

[aub.ac.uk/sufpr](http://aub.ac.uk/sufpr)

## FASHION MARKETING & COMMUNICATION

Develop your understanding of how fashion is communicated and promoted creatively through different media, including fashion journalism, advertising, PR, marketing, branding and brand promotion. From traditional print media through to new digital platforms you will explore how to effectively write and communicate with different fashion audiences and markets.

Through a combination of studio work, guided tutorials, projects and case studies, you will build upon your knowledge of the fashion business sector and develop your own creative writing style. Topics covered in this course include fashion customers and buying behaviour, fashion branding, digital campaigns and you'll create your own Fashion blog.

### WEEK ONE

#### FASHION MARKET RESEARCH

Through discussions, group work and presentations you will consider what fashion marketing is and how a brand is developed. Digital sessions will explore visual brand identity with research activities to increase your knowledge of consumer behaviour and fashion analysis techniques.

#### FASHION INNOVATIONS & EMERGING TECHNOLOGIES

#### CUSTOMERS & BUYING BEHAVIOUR

#### PROMOTIONAL TECHNIQUES

### WEEK TWO

#### ILLUSTRATOR WORKSHOP

Working from a brief, you will create a brand and explore the visual identity through logos in Illustrator workshop sessions. You will examine social media platforms and the emergence of fashion blogging. There will be a study day trip to London to a variety of retail spaces with the opportunity to examine fashion promotion in real life contexts.

#### FASHION JOURNALISM

#### SOCIAL MEDIA & BLOGGING

#### TRIP TO LONDON - RETAIL TOUR

#### BRAND & BRANDING

### WEEK THREE

#### PR & ADVERTISING

During the final week of your course you will explore fashion events, advertising, media relations, and learn how to create commercial and editorial fashion images. You will write a blog, compose a press release for a fashion event and take part in a photoshoot styling session.

#### TREND COMMUNICATION

#### FASHION STYLING

#### EXHIBITION OF WORK & CERTIFICATE



“ The course has been so inspiring - I've learnt more than I thought and am really pleased with what I produced - I'm hoping to come back to AUB next year to start a Foundation course.”