

Course Syllabus

- 1. Course Title: Marketing Plan for Garment** **Course Code: GAMA425151**
2. Credit Units: 2 (2/0/4) (2 units of theory, 0 unit of practice, 4 units of self-study)
 Duration: 15 weeks (15 hours of theory + 0 hours of practice, 60 hours of self-study per week)
3. Course Instructors
 1/ **Pham Thi Ha, M.BA**
4. Course Requirements
 Prerequisite courses: General economics, Preparing Production, Production management
5. Course Descriptions

This course provides basic knowledge about marketing, identifies a marketing environment and helps select target markets; describe marketing strategies in marketing-mix; Basic introduction to marketing management to help students apply for the position of domestic or export apparel business, order management, research and development ... in the small and medium business environment at Vietnamese and fashion enterprises today.

6. Course Goals

Goals	Goal descriptions	ELOs	Scale
G1	Basic marketing knowledge to identify and formulate research issue	ELO-02	4
G3	Teamwork skill	ELO-09	5
G4	Development of garment products in market in the field of garment and fashion design, marketing and advertising garment products.	ELO-14	4
		ELO-18	6
		ELO-19	3

7. Course Learning Outcomes (CLOs)

CLOs	CLO Descriptions	ELOs	Scale
G1	CLO1 Apply basic knowledge of marketing in garment business	ELO-02	4
G3	CLO2 Choose and implement effective teamwork activities.	ELO-09	5
G4	CLO3 Survey marketing strategies in the field of apparel and fashion design, marketing and advertising garment products	ELO-14	4
	CLO4 Develop marketing strategies in the field of apparel and fashion design, marketing and advertising garment products	ELO-18	6
	CLO5 Determine marketing strategies in the field of apparel and fashion design, marketing and advertising sewing products according to the proposed plans.	ELO-19	3

8. Learning Ethics:

Students must do homework by themselves. If plagiarism is found students will get zero point.

9. Course Content:

Week	Contents	CLOs	CPT
1	Part 1: Introduce apparel marketing		
	A/ Content and pedagogical methods in class: (2)	CLO1	4
	Content	CLO2	5
	+ Introduction about apparel marketing: Concept, goal, function and marketing-mix. Marketing role in the garment industry + Implementing students to form groups, implementing tasks for the group to implement marketing plans at the beginning of the module and need to be completed by the end of the module. Marketing plans are essays to assess students' learning outcomes.	CLO3	4
	B/ Self-study contents: (4)	CLO2	4

	Problem 1: Summarize, analyze, present the slide about an overview of the Vietnamese garment-fashion industry. Only the core and topical elements (5 content slides).		
2	Part 2: Marketing environment for apparel		
	A/ Content and pedagogical methods in class: (2) Content + Overview of Vietnam's garment-fashion industry; + Macro and micro marketing environment.	CLO1 CLO2 CLO3	4 5 4
	Presentation Problem 1 B/ Self-study contents: (4) Problem 2: Learn and present the buying process of individuals and organizations; or learn and present factors that influence the purchasing decisions of individuals and organizations.	CLO2	4
3	Part 2: Marketing environment for apparel (continued)		
	A/ Content and pedagogical methods in class: (2) Content LESSON 3: CUSTOMER BEHAVIOR Consumer customers: behavioral models, influencing factors, purchasing decision process, personal characteristics in accepting new things, + Organized customers: Classification, characteristics, influencing factors, process of buying decisions. The content of organizational customers should be emphasized because garment marketing has the nature of industrial marketing. - Choose the best group to present part of problem content. Depending on the class size, the instructor determines the number and duration of the presentation.	CLO1 CLO2 CLO3	4 5 4
	B/ Self-study contents: (4) + Self-study to distinguish clearly between expression and problem (help students determine where is just a symptom and where is really a problem to be solved). + Students learn, distinguish, role and application of primary - secondary research; qualitative - quantitative		
4	Part 2: Marketing environment for apparel (continued)		
	A/ Content and pedagogical methods in class: (2) Content Lesson 4: Studying marketing of apparel The role and process of marketing research, Determining clearly the expression or research problem, Distinction and situations of qualitative research, quantitative research (1.5 periods); + Marketing research guide: students write market research plans (2 pages of A4), research process, compose interview questions (1 page A4). Trainers approve plans and questionnaires. Instructors instruct to write market research reports (Can be brought to next week if there is not enough time in class). Research report submitted after 3-6 weeks (depending on the teacher). The results of the case study report are included in the process point. The marketing research guide takes up most of the time in class (3.5 periods).	CLO1 CLO2 CLO3	4 5 4
	B/ Self-study contents: (4) Problem 3: Continue to study marketing issues that the group poses in class + Learn segmentation process, segmentation criteria, how to conduct segmentation, evaluation of segments. Targeted customer. Market	CLO2 CLO4 CLO5	4 6 3

	positioning, determining competitive advantage.		
	Part 3: Market selection and market positioning		
	A/ Content and pedagogical methods in class: (2)	CLO2	4
	Content	CLO4	6
	Lesson 5: Market segmentation	CLO5	3
	Lesson 6: Selecting target markets and Market positioning		
	Concept, process of segmentation; Segment criteria, how to conduct segmentation, evaluation of segments. Describe target customers. Market positioning, positioning process, determining competitive advantage.		
	+ Implementing the actual tour duty next week:		
	Trainers present plans to visit fashion shops / garment enterprises.		
5	Objective: Students identify the segment, the segmentation criteria, market positioning of some fashion brands. Writing harvests identifies, compares and analyzes some theoretical issues that compare with actual visits or comparisons between fashion brands and product groups. Depending on the number of classes, the ability of the students that the lecturer assigns the task to fit.		
	+ Deploy the task of presenting before each product strategy class of each group in the 7th week		
	B/ Self-study contents: (4)		3
	+ Learn segmentation process, segmentation criteria, how to conduct segmentation, evaluation of segments. Targeted customer. Market positioning, determining competitive advantage.		
	Part 3: Market selection and market positioning (continued)		
	A/ Content and pedagogical methods in class: (2)	CLO1	4
	Content	CLO2	5
	Problem 4: Field-trip	CLO3	4
	Performing the task of visiting the market of fashion garments. Note students how to take photos, interview salespeople, shoppers, notes to make reports after the tour;		
	+ Sightseeing report is calculated on the process.		
6			
	B/ Self-study contents: (4)	CLO2	4
	The group completed the report from the field-trip.		
	Part 3: Market selection and market positioning (continued)		
	A/ Content and pedagogical methods in class: (2)	CLO1	4
	Content	CLO2	5
	+ Students present the group's market visit report. The seminar facilitator gives feedback to the presentation. Depending on the class size, the instructor determines the number and duration of the presentation	CLO3	4
7			
	B/ Self-study contents: (4)	CLO2	4
	Problem 5: Prepare product strategy content.	CLO4	6
		CLO5	3
	Part 4: Marketing-mix strategy		
	A/ Content and pedagogical methods in class: (2)	CLO1	4
	Content	CLO2	5
	3 product composition levels, brand setting, product life cycle. New product development stages.	CLO3	4
8			
	B/ Self-study contents: (4)	CLO2	4
	Prepare content of market research report (problem 4) to submit and presentation in class on week 9.	CLO4	6
		CLO5	3
9	Part 4: Marketing-mix strategy (continued)		

	A/ Content and pedagogical methods in class: (2) <i>Content</i> - Presenting market research report: problem 4	CLO2 CLO4 CLO5	4 6 3
	B/ Self-study contents: (4) Prepare product strategy content to present in class on week 10.	CLO2 CLO4 CLO5	4 6 3
	Part 4: Marketing-mix strategy (continued)		
10	A/ Content and pedagogical methods in class: (2) <i>Content</i> Lesson 7: Product strategy (cont.) Present product strategy Problem 5: Students present the product strategy part of the group. The seminar facilitator gives feedback to the presentation. Depending on the class size, the lecturer determines the number and duration of the presentation; + Teachers comment and summarize; explain, clarify more lessons;	CLO2 CLO4 CLO5	4 6 3
	B/ Self-study contents: (4) Problem 6: Prepare pricing strategy content to report; + Review the knowledge section of calculating costs in the preparation of production, organization and production management.	CLO2 CLO4 CLO5	4 6 3
	Part 4: Marketing-mix strategy (continued)		
11	A/ Content and pedagogical methods in class: (2) <i>Content</i> Lesson 8: Pricing strategy Presentation of pricing strategy + Factors affecting the valuation. Price determination process. Problem 6: Students present part of the group's pricing strategy. The seminar facilitator gives feedback to the presentation. Depending on the class size, the instructor determines the number and duration of the presentation.	CLO2 CLO4 CLO5	4 6 3
	B/ Self-study contents: (4) Problem 7: Prepare strategic content to distribute to present in class on week 12.	CLO2 CLO4 CLO5	4 6 3
	Part 4: Marketing-mix strategy (continued)		
12	A/ Content and pedagogical methods in class: (2) <i>Content</i> Lesson 9: Distribution strategy + Forms of distribution, distribution channels, based on distribution channel selection. Problem 7: Students present the distribution strategy of the group. The seminar facilitator gives feedback to the presentation. Depending on the class size, the instructor determines the number and duration of the presentation.	CLO2 CLO4 CLO5	4 6 3
	B/ Self-study contents: (4) + Learn the content of promotion strategy.	CLO1 CLO2 CLO3	4 5 4
	Part 4: Marketing-mix strategy (continued)		
13	A/ Content and pedagogical methods in class: (2) <i>Content</i> Lesson 10: Promotion strategy + Steps to develop promotion strategies, determine budget, promotion tools.	CLO1 CLO2 CLO3	4 5 4

	B/ Self-study contents: (4) Problem 8: Prepare promotion strategy to present in class on week 14	CLO2 CLO4 CLO5	4 6 3
	Part 4: Marketing-mix strategy (continued)		
	A/ Content and pedagogical methods in class: (2) Content Lesson 10: Promotion strategy (cont) Present promotion strategy + Problem 8: Students present the promotion strategy of the group. The seminar facilitator gives feedback to the presentation. Depending on the class size, the instructor determines the number and duration of the presentation. + Lecturers review and summarize main content; Difficult concepts, content that can be confusing	CLO2 CLO4 CLO5	4 6 3
14			
	B/ Self-study contents: (4) Learn the content of marketing management	CLO2	4
	Part 5: Garment marketing management		
	A/ Content and pedagogical methods in class: (2) Content Fashion marketing management process, marketing plan, evaluation and control.	CLO1 CLO2 CLO3	4 5 4
15			
	B/ Self-study contents: (4) Last term: Complete the marketing plan to submit in week 16-18. Depending on the requirements for submission and publication of Faculty points	CLO2 CLO4 CLO5	4 6 3

10. Student Assessment:

- Grading scale: **10**

The Garment Marketing module is taught by combining a variety of active teaching methods with two main methods: small group teaching and teaching through project planning. Class is divided into groups. Each group assumed a marketing job for a garment company or a hypothetical fashion shop. Each group has their own marketing problems, after the teacher agrees it will be a task to build a marketing plan to solve the problem. In the process, the group has to conduct market research, field trips and harvest reports, planning product strategies, pricing, distribution and marketing to eventually form the village. marketing plan at the end of the semester. Students need to read most of the theory before class. In class, lecturers spend a small part of their time answering questions, helping students systematize. Therefore, at the end of each lesson, the instructor and assigning self-study / preparation tasks before the next week's lesson are very specific and detailed. Ask students to spend a lot of time researching textbooks and materials; collect, synthesize and analyze practical information outside the classroom. Trainers organize for each group to present partial results in class. This module does not hold a centralized exam but only a subject project. The final essay is also the marketing plan for that organization.

- Assessment plan:

Type	Content	Timeline	CLOs	Scale	Assessment method	Assessment tool	Rate (%)
Formative Assessment							50
Problem 1	Summarize, analyze and present the slide about an overview of the Vietnamese garment-fashion industry. Only the core and topical elements (5	Week 1	CLO2 CLO4 CLO5	5 6 3	Essay writing, group presentation	Rubrics	10

	content slides).								
Problem 2	Learn and present the buying process of individuals and organizations; or learn and present factors that influence the purchasing decisions of individuals and organizations.	Week 2	CLO2 CLO4 CLO5	5 6 3	Essay writing, group presentation	Rubrics	10		
Problem 3	Write a market research plan (2 pages A4), research process, compose interview questions (1 page A4)	Week 7	CLO2 CLO4 CLO5	5 6 3	Essay writing, group presentation	Rubrics	10		
Problem 4	Field-trip	Week 9	CLO2 CLO4 CLO5	5 6 3	Essay writing, presentation group	Rubrics	30		
Problem 5	Present the product strategy part of the group	Week 10	CLO2 CLO4 CLO5	5 6 3	Essay writing, personal	Rubrics	10		
Problem 6	Present the group's pricing strategy.	Week 11	CLO2 CLO4 CLO5	5 6 3	Essay writing, group presentation	Rubrics	10		
Problem 7	Present the distribution strategy of the group	Week 12	CLO2 CLO4 CLO5	5 6 3	Essay writing, presentation group	Rubrics	10		
Problem 8	Present the promotion strategy of the group	Week 14	CLO2 CLO4 CLO5	5 6 3	Essay writing, group presentation	Rubrics	10		
Final examination							50		
FN	<i>Last term: Complete marketing plan to submit in week 16-18. Depending on requirements for submission and publication of faculty points</i>		CLO2 CLO4 CLO5	5 6 3	Essay writing, group presentation	Rubrics			

CLOs	Assessment Types								
	Ex#1	Ex#2	Ex#3	Ex#4	Ex#5	Ex#6	Ex#7	Ex#8	Final exam
CLO2	x	x	x	x	x	x	x	x	x
CLO4	x	x	x	x	x	x	x	x	x
CLO5	x	x	x	x	x	x	x	x	x

11. Learning Resources

Main books and textbooks:

+ "Basic Marketing", Master Quach Thi Buu Chau and some teachers of Ho Chi Minh City University of Economics, Lao Dong Publishing House, 2010;

- Books (TLTK) refer to:

- + "Fashion Marketing", Mike Easey, Wiley-Blackwell Publishing House, 3rd edition, 2008;
- + "Marketing Fashion", Harriet Posner, Laurence King Publishing House, 1st edition, 2011;
- + "Industrial Marketing", MS Ho Thanh Lan, Transport Publishing House, 2008;
- + "Industrial Marketing", Dr. Ha Nam Khanh Giao, Statistical Publishing House, 2004;
- + "Market Research - Decoding Customer Needs", Business Edge, Tre Publishing House, 2007;
- + "DIFFERENT or DEATH" (Translation), Jack Trout, Youth Publishing House, 2010;
- + "22 Immutable Laws in Marketing" (Translation), Al Ries - Jack Trout, Young Publisher, 2008;
- + "The Strength of Industrial Brands In Marketing", Thanh Hoa, Thanh Nien Publishing House, 2004.
- + "Brand For Leaders" (Bilingual English - Vietnamese version), Richard Moore, Tre Publishing House, 2003.

12. Date of first approval: June 15, 2018

13. Approved by:

Dean

Head of Department

Instructor



M.Ed. Vu Minh Hanh



Dr. Nguyen Ngoc Chau



M.BA. Pham Thi Ha

14. Date and up-to-date content

1st time: Date	Instructor Head of Department
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