COURSE INFORMATION FORM

DISCIPLINE     Apparel and Textiles
COURSE TITLE   APTX 119 Advertising and Promotion for Merchandising Environments
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CATALOG DESCRIPTION
Application of advertising, promotion, and special events to effectively market product assortments for retail, wholesale, and industry tradeshow settings. Course culminates in student production of PANACHE student fashion showcase.

PREREQUISITES
none

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)

Upon completion of this course, the student will be able to:

1. Define and identify various types of visual communication.
2. Employ specific industry terminology related to advertising, promotion, and special events.
3. Examine and employ visual sources of inspiration for development of advertising, promotion, and special events, with attention to brand image and target market.
4. Integrate use of visual media, TV, radio, social media, and special events to develop advertising and promotional plan for retail, wholesale, and tradeshow settings.
5. Generate development of advertising and promotional elements using innovation in design with focus on brand identity and target market.

GENERAL EDUCATION OUTCOMES (ESO)

Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes                      ESO
3. Life-Long Learning:
   C. Attributes of an Awareness of the Convergence of Knowledge
      2. Apply learned skills to real world interactions       (5)
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

Demonstrate ability to communicate effectively in oral, written and visual forms
- Produce effective visual materials to communicate product development or marketing strategies
- Develop and present effective oral presentations
- Recognize and use appropriate professional terminology

Demonstrate ability to work effectively in groups and teams.
- Develop effective skills in brainstorming and identification of relevant ideas.
- Share responsibility and delegate duties. Demonstrate accountability to the group/team.
- Develop strategies and time lines for action and completion

Demonstrate professional expertise in marketing and product merchandising.
- Identify target markets, accessing of consumer audience.
- Identify appropriate marketing and merchandising strategies to reach target market
- Develop effective business planning appropriate to identified strategies.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Exams 1,2,4,
2. Participation in class discussion and activities 1,2,3,4,5
3. Focused assignments over text book and selected readings 1,2,4
4. Capstone project demonstrating mastery and ability to integrate key concepts related to merchandising advertising and promotional process 1,2,3,4
5. Successful contribution and participation in production of PANACHE annual student fashion showcase 1,2,3,4,5
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Introduction to Advertising and Promotions
   A. Impact on industry
   B. Ethical issues

II. Planning Advertising and Promotions
   A. Brand identity
   B. Target markets
   C. Budget
   D. Creative resources

III. Types of Advertising Media
   A. Print
   B. AV - TV/Radio
   C. Direct

IV. Promotional Tools
   A. Special events
   B. Visual merchandising
   C. Public relations

V. PANACHE fashion showcase production