

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

CLTX 653

COURSE TITLE

SEWN PRODUCT BUSINESS III

ALTERNATE TITLE(S)

NICHE SEWN PRODUCT MARKETING;
SEWN PRODUCT PROMOTION

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course helps the student comprehend how to market sewn products to the consumer. A marketing plan will be created. Instruction in employment preparation for either the global sewn product industry or for starting a sewn product business venture will be included. (FT)

LECTURE/LABORATORY HOURS

108

ADVISORY

Completion of Sewing Fundamentals course, instructor's consent, written/practical exam, or recommendation from any Fashion Instructor.

RECOMMENDED SKILL LEVEL

Eighth grade reading level, ability to communicate effectively in the English language, knowledge of general math, and basic sewing skills. Basic computer skills advisable.
Concurrent enrollment or completion of VESL or VABE course for non-native speakers.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

COURSE GOALS

Achievement of the course goals will help the student develop:

1. The characteristics of niche sewn product marketing.
2. Advertising and marketing plans to influence the consumer.
3. A workable marketing plan for a startup sewn product business.
4. Basic computer, internet, related sewn product software, and accounting skills.
5. Resource management skills for a sewn product business.
6. Critical thinking expertise essential for an entrepreneurial business venture.
7. Entry-level proficiency for employment in the sewn product production industry and for starting a sewn product business venture.
8. A list of career opportunities available in any sewn product industry.

COURSE OBJECTIVES

At the end of the course the student will demonstrate the ability to:

1. Utilize sewn product software, internet research, other accounting and document processing programs.
2. Compare the sewn product business venture to other industry profiles.
3. Understand and apply the all components that lead to a successful advertising campaign.
4. Create a workable marketing plan for a sewn product business venture.
5. Analyze how well the marketing plan is working through break even analysis and profit loss statements.
6. Identify critical thinking skills that are transferable to any sewn product career market or business venture.
7. Qualify for a course certificate of completion by demonstrating 80% mastery of the skills embodied in the course objectives.

SECTION II

COURSE CONTENT AND SCOPE

1. Basic Computer Savvy and Terminology as Related to Sewn Products
2. Business Venture Profile
 - 2.1. Product, service or sales
 - 2.2. Consumer and target market
 - 2.3. Industry trends
 - 2.4. Geographic location
 - 2.5. Current size
 - 2.6. Growth potential
 - 2.7. Seasonality factors
 - 2.8. Competition
 - 2.9. Profit characteristics
3. Business Venture Policies
 - 3.1. Service
 - 3.2. Warranties
 - 3.3. Returns
4. Consumer Behavior
 - 4.1. Family, age, and life cycle influences
 - 4.2. Social influences and responsibilities
 - 4.3. Demographics
 - 4.4. Psychographics
 - 4.5. Global politics
 - 4.6. Government's role
5. Niche Market Penetration (Distribution channels)
 - 5.1. Sales representatives
 - 5.2. Direct-sales force
 - 5.3. Trade shows
 - 5.4. Catalog
 - 5.5. Internet
 - 5.6. Retail establishments
 - 5.7. Wholesale
 - 5.8. E-entrepreneur
 - 5.9. eBay for entrepreneurs
 - 5.10. Future markets

COURSE CONTENT AND SCOPE (CONTINUED)

6. Advertising and Promotion
 - 6.1. Packaging and labeling
 - 6.2. Materials
 - 6.2.1. Sustainable
 - 6.2.2. Renewable
 - 6.2.3. Disposable
 - 6.3. Visual silent selling
 - 6.4. News releases
 - 6.5. Hard copy advertising
 - 6.6. Internet
 - 6.7. Radio and TV
 - 6.8. Promotions
 - 6.9. Publicity
 - 6.10. Advertising agencies
7. Accounting Resources
 - 7.1. Basic bookkeeping
 - 7.2. Budgeting
 - 7.3. Pricing
 - 7.4. Break even analysis
 - 7.5. Profit loss statements
8. Creating a Marketing and Advertising Plan
 - 8.1. Research
 - 8.2. Editing
 - 8.3. Evaluation
9. Small Business Assistance
10. Career Possibilities
 - 10.1. Critical thinking skills
 - 10.2. Search techniques
 - 10.3. Areas of contract employment
 - 10.4. Career positions
 - 10.5. Entrepreneurial ventures

APPROPRIATE READINGS

Arrington, J. & H. M. (2004). *How to Effectively Sell Your Clothing Line to Retailers*. Detroit, MI: Harper-Arrington Publishing.

Arrington, J. & H. M. (2004). *The Official Step-by-Step Guide to Starting a Clothing Line*. Detroit, MI: Harper-Arrington Publishing.

APPROPRIATE READINGS (CONTINUED)

- Arrington, J. & H. M. (2004). *The Reality of Owning and Operating Your Own Clothing Line*. Detroit, MI: Harper-Arrington Publishing.
- Brabec, B. (1998). *The Crafts Business Answer Book & Resource Guide*. New York, NY: M. Evans and Company, Inc.
- Diamond, J. & E. (1999). *Fashion Advertising and Promotion*. New York, NY: Fairchild Publications.
- Edwards, P. & Edwards, S. (1999). *Working from Home*. (5th ed.). New York, NY: Jeremy P. Tarcher/Putnam.
- Fasanella, K. (1998). *The Entrepreneur's Guide to Sewn Product Manufacturing*. (3rd Printing). Capitan, NM: Apparel Technical Services, Inc.
- Gehlhar, M. (2005). *The Fashion Designers Survival Guide: An Insider's Look at starting and Running Your Own Fashion business*. Chicago, IL: Dearborn Trade Publishing.
- Harder, F. (Current Edition). *Fashion for Profit: From Design Concept to Apparel Manufacturing...A Professional's Complete Guide*. (6th ed.). Los Angeles, CA: Francis Harder
- Morrison T. & Conway, W. (Current Edition). *Kiss, Bow, or Shake Hands*. Holbrook, MA: Adams Media Corporation.
- Stim, R. (2003). *Your Crafts Business: A Legal Guide*. Berkeley, CA: Nolo.
- Ulasewicz, C. (2008). *Sustainable Fashion: Why Now? A conversation exploring issues, practices, and possibilities*. (Hethorn, J., Ed.). New York, NY: Fairchild Publications.

WRITING ASSIGNMENTS

Appropriate writing assignments may include, but are not limited to the writing of a marketing and advertising plan.

OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to: reading texts, analyzing data from computer research and other reference sources, and project completion.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments that demonstrate critical thinking may include, but are not limited to: reading texts, analyzing data from computer research and other reference sources, and project completion.

EVALUATION

A student's competency will be based on multiple measures of performance. Assessment will measure the development of independent critical thinking and demonstrable skill. Final course evaluation of the student's ability will be based on, but not limited to, the following criteria:

1. The student will complete a self evaluation of their marketing plan and evaluate the achievement of said plan upon completion of course.
2. The student will complete the project(s) and other requirements for the course.
3. The student will work on collaborative/group projects.
5. Appraisal of the student's competency using career related software programs, internet research, other accounting and document processing programs.
6. Critique of student project(s) illustrating advanced competency skills learned in class.
7. Student must attend 75% of all class hours per course. Missing more than 25% of the class hours will affect their grade.
8. The student will identify employment, career and venture possibilities.

NOTE: Students requesting a **Certificate of Completion** must satisfactorily complete all the evaluation competencies and demonstrate 80% mastery of the skills embodied in the course objectives. However, if a student's goal is to master one or more individual technical skills, a **Certificate of Competency** may be issued upon satisfactory completion of that work.

METHOD OF INSTRUCTION

Methods of Instruction may include, but are not limited to: classroom lectures, laboratory classroom discussions, collaborative learning, demonstrations, sewn product software, internet research, accounting and document processing programs, books on disk, text books, audio-visual presentations, field trips, guest speakers, completion of portfolios, and other student projects. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Textbooks are teacher's preference. Student will provide requisite sewing and project supplies.

Rath, P. M., Bay, S., Petrizzi, R., & Gill, P. (Current Edition). *The Why of the Buy: Consumer Behavior and Fashion Marketing*. New York, NY: Fairchild Publications.

PREPARED BY Joan McKenna/Donna Namdar DATE March 30, 2008

DATA REVISED BY Instructional Services/SLOs Added DATE February 2, 2017

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog