sunday, 11:59 PM.

Guidelines for Posts

- **Length:** Each original post should be 300-500 words.
- **Images:** Include at least two high-resolution images relevant to your analysis.
- **APA Citations:** Cite all references in APA format.
- **Engagement:** Be respectful and constructive in replies.

Evaluation Criteria

- **Original Post:**
  - Relevance and depth of analysis (30%)
  - Quality and relevance of images (20%)
  - Integration of reading material (20%)
  - Proper citations (10%)
- **Replies:**
  - Thoughtfulness and relevance (20%)

Weekly Project Assignments (Total: 200 points)

Each of the four weekly project component assignments is worth 50 points. These assignments build toward the final project.

Week 1: Brand Selection and Initial Research (50 points)

- **Content (30 points)**
  - Clear and thorough brand description (10 points)
  - Detailed background on the marketing director (10 points)
  - Initial observations of digital presence (10 points)
- **Research and APA Formatting (10 points)**
  - Proper use of APA 7th edition for citations and references (10 points)
- **Images (10 points)**
  - High-resolution images relevant to the brand with proper citations (10 points)

Week 2: Market Analysis and Competitive Analysis (50 points)

- **Content (30 points)**
  - Thorough market analysis and SWOT (15 points)
  - Detailed competitive analysis (15 points)
- **Research and APA Formatting (10 points)**
  - Proper use of APA 7th edition for citations and references (10 points)
- **Images (10 points)**
  - High-resolution images relevant to the analysis with proper citations (10 points)

Week 3: Social Media Strategy Development (50 points)

- **Content (30 points)**
  - Comprehensive social media strategy (15 points)
  - Detailed content calendar (15 points)
- **Research and APA Formatting (10 points)**
  - Proper use of APA 7th edition for citations and references (10 points)
- **Images (10 points)**
  - High-resolution images relevant to the strategy with proper citations (10 points)

Week 4: Presentation Preparation and Final Pitch (50 points)

- **PowerPoint Presentation (30 points)**
  - Clear summary and logical flow (10 points)
  - Engaging design and effective use of visuals (10 points)
  - Proper citations for images (10 points)
- **Presentation Skills (10 points)**
  - Clear and confident delivery (5 points)
  - Ability to engage and answer questions (5 points)
- **Professionalism and Engagement (10 points)**
  - Adherence to deadlines (5 points)
  - Active participation in peer reviews and practice sessions (5 points)

Final Project (Total: 200 points)

The final project is a comprehensive social media marketing strategy.

Week 1: Brand Selection and Initial Research (50 points)

- **Content (30 points)**
  - Clear and thorough brand description (10 points)
  - Detailed background on the marketing director (10 points)
  - Initial observations of digital presence (10 points)
- **Research and APA Formatting (10 points)**
  - Proper use of APA 7th edition for citations and references (10 points)
- **Images (10 points)**
  - High-resolution images relevant to the brand with proper citations (10 points)

Week 2: Market Analysis and Competitive Analysis (50 points)

- **Content (30 points)**
  - Thorough market analysis and SWOT (15 points)
  - Detailed competitive analysis (15 points)
- **Research and APA Formatting (10 points)**
  - Proper use of APA 7th edition for citations and references (10 points)
- **Images (10 points)**
  - High-resolution images relevant to the analysis with proper citations (10 points)

Week 3: Social Media Strategy Development (50 points)

- **Content (30 points)**
  - Comprehensive social media strategy (15 points)
  - Detailed content calendar (15 points)
- **Research and APA Formatting (10 points)**
  - Proper use of APA 7th edition for citations and references (10 points)
- **Images (10 points)**
  - High-resolution images relevant to the strategy with proper citations (10 points)

Week 4: Presentation Preparation and Final Pitch (50 points)

- **PowerPoint Presentation (30 points)**
  - Clear summary and logical flow (10 points)
  - Engaging design and effective use of visuals (10 points)
  - Proper citations for images (10 points)
- **Presentation Skills (10 points)**
  - Clear and confident delivery (5 points)
  - Ability to engage and answer questions (5 points)
- **Professionalism and Engagement (10 points)**
  - Adherence to deadlines (5 points)
  - Active participation in peer reviews and practice sessions (5 points)

Class Participation (Total: 30 points)

Active engagement with the professor, peers, and course materials is essential for success in this class. Participation is evaluated based on the following:

- **Engagement in Class Discussions (10 points)**

- ○ Regular contributions to class discussions (5 points)
- ○ Quality of insights and questions (5 points)
- **Interaction with Peers (10 points)**
  - ○ Constructive feedback and collaboration (5 points)
  - ○ Respectful and professional behavior (5 points)
- **Engagement with Course Material (10 points)**
  - ○ Consistent and thoughtful engagement with readings and assignments (10 points)

Total Grading Breakdown

- **Personal Acknowledgement:** 10 points
- **Weekly Discussion Board Assignments:** 40 points
- **Weekly Project Assignments:** 200 points
- **Midterm Exam:** 100 points
- **Final Exam:** 200 points
- **Final Project:** 200 points
- **Class Participation:** 150 points

Grand Total: 900 points

Grading Scale for a Total of 900 Points

To provide a clear understanding of how grades will be assigned in this course, the following grading scale will be used. The total possible points for the class are 800. Your final grade will be determined based on the percentage of points you earn out of these 800 points.

Percentage Range	Grade	Points Range
90-100%	A	720-800
80-89%	B	640-719
70-79%	C	560-639
60-69%	D	480-559
Below 60%	F	0-479

Breakdown of Grades

- **A (90-100%)**: Excellent performance, demonstrating a comprehensive understanding of the subject matter, superior analytical and critical thinking skills, and outstanding ability to apply concepts to practical scenarios. (720-800 points)

- **B (80-89%)**: Good performance, showing a strong grasp of the material, good analytical and critical thinking skills, and the ability to apply concepts effectively. (640-719 points)

- **C (70-79%)**: Satisfactory performance, with an adequate understanding of the material and basic analytical and application skills. (560-639 points)

- **D (60-69%)**: Below average performance, with a minimal understanding of the material and limited ability to apply concepts. (480-559 points)
- **F (Below 60%)**: Unsatisfactory performance, indicating a lack of understanding of the material and inability to apply concepts. (0-479 points)

Important Notes

- **Attendance and Participation**: Regular attendance and active participation are crucial for success in this course. Points may be deducted for excessive absences and lack of participation.
- **Assignments and Deadlines**: All assignments must be submitted on or before the due dates. Late submissions will result in point deductions or may not be accepted.
- **Academic Integrity**: Adherence to academic integrity is expected. Any form of academic dishonesty will result in severe penalties, including possible failure of the course.

By understanding this grading scale, you can better gauge your progress throughout the course and strive to achieve your academic goals.

Statement on Assignment Modifications and Extra Credit

Please be advised that the professor reserves the right to modify the course assignments at any time during the semester. This may include adding new assignments or omitting existing ones, which could cause the total number of possible points to fluctuate. Such changes will be communicated to students promptly through official channels, including class announcements and updates on the course's Brightspace page.

Additionally, any extra credit opportunities will be provided solely at the discretion of the professor. These opportunities, if offered, will be designed to enhance your understanding of the course material and contribute to your overall grade. It is important to stay engaged and responsive to any announcements regarding these changes to ensure you are up-to-date with the course requirements.

Your flexibility and understanding are appreciated as we work together to create an enriching and dynamic learning environment.

Credit Hour Assignment Policy

Coursework performed outside the classroom—such as reading, studying, writing papers, completing projects, or receiving tutoring—is essential for academic success. Although individual time requirements may vary, a general guideline is that students should spend approximately two hours on out-of-class activities for every hour spent in class. For this course, this equates to about five hours of outside work per week.

E-Portfolios/Open Lab

CUNY College of Technology encourages all students to develop a program-long e-Portfolio showcasing their academic work. Through the processes of collecting, selecting, reflecting, and connecting, students learn to evaluate the quality of their work, articulate their learning, and demonstrate their knowledge and skills. Faculty will support this process by recommending that

students store at least one significant piece of work from each course in their Blackboard content collection. For more information, refer to the "e-Portfolios at CUNY College of Technology" organization on Blackboard.

Compliance with the Americans with Disabilities Act (ADA)

Students requiring reasonable accommodations for a disability in academic matters should promptly obtain a CUNY City Tech College Request for Accommodation of Disability Form from one of the ADA Coordinators as soon as the need arises. The ADA Coordinators are available to assist students in person or by phone at:

Student Support Services, Room A-237

Phone: 1.718.260.5143

Fax: 1.718.254.8539

Course Schedule Statement

This course, "Merchandising and Marketing for Digital Platforms," meets online via Zoom on Tuesdays, Wednesdays, and Thursdays from 2:30 PM to 5:00 PM. In addition to the 7.5 hours of in-class time each week, students are expected to spend approximately 15 hours per week on coursework outside of class. This time includes reading, studying, working on weekly project assignments, participating in discussion boards, and preparing for the final project. Planning and managing your time effectively will be crucial to your success in this course.

Weekly Discussion Board Assignment for Digital Fashion Marketing Class

Overview

Each week, students will participate in an online discussion board in Brightspace. The discussion will focus on analyzing social media accounts or campaigns that are generating buzz or are of particular interest based on the week's reading material from "The Fundamentals of Digital Fashion Marketing" by Clare Harris. Each student is required to create one original post and reply to at least two other students' posts meaningfully.

Assignment Structure

Weekly Tasks:

3. **Original Post:**
   - Identify a social media account or campaign relevant to the week's reading.
   - Analyze why it is generating buzz or is particularly interesting.
   - Include high-resolution images to visually communicate your points.

- Provide context and insights based on the week's reading material.
- Cite any sources in APA format.

4. **Replies:**
   - Respond to at least two other students' posts.
   - Provide thoughtful, meaningful feedback or additional insights.
   - Engage in constructive dialogue, referencing the week's reading where applicable.

Weekly Assignments

Week 1: Market Analysis and Brand Presence

- **Topic:** Choose a social media account of a fashion brand that has a strong market presence.
- **Post:** Describe the brand's digital presence, its target audience, and how it engages with its followers.
- **Reading Reference:** Chapter 1 - Fashion marketing and digital technologies.
- **Deadline:** Post and replies by Sunday, 11:59PM.

Week 2: Competitive Analysis and Strategy

- **Topic:** Highlight a social media campaign from a competing fashion brand.
- **Post:** Analyze the campaign's strengths, weaknesses, and its competitive edge.
- **Reading Reference:** Chapter 2 - Fashion and Online Marketing.
- **Deadline:** Post and replies by Sunday, 11:59PM.

Week 3: Content Creation and Engagement

- **Topic:** Discuss a social media campaign that has effectively used user-generated content or influencer marketing.
- **Post:** Evaluate the campaign's content strategy and its impact on engagement.
- **Reading Reference:** Chapter 3 - Social Media and Fashion Marketing.
- **Deadline:** Post and replies by Sunday, 11:59PM.

Week 4: Performance Measurement and Analytics

- **Topic:** Choose a recent social media campaign that used innovative performance measurement tools.
- **Post:** Explain the tools used and how they measured the campaign's success.
- **Reading Reference:** Chapter 4 - Fashion and Film.
- **Deadline:** Post and replies by Sunday, 11:59PM.

Guidelines for Posts

- **Length:** Each original post should be 300-500 words.
- **Images:** Include at least two high-resolution images relevant to your analysis.
- **APA Citations:** Cite all references in APA format.
- **Engagement:** Be respectful and constructive in replies.

Evaluation Criteria

- **Original Post:**
  - Relevance and depth of analysis (30%)
  - Quality and relevance of images (20%)

- ○ Integration of reading material (20%)
- ○ Proper citations (10%)
- **Replies:**
  - ○ Thoughtfulness and relevance (20%)

<u>Weekly Schedule of Topics and Assignments</u>

<u>Week 1: Market Analysis and Brand Presence</u>

- **Dates:** July 9th, 10th, and 11th
- **Topics:**
  - ○ Introduction to Digital Fashion Marketing
  - ○ Understanding Market Analysis and SWOT
  - ○ Identifying and Analyzing Target Audiences
- **Assignments:**
  - ○ **Discussion Board Post:** Analyze a fashion brand's digital presence (Due Sunday, 11:59PM)
  - ○ **Weekly Project Assignment:** Brand Selection and Initial Research (Due Sunday, 11:59PM)
  - ○ **Reading:** Chapters 1 and 2 from "The Fundamentals of Digital Fashion Marketing" by Clare Harris

<u>Week 2: Competitive Analysis and Strategy</u>

- **Dates:** July 16th, 17th, and 18th
- **Topics:**
  - ○ Conducting Competitive Analysis
  - ○ Developing a Digital Marketing Strategy
  - ○ Setting Marketing Objectives and KPIs
- **Assignments:**
  - ○ **Discussion Board Post:** Highlight a competitor's social media campaign (Due Sunday, 11:59PM)
  - ○ **Weekly Project Assignment:** Market Analysis and Competitive Analysis (Due Sunday, 11:59PM)
  - ○ **Reading:** Chapters 3 and 4 from "The Fundamentals of Digital Fashion Marketing" by Clare Harris
  - ○ **Midterm Exam:** Comprehensive review of the material covered thus far.

<u>Week 3: Content Creation and Engagement</u>

- **Dates:** July 23rd, 24th, and 25th

- **Topics:**
  - Creating Engaging Content for Social Media
  - Utilizing User-Generated Content and Influencer Marketing
  - Developing a Content Calendar
- **Assignments:**
  - **Discussion Board Post:** Discuss a successful user-generated content or influencer campaign (Due Sunday, 11:59PM)
  - **Weekly Project Assignment:** Social Media Strategy Development (Due Sunday, 11:59PM)
  - **Reading:** Chapters 5 and 6 from "The Fundamentals of Digital Fashion Marketing" by Clare Harris

Week 4: Performance Measurement and Presentation

- **Dates:** July 30th, 31st, and August 1st
- **Topics:**
  - Measuring the Effectiveness of Digital Marketing Campaigns
  - Using Analytics Tools to Track Performance
  - Preparing for Professional Presentations
- **Assignments:**
  - **Discussion Board Post:** Analyze a recent social media campaign's performance metrics (Due Sunday, 11:59PM)
  - **Weekly Project Assignment:** Presentation Preparation and Final Pitch (Due Monday August 5th, 11:59PM)
  - **Final Exam Review & Final Exam:** Comprehensive exam of the course materials. (Scheduled during class time)

Week 5: Final Presentations

- **Dates:** August 6th, 7th, and 8th
- **Topics:**
  - Preparing for Professional Presentations
  - Round Table Discussion of Presentation Findings
- **Assignments:**
  - **Discussion Board Post:** Analyze a recent social media campaign's performance metrics (Due Thursday August 8th, 11:59PM)

- ○ **Weekly Project Assignment:** Presentation Preparation and Final Pitch (Due Monday August 5th, 11:59PM)
- ○ **Final Project Presentation:** Present your comprehensive social media marketing strategy (Scheduled during class time)

Final Project Components and Due Dates

- **Week 1:** Brand Selection and Initial Research (50 points)
- **Week 2:** Market Analysis and Competitive Analysis (50 points)
- **Week 3:** Social Media Strategy Development (50 points)
- **Week 4:** Presentation Preparation and Final Pitch (50 points)
- **Total:** 200 points

Additional Notes

- **Class Participation:** Active engagement during class discussions and activities will account for 20% of your final grade.
- **Reading Assignments:** Stay current with the assigned readings to fully participate in discussions and complete assignments.
- **Time Management:** Allocate approximately 15 hours per week for out-of-class coursework to meet the expectations and deadlines effectively.

This structured schedule will help you stay on track and manage your time efficiently throughout the course. By dedicating the necessary hours each week, you will be well-prepared for class discussions, assignments, and the final project presentation.

Recommended Web Sources for Researching Fashion Marketing Trends and Industry News

To stay current with fashion marketing trends and industry news, the following web sources are recommended for your research. These websites offer valuable insights, reports, and articles that will enhance your understanding of the digital fashion marketing landscape.

1. **Fashion Snoops**
   - ○ **Website:** FashionSnoops.com
   - ○ **Access:** Free access for students
   - ○ **Username:** fscuny
   - ○ **Password:** ilovesnoops1
   - ○ **Description:** Fashion Snoops provides trend forecasting, market reports, and industry analysis. Use this resource frequently to stay informed about the latest trends and developments in fashion marketing.

2. **Business of Fashion**

- Website: BusinessOfFashion.com
- **Description:** Business of Fashion offers comprehensive news, analysis, and insights on the global fashion industry. It covers topics such as marketing, retail, sustainability, and technology.

3. **Vogue Business**

- **Website:** VogueBusiness.com
- **Description:** Vogue Business provides industry news, analysis, and reports on fashion marketing, consumer behavior, and business strategies.

4. **WWD (Women's Wear Daily)**

- **Website:** [WWD.com](WWD.com)
- **Description:** Women's Wear Daily is a leading source of news and analysis for the fashion, beauty, and retail industries. It covers the latest trends, market insights, and business strategies.

5. **Fashionista**

- **Website:** Fashionista.com
- **Description:** Fashionista offers news, trends, and analysis related to fashion marketing, retail, and digital media. It also provides insights into the careers and personalities shaping the industry.

6. **Glossy**

- **Website:** Glossy.co
- **Description:** Glossy covers the intersection of fashion, luxury, and technology. It offers in-depth articles and reports on digital marketing strategies, brand innovation, and consumer trends.

7. **Fashion United**

- **Website:** FashionUnited.com
- **Description:** Fashion United provides news, insights, and data on the global fashion industry. It covers marketing strategies, business developments, and market trends.

8. **Retail Dive**

- **Website:** RetailDive.com
- **Description:** Retail Dive offers news and analysis on retail trends, technology, and consumer behavior. It provides valuable insights into the marketing strategies of leading fashion brands.

9. **Harvard Business Review**

- **Website:** [HBR.org](HBR.org)
- **Description:** Harvard Business Review features articles and case studies on business strategies, marketing, and innovation. It provides thought leadership and practical insights relevant to fashion marketing.

10. **McKinsey & Company**

- **Website:** McKinsey.com

- o **Description:** McKinsey & Company publishes reports and articles on global trends, business strategies, and industry insights. Their annual "State of Fashion" report is particularly valuable for understanding industry dynamics.

Students are encouraged to explore these resources regularly to enhance their knowledge and stay updated on the latest trends and strategies in fashion marketing. Utilize Fashion Snoops often, leveraging the free access provided, to gain deeper insights and stay ahead in the industry.

Participation Assessment Criteria

Participation will be assessed according to the following criteria:

	Exemplary (90-100%)	**Proficient (80-90%)**	**Developing (70-80%)**	**Unacceptable (<70%)**
Frequency of Participation	Student initiates contributions more than three times 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 contributions and requires instructor prompts.
Quality of Comments	Comments are always insightful and constructive, using appropriate terminology. Comments balance general impressions, opinions, and specific, thoughtful criticisms or contributions.	Comments are always insightful and constructive, using appropriate terminology. Comments balance general impressions, opinions, and specific, thoughtful criticisms or contributions.	Comments are sometimes constructive, with occasional signs of insight. Student does not consistently use appropriate terminology, and comments are not always relevant to the discussion.	Comments are rarely constructive and show little insight. Student seldom uses appropriate terminology, and comments are often irrelevant.

	Exemplary (90-100%)	Proficient (80-90%)	Developing (70-80%)	Unacceptable (<70%)
Listening Skills	Student listens attentively when others present materials and perspectives, as indicated by comments that build on others' remarks, demonstrating they have heard and contributed to the dialogue.	Student listens attentively when others present materials and perspectives, as indicated by comments that build on others' remarks, demonstrating they have heard and contributed to the dialogue.	Student listens attentively when others present materials and perspectives, but only occasionally builds on others' remarks.	Student rarely listens attentively when others present materials and perspectives, seldom building on others' remarks.

Project Assessment Criteria

	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 project details strongly support the aesthetic.	Aesthetic is expressed, and project details somewhat support the aesthetic.	Aesthetic is not expressed, and project details do not support the aesthetic.

	Excellent	**Good**	**Poor**
Accuracy	Concepts and all statements are factually accurate, demonstrating a clear understanding of the material and the ability to apply it to additional use-case scenarios.	Concepts and all statements are factually accurate, demonstrating 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 assignment parameters and is executed with a high level of neatness and technical skill.	Presentation conforms to the assignment parameters but lacks a high level of neatness and technical skill.	Presentation fails to conform to the assignment parameters and is poorly executed, lacking neatness and technical skill.

Final Project Assignment for Digital Fashion Marketing Class

Project Overview

The final project for the Digital Fashion Marketing class will require each student to choose a fashion brand and develop a comprehensive social media marketing strategy. This project involves extensive research and application of digital marketing concepts covered in "The Fundamentals of Digital Fashion Marketing" by Clare Harris. The final deliverables will include a research paper with APA citations and references, and a PowerPoint presentation. Students will present their strategies as if they are pitching to

the marketing director of the chosen brand.

Project Components

The project is divided into four main components, each aligned with a specific week of the course:

1. **Week 1: Brand Selection and Initial Research**
2. **Week 2: Market Analysis and Competitive Analysis**
3. **Week 3: Social Media Strategy Development**
4. **Week 4: Presentation Preparation and Final Pitch**

Detailed Breakdown

Week 1: Brand Selection and Initial Research

- **Objective:** Select a fashion brand and conduct initial research on its digital presence.
- **Tasks:**
    1. Choose a fashion brand (real or fictional) to focus on for the project.
    2. Research the brand's history, mission, and current digital presence.
    3. Identify the brand's marketing director and gather background information on them.
- **Deliverables:** A one-page summary of the brand, including the name of the marketing director and initial observations of its digital presence.

Week 2: Market Analysis and Competitive Analysis

- **Objective:** Conduct a thorough market analysis and competitive analysis for the chosen brand.
- **Tasks:**
    1. Perform a market analysis including SWOT analysis, target audience research, and industry trends.
    2. Conduct a competitive analysis identifying key competitors and comparing their digital marketing strategies.
    3. Use at least three scholarly sources for research and cite them in APA format.
    4. Complete Midterm Exam. (Scheduled during class time.)
- **Deliverables:** A research paper (3-5 pages) detailing the market analysis and competitive analysis with APA citations and references.

Week 3: Social Media Strategy Development

- **Objective:** Develop a comprehensive social media marketing strategy for the brand.
- **Tasks:**
    1. Identify the most suitable social media platforms for the brand.
    2. Create a content calendar for social media posts, including visuals and captions.
    3. Develop strategies for influencer collaborations, user-generated content, and engagement tactics.
    4. Outline the goals, KPIs, and expected outcomes for the social media campaign.
    5. Complete Final Exam Review.
- **Deliverables:** A detailed social media strategy document (3-5 pages) and a content calendar with APA citations and references.

Week 4: Presentation Preparation and Final Exam

- **Objective:** Prepare and deliver a persuasive pitch of the social media marketing strategy to the marketing director.
- **Tasks:**
    1. Develop a PowerPoint/Canva presentation summarizing all components of the project with APA citations and references.
    2. Practice delivering the presentation with a focus on clarity, creativity, and persuasion.
    3. Present the social media strategy as if pitching to the brand's marketing director.
    4. **Complete Final Exam:** Comprehensive exam of the course materials. (Scheduled during class time)
- **Deliverables:** PowerPoint/Canva presentation (10-15 slides) and a 15-minute oral presentation followed by a 10-minute Q&A session.

Week 5: Presentation Preparation and Final Pitch

- **Objective:** Prepare and deliver a persuasive pitch of the social media marketing strategy to the marketing director.
- **Tasks:**
    5. Develop a PowerPoint/Canva presentation summarizing all components of the project with APA citations and references.
    6. Practice delivering the presentation with a focus on clarity, creativity, and persuasion.
    7. Present the social media strategy as if pitching to the brand's marketing director.
- **Deliverables:** PowerPoint/Canva presentation (10-15 slides) and a 15-minute oral presentation followed by a 10-minute Q&A session.

Final Presentation

- **Format:** 15-minute presentation followed by a 10-minute Q&A session.
- **Content:** Overview of the brand, market analysis, competitive analysis, social media strategy, and performance measurement.
- **Evaluation Criteria:** Research quality, strategic thinking, application of course concepts, creativity, presentation skills, and ability to answer questions.

Submission Guidelines

- **Due Dates:** Each weekly component must be submitted by the end of the week on Sunday by 11:59pm.
- **Final Presentation:** Conducted during the final class session in Week 4.

Final Project Evaluation Criteria Breakdown

The final project for the Digital Fashion Marketing class is worth a maximum of 200 points. The project includes a research paper and a PowerPoint presentation. Below is the numeric breakdown of the evaluation criteria.

1. Research Paper (100 points)

- **Content (50 points)**
    - Thorough market analysis, including SWOT analysis and industry trends (15 points).
    - Detailed competitive analysis with clear comparisons (15 points).
    - Comprehensive target audience research (10 points).
    - Clear, concise, and logical structure (10 points).
- **APA Formatting (30 points)**
    - Correct use of APA 7th edition format throughout the paper (10 points).
    - Proper use of in-text citations for all references (10 points).
    - Accurate and properly formatted reference list (10 points).
- **Images (20 points)**
    - High-resolution images relevant to the content (10 points).
    - Proper APA citations for all images used (10 points).

2. PowerPoint Presentation (60 points)

- **Content (30 points)**
    - Clear summary of the research paper's key points (10 points).
    - Logical flow and organization of slides (10 points).
    - Engaging and visually appealing design (10 points).
- **Visuals (20 points)**
    - High-resolution images with proper citations (10 points).
    - Effective use of visuals to enhance understanding (10 points).
- **Presentation Skills (10 points)**
    - Clear and confident delivery (5 points).
    - Ability to answer questions and engage the audience (5 points).

3. APA Formatting and Citations (20 points)

- **In-text Citations (10 points)**
    - Correct use of in-text citations according to APA 7th edition (5 points).
    - Citations for all direct quotes, paraphrases, and references to research (5 points).
- **Reference List (10 points)**
    - Complete and accurate reference list in APA 7th edition format (5 points).
    - Consistent formatting and proper alphabetical order (5 points).

4. Engagement and Professionalism (20 points)

- **Professionalism (10 points)**
    - Adherence to submission deadlines (5 points).

- - Professional presentation and formatting of all documents (5 points).
- **Engagement (10 points)**
  - Meaningful interaction during Q&A sessions (5 points).
  - Constructive feedback to peers during presentation rehearsals (5 points).

Total Points Breakdown

- **Research Paper:** 100 points
- **PowerPoint Presentation:** 60 points
- **APA Formatting and Citations:** 20 points
- **Engagement and Professionalism:** 20 points

Grand Total: 200 points

Statement of Understanding

By signing below, I acknowledge that I have read and understood the syllabus for the course "Merchandising and Marketing for Digital Platforms." I am aware of the course requirements, expectations, and policies, including but not limited to:

1. **Attendance and Participation:**
   - Regular attendance is mandatory.
   - Active participation in class discussions and activities is required.
   - Engaging with course materials and peers is essential for success.

2. **Assignments and Deadlines:**
   - All assignments must be submitted on time.
   - Late submissions will not be accepted.
   - Specific guidelines for SafeAssign/Turnitin submissions must be followed.

3. **Academic Integrity:**
   - Academic dishonesty, including plagiarism and cheating, will result in disciplinary action.
   - Proper citation and acknowledgment of sources are required.

4. **Use of Electronic Devices:**
   - Electronic devices must be silenced during class.
   - Inappropriate use of electronics will result in a grade deduction.

5. **Course Workload:**
   - Approximately 15 hours of coursework outside of class are expected each week.
   - Time management and adherence to deadlines are crucial.

6. **Resources and Support:**
   - Utilize available resources such as the Academic Writing Center and Fashion Snoops.
   - Reach out to the instructor or peers for help when needed.

I understand that adhering to these expectations is crucial for my success in this course. I commit to following the outlined policies and to putting forth my best effort throughout the term.

Disclaimer

The syllabus for "Merchandising and Marketing for Digital Platforms" is a living document. As such, it may be subject to changes at the sole discretion of the professor. These changes can include, but are not limited to:

- Modifications to assignments, including due dates and requirements.
- Adjustments to the total number of possible points for the course.

- Provision of extra credit opportunities, which are at the professor's discretion and may vary throughout the course.

Any changes will be communicated to students in a timely manner through official channels, such as class announcements or updates on the course's Brightspace page. It is the responsibility of the student to stay informed about any adjustments to the syllabus.

By acknowledging and signing the Statement of Understanding, you agree to these terms and understand that the professor reserves the right to make changes to the syllabus as necessary to enhance the learning experience and meet the course objectives.

Acknowledgment of Understanding

Student Name (Printed): _____

Student Signature: _____

Date: _____

Instructor Signature: _____

Date: _____

Please sign and return this page to the instructor by the end of the first week of class. Keep a copy for your records. Your signature indicates your understanding and acceptance of the course requirements and policies.