

Fashion Entrepreneurship

Lecturer	Kathleen Hanhee Kye
Institution	Kookmin University
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Class time	<u>Morning</u> / Afternoon

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, some guest speaker 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. (Fashion major students will be given priority for enrollment + can facilitate maximum 20+ students)

Schedule:

Monday – Thursday 9:00am – 12:00 pm, (All field trips are still pending)

WEEK 1: Introduction to Fashion Entrepreneurship

July 6th, 2025: **DAY 0**_ Course Orientation

July 7th, 2025: **DAY 1**_ Introduction to fashion entrepreneurship and business

July 8th, 2025: **DAY 2**_ Identifying successful fashion brand and businesses

July 9th, 2025: Field Trip to *Seokjuseon Memorial Museum*

WEEK 2: Branding and Marketing in Fashion

July 13th, 2025: **DAY 3**_ Weekly assignment- Identifying successful fashion branding

July 14th, 2025: Museum of Modern Contemporary Arts

July 15th, 2025: **DAY 4**_ Brand Identity, strategy, and marketing/

July 16th, 2025: **DAY 5**_ Legal, financial and operation strategies for fashion business

WEEK 3: Operation for Fashion Businesses

July 20th, 2025: **DAY 6**_ weekly assignment: Case Studies: Marketing Campaign and case studies for successful fashion brand and business

July 21st, 2025: **DAY 7**_ Pitching and presenting your business/

July 22nd, 2025: Field trip to *THIS IS NEVER THAT HQ* & Seong-su areas

July 23rd, 2025: **DAY 8**_ Fashion Brand Revitalization: Rebranding

WEEK 4:

July 27th, 2025: **DAY 9**_ *Guest speaker: Jake Jihoon Kim (CRM, Cartier Korea)*

July 28th, 2025: Field trip to National Museum of Korea

July 29th, 2025: **DAY10**_ In class studies for the final project

July 30th, 2025: **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	

Dankook University's grading scale must be used when submitting the final grades.

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