

TXMI 4220
Fashion Image Development and Promotion
Spring 2003

Instructor: Betty Etters
Office: 319 Dawson Hall
Phone: 542-4884
E-mail: betters@fcs.uga.edu
Office Hours: Tu, Th 10:00 - 11:00
M, W, F 1:00 - 2:00
and by appointment

COURSE DESCRIPTION: Techniques of image development in the merchandising of fashion goods. The development of displays and promotions appropriate to various store images.

CREDITS: 3 hours

PREREQUISITE: None

MEET: M, W, F 10:10 - 11:00

TEXT: Fashion Advertising and Promotion by Jay and Ellen Diamond.

COURSE OBJECTIVES:

1. To understand the role of advertising and promotion in relation to the total marketing effort.
2. To analyze both external and internal restraints that influence retail advertising and promotion.
3. To identify the various types of media and factors involved in media selection.
4. To identify variables which contribute to creating a store's image and examine the role of image in merchandising.
5. To plan, implement, and evaluate advertising and promotional activities in the merchandising of fashion products.

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