

FASHION BUSINESS MANAGEMENT (FASH1-CE)

FASH1-CE 9001 Fashion Business Management (2 Credits)

Gain a thorough overview of the rules and practices of the fashion industry that are critical to managing the promotion and distribution of a collection. Topics include communications through traditional media and the Internet; advertising and celebrity endorsements; financial aspects of sales; pricing for retail and wholesale distribution; sales through department stores and e-commerce; import/export and tax issues; business and legal arrangements for distribution, agency, licensing, franchising, shop-in-shop, and shopping centers; and rules affecting sales of goods, return policies, warranties, general business liabilities, and the protection of brands and original ideas.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

FASH1-CE 9002 Fashion Law: The Legal Side of the Fashion Industry (1.5 Credits)

Analyze fashion industry agreements, including celebrity licensing, manufacturing, sales, and distribution; employment, noncompetition, confidentiality and work-for-hire clauses; creating and enforcing copyright and trademark rights in fashion; and navigating the counterfeit and gray goods market. This course is designed for current and aspiring business owners, designers, importers/exporters, and salespeople.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes