

T.C.
FARUK SARAÇ TASARIM MESLEK YÜKSEKOKULU
MODA YÖNETİMİ PROGRAMI DERS ÖĞRETİM PLANLARI

DERS BİLGİLERİ

Ders	Kodu	Yarıyıl	T+U Saat	Kredi	AKTS
Mesleki Yabancı Dil II	MYP 202	4	2+0	2	2
Dersin Dili	İngilizce				
Dersin Seviyesi	Ön Lisans				
Dersin Türü	Zorunlu				
Dersin Koordinatörü	Öğr. Gör. Eda TURAN				
Dersi Verenler	Öğr. Gör. Dr. Selin ÖGEL AYDIN				
Dersin Amacı	Learn how fashion and luxury companies work and understand their brands, products, retail, and communication strategies. Travel through business models, international development, and product categories with industry influent experts.				
Dersin Öğrenme Kazanımları	1	<i>Dedicates to a general introduction to fashion and luxury concepts: what they imply, how they are perceived, how they differ, and what other basic ideas in this industry are.</i>			
	2	<i>Uses the Business Models in Fashion and Luxury, and will give you a lot of important insights on this industry.</i>			
	3	<i>Understands the complexity of product development, brand identity, stylistic identity, and the development of the collection.</i>			
	4	<i>Communication per se is an extremely rich and broad topic and the fashion and luxury industry requires a specific.</i>			
	5	<i>Dedicates the unique aspects that need to be correctly addressed and understood.</i>			

DERS AKIŞI

Hafta	Teorik	Uygulama
1	What is Fashion? What is Luxury?	
2	Defining Complex Competitive Systems and Business Logics	
3	The Evolution of Business Models	
4	From Designers to Fast Fashion Retailers	
5	Stylistic Identity and the Product Development Process	
6	The Role of Heritage	
7	ARA SINAV	
8	Stylistic Codes	
9	Icon Products in Defining the Seasonal Collection	

10	Image Identity	
11	Communication Process	
12	Key Activities	
13	Decision Makers	
14	Challenge of Creating Digital Contents for Fashion and Luxury Brands	

KAYNAKLAR

- <https://www.coursera.org/learn/mafash>
- Solomon, M. R., & Rabolt, N. J. (2004). Consumer behavior: In fashion. Prentice Hall.
- Market Leader: Person Education
- Jernigan, M. H., & Easterling, C. R. (1990). Fashion merchandising and marketing. Prentice Hall.
- Packard, S., Winters, A. A., & Axelrod, N. (1983). Fashion buying & merchandising. Fairchild Publications.

DEĞERLENDİRME

Yarıyıl İçi Çalışmaları	Sayısı	Katkı Yüzdesi
Ara Sınav	1	40
Ödev	0	0
Yıl Sonu Sınavı	1	60
Toplam	2	100
Yıl İçi Çalışmaların Başarıya Oranı	40	
Finalin Başarıya Oranı	60	
Toplam	100	
Açıklama		