

Fashion Entrepreneurship

Lecturer	Kathleen Hanhee Kye
Institution	Kookmin University
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Class time	Morning

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, guest speakers from the 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 the Decolonial 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:

Fashion major students will be given priority for enrollment + can facilitate maximum 25 students

Schedule:

Monday – Thursday 9:00am – 12:00 pm, July 7th – 7 31th

WEEK 1: Introduction to Fashion Entrepreneurship

July 7th, 2024: **DAY 0_** Course Orientation

July 8th, 2024: **DAY 1_** Introduction to fashion entrepreneurship and business

July 9th, 2024: Field Trip to *Seokjuseon Memorial Museum*

July 10th, 2024: **DAY 2_** Identifying successful fashion brand and businesses

WEEK 2: Branding and Marketing in Fashion

July 14th, 2024: **DAY 3_** Weekly assignment- Identifying successful fashion branding

July 15th, 2024: Field Trip to *Musinsa Studio & Dongdaemun Fabric Market*

July 16th, 2024: **DAY 4_** Brand Identity, strategy, and marketing

July 17th, 2024: **DAY 5_** Legal, financial and operation strategies for fashion business

WEEK 3: Operation for Fashion Businesses

July 21st, 2024: **DAY 6_** weekly assignment: Case Studies: Marketing Campaign and case studies for successful fashion brand and business

July 22nd, 2024: **DAY 7_** Pitching and presenting your business/

July 23rd, 2024: Field trip to *THIS IS NEVER THAT HQ & Seong-su areas*

July 24th, 2024: **DAY 8_** Fashion Brand Revitalization: Rebranding

WEEK 4:

July 28th, 2024: **DAY 9_** Future in fashion: Sustainability /

Guest speaker: Jake Jihoon Kim (CRM, Cartier Korea)

July 29th, 2024: **DAY 10_** Field Trip to *National Museum of Korea*

July 30th, 2024: **DAY 10_** In class studies for the final project

July 31st, 2024: **DAY 11_** Final Project Presentation

Assignments:

- Weekly Assignments

* Identifying successful fashion branding presentation/ assignment: 10+ slides with 20min+ formal presentation (group)

* Case Studies: Marketing Campaign and case studies for successful fashion brand and business: 5-10 slides with 10min formal presentation)

- Final Assignment

* Fashion Brand Revitalization: Rebranding a Heritage Brand for the Modern Consumer
Presentation: 10+ slides with 20min+ Formal presentation (Group)

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
95 – 100	90 – 94.99	85 – 89.99	80 – 84.99	75 – 79.99	70 – 74.99	65 – 69.99	60 – 64.99	0 – 59.99