

Fashion Entrepreneurship

Lecturer	Kathleen Hanhee Kye
Institution	Dankook University
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Teaching time	<u>Morning</u>

Course Description:

The course's objective for *Fashion Entrepreneurship* is to provide students with the knowledge and necessary skills equipped to succeed in the fashion industry. Throughout the course, various guest speakers from fashion industry will be invited to share their experiences and insights. Students will also have the opportunity to learn about Korean Fashion, Art and Culture through field trips, conjoined with *Critical Fashion Thinking & Practice* course. Overall, the course will provide students with comprehensive understanding of the fashion entrepreneurship and business insights, prepare them for the challenges and opportunities of launching and developing fashion businesses.

Materials/Text:

Will be provided by lecturer in class

Requirements:

As determined by the University

Schedule:

Monday – Thursday 9:00am – 12:00 pm, July 15th – August 7th

(The following schedules are NOT finalized and may be subject to changes later)

WEEK 1: Introduction to Fashion Entrepreneurship

July 15th, 2023: **DAY 1**_ Introduction to fashion entrepreneurship and business

July 16th, 2023: **Field Trip to Seokjuseon Memorial Museum**

July 17th, 2023: **DAY 2**_ Identifying successful fashion brand and businesses 1

July 18th, 2023: **DAY 3**_ Identifying successful fashion brand and businesses 2

WEEK 2: Branding and Marketing in Fashion

July 22nd, 2023: **DAY 4_** Weekly assignment- Identifying successful fashion branding/ Guest speaker: Hyunmin Kim (Executive fashion consultant)

July 23th, 2023: **Field Trip to Musinsa Studio, Dongdaemun Design Plaza & Dongdaemun Fabric Market**

July 24th, 2023: **DAY 5_** Brand Identity, strategy and marketing/ guest speaker: *Young ah Hahn (Hahn Global, Assouline Korea)*

July 25th, 2023: **Field Trip to National Museum of Modern and Contemporary Art, Minju Kim Studio visit & Gyeongbokgung Palace**

WEEK 3: Operation for Fashion Businesses

July 29th, 2023: **DAY 6_** weekly assignment: Case Studies: Marketing Campaign and case studies for successful fashion brand and business/
Guest speaker: Jake Jihoon Kim (CRM, Cartier Korea)

July 30th, 2023: **DAY 7_** Legal, financial and operation strategies for fashion business.

July 31st, 2023: **Field trip to Clio Cosmetics HQ & Seongsu areas**

August 1st, 2023: **DAY 8_** Pitching and presenting your business/ in class activity

WEEK 4:

August 5th, 2023: Field trip to **National Museum of Korea, Marie Clarie HQ Korea**

August 6th, 2023: **DAY 9_** Fashion Brand Revitalization: Rebranding

August 7th, 2023: **DAY 10_** Final Project Presentation

Assignments:

- Weekly Individual / Group Assignments
 - * Identifying successful fashion branding: Presentation: 4-6 slides,
 - * Case Studies: Marketing Campaign and case studies for successful fashion brand and business: 4-6 slides
- Final Assignment
 - * Fashion Brand Revitalization: Rebranding a Heritage Brand for the Modern Consumer
Presentation: 10-12 slides/ Formal presentation

Evaluation:

Final grade will be determined by attendance, participation, quality of assignments and presentation.

CATEGORY	POINTS	CONTENT
Attendance	25	<i>*As described below</i>
Participation	35	Active participation in class and group activity is required
Assignments & Final presentation	40	Weekly assignments and final presentation
TOTAL	100	

A+	A	B+	B	C+	C	D+	D	F
100-95	94-90	89-85	84-80	79-75	74-70	69-65	64-60	59-0

**All students are expected to arrive on time and prepare for class. Any student arriving later than five minutes after class starts will be considered LATE or TARDY. Any student leaving the class earlier than scheduled class time will also be considered LATE or TARDY. Any student with 4 LATENESS or TARDY attendances will accumulate 1 unexcused absence towards class attendance. Missing 1/3(more than 5 classes) will automatically result in failure of the class.*