



**Universitas Negeri Surabaya
Faculty of Vocational Studies
D4 Fashion Design Study Program**

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date																																	
FASHION MARKETING	9441002068		T=2 P=0 ECTS=3.18	4	July 17, 2024																																	
AUTHORIZATION	SP Developer		Course Cluster Coordinator	Study Program Coordinator																																		
	Dr. Irma Russanti, S.Pd., M.Ds.																																		
Learning model	Case Studies																																					
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																					
	Program Objectives (PO)																																					
	PLO-PO Matrix																																					
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 30px;">P.O</td> </tr> </table>					P.O																															
P.O																																						
	PO Matrix at the end of each learning stage (Sub-PO)																																					
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td rowspan="2" style="width: 50px; height: 30px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px;">1</td> <td style="width: 20px;">2</td> <td style="width: 20px;">3</td> <td style="width: 20px;">4</td> <td style="width: 20px;">5</td> <td style="width: 20px;">6</td> <td style="width: 20px;">7</td> <td style="width: 20px;">8</td> <td style="width: 20px;">9</td> <td style="width: 20px;">10</td> <td style="width: 20px;">11</td> <td style="width: 20px;">12</td> <td style="width: 20px;">13</td> <td style="width: 20px;">14</td> <td style="width: 20px;">15</td> <td style="width: 20px;">16</td> </tr> </table>					P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
P.O	Week																																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																						
Short Course Description	This course contains the study and understanding of the concepts of fashion marketing, fashion market and marketing environment, marketing mix, marketing research, fashion distribution, fashion marketing communication, advertising, labels and packaging. Learning is carried out by applying a constructivist approach. The learning activity ends by making a Fashion Marketing Planning/Business Plan and presenting it.																																					
References	Main :																																					
	<ol style="list-style-type: none"> 1. Bendoni, Wendy K, 2017. , Social Media For Fashion Marketing: Storytelling in a Digital World, New York: Bloomsbury Publishing Plc . 2. Bickle, Marianne C, 2011. , Fashion Marketing Theory, Principles & Practice , New York: Fairchild Books . 3. Bon, Caroline Le, 2015. , Fashion Marketing Influencing Consumer Choice and Loyalty with fashion Products, New York: Business Expert Press, LLC . 4. Easey, Mike, 2009. , Fashion Marketing –Third Edition , UK: Wiley-Blackwell A John Wiley & Sons Ltd . Publication 5. Greenwood, Gaynor Lea, 2013. , Fashion Marketing Communications, United Kingdom: John Wiley & Sons Ltd . 6. Harris, Clare, 2020. , The Fundamental of Digital Fashion Marketing, New York: Bloomsbury Publishing Plc . 7. Mitterfellner, Olga, 2019. , Fashion Marketing and Communication, Theory and Practice Across the Fashion Industry, London: Routledge Taylor & Francis Group . 8. Posner, Harriet, 2011. , Marketing Fashion , London: Laurence King Publishing Ltd . 																																					
	Supporters:																																					
Supporting lecturer	Dra. Yulistiana, M.PSDM.																																					
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)																															
		Indicator	Criteria & Form	Offline (offline)	Online (online)																																	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)																															

1	Students are able to understand the basic concepts of fashion marketing	1. Explain the definition of Fashion2. Explain the definition of Marketing3. Explain the Concept of Fashion Marketing4. Explain the scope of the Fashion Industry	Criteria: 1. Score: 1 - 100 2. If you can answer the questions well and correctly	Approach: deductive Method: online discussions and lectures using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50			0%
2	Students are able to understand SWOT Analysis and Vision and Mission	1. Explain the definition of SWOT Analyst2. Explain the benefits of SWOT analysis3. Explain the definition of Vision and Mission 4. Explain the importance of the Vision and Mission for the Fashion Industry	Criteria: 1. Score: 1 - 100 2. If you can make a good report.	Approach: constructivism Method: lecture and discussion using the WA Group platform, Google meet and Vilearning/ Vinesa 2 X 50			0%
3	Students are able to understand Target Market and Segmentation	1. Explain the definition of Target Market2. Explain the characteristics of the Target Market3. Explain the definition of Segmentation4. Explain the Segmentation category	Criteria: 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication/question and answer skills.	Approach: constructivism Method: lecture, presentation and discussion using the WA Group platform, Google meet and Vilearning/ Vinesa 2 X 50			0%
4	Students are able to understand Market Size and Market Environment	1. Explain the definition of Market Size2. Identifying Market Size categories3. Explain the definition of Market Environment4. Identify the Market Environment category	Criteria: 1. Score: 1 - 100 2. If you can answer the questions well and correctly	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50			0%
5	Students are able to understand Marketing Mix (Product and Price)	1. Explain the definition of Marketing Mix2. Explain the concept of Marketing Mix and its development 3. Explain the definition of Product4. Explain the Product category5. Explain the Product life cycle6. Explain the definition of Price7. Explaining the strategy for determining Price8. Explain the Price category of a fashion product	Criteria: 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication/question and answer skills	Approach: constructivism Method: lecture and discussion and question and answer using the WA Group platform, Google meet, and Vilearning/ Vinesa 2 X 50			0%

6	Students are able to understand Marketing Mix (Place & Promotion)	1. Explain the definition of Marketing Mix2. Explain the concept of Marketing Mix and its development 3. Explain the definition of Place4. Explaining the Place category6. Explain the definition of Promotion7. Explaining the Promotion category8. Explain Promotion strategies	Criteria: 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication/question and answer skills	Approach: constructivism Method: lecture and discussion and question and answer using the WA Group platform, Google meet, and Vilearning/ Vinesa 2 X 50			0%
7	Students are able to understand Marketing Research (Market Research)	1. Explain the meaning of Marketing Research2. Explain the purpose of Marketing Research3. Explain the Marketing Research process	Criteria: 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information on media delivery and examples of communication/question and answer skills	Approach: constructivism Method: lecture, discussion and question and answer using WA Group, Google meet and Vilearning/ Vinesa. 2 X 50			0%
8	Students are able to work on UTS questions		Criteria: 1. Score; 1 - 100 2. If you can answer the questions well and correctly	2 X 50			0%
9	Students are able to understand Fashion Distribution	1. Explain the definition of Fashion Distribution2. Explain Distribution Strategy3. Explaining Distribution Flow 4. Explaining Distribution Center Categories	Criteria: 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication skills	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50			0%
10	Students understand Fashion Communication	1. Explain the definition of Fashion Communication2. Explaining Types of Communication Tools3. Explaining Communication Channel Categories	Criteria: 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication skills	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50			0%
11	Students are able to understand Fashion Advertising	1. Explain the definition of Fashion Advertising2. Explain the role of Fashion Advertising3. Identify the Fashion Advertising category	Criteria: 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication skills	Approach: constructivism Method: discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50			0%

12	Students are able to understand labels. Logo, Brand and Packaging	1. Explain the definition of Label, Logo, Brand and Packaging 2. Explain the function of labels, logos, brands and packaging 3. Explain the characteristics of the Label. Logo, Brand and Packaging	Criteria: 1. Score: 1 - 100 2. Assessment includes: completeness of systematic information in media delivery, communication skills	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50			0%
13	Students understand the Fashion and Entertainment Industry	1. Explain the definition of the Fashion and Entertainment Industry 2. Explain the role of Entertainment in the Fashion Industry 3. Explains the theory of Trickle Up, Trickle Down and Trickle Across	Criteria: 1. Score: 1 - 100 2. If you can answer the question correctly	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet, and Vilearning/ Vinesa platforms. 2 X 50			0%
14	Students are able to prepare Fashion marketing Planning (Business Plan)	1. Explain the meaning of Fashion Marketing Planning 2. Identifying the concept of Fashion Marketing Planning including Marketing Mix (4P) 3. Planning supporting elements (Label, Logo, Brand and Packaging)	Criteria: 1. Assessment includes: 2.1. Completeness of the information described in Fashion Marketing Planning 3.2. Catalog containing the various products offered 4.3. Other equipment such as: labels, brochures/flyers, packaging business cards, etc	Approach: constructivism Method: lecture, discussion and question and answer using the WA Group, Google meet and Vilearning/ Vinesa platforms. 2 X 50			0%
15	Students are able to present Fashion Marketing Planning (Business Plan)	Presenting Fashion marketing Planning	Criteria: 1. Assessment includes: 2.1. Completeness of information 3.2. Systematic delivery of material 4.3. Complete media that has been prepared	Approach: constructivism Method: discussion (presentation) and question and answer using WA Group, Google meet and Vilearning/ Vinesa. 2 X 50			0%
16	Students are able to work on UAS questions		Criteria: 1. Score: 1 - 100 2. If you can answer the UAS questions well and correctly	2 X 50			0%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
		0%

Notes

- 1. Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- 2. The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- 3. Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- 4. Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- 5. Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- 6. Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.

7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.