

THE NEW SCHOOL

PARSONS × **WWD**

FASHION BUSINESS ESSENTIALS



COURSE OVERVIEW:

Learn the business side of fashion, explore key trends shaping the future of the industry, and gain an understanding of how fashion brands are built and launched.

This online course is organized to show the ranges of roles necessary to build or manage a fashion company. We will explore the steps of fashion production with a focus on marketing and entrepreneurship, while providing insights and perspectives on the industry from a wide variety of insiders. Students will be encouraged to engage in the process of bringing a collection from idea to distribution, with project-based exploration into key facets of the industry. A sequence of activities and assignments builds students' skills and understanding of the business behind the fashion industry from every angle, including identifying your consumer, sourcing and costing materials, communicating with factories, creating a unique brand identity, and managing retail and wholesale relationships. Students will ultimately understand how to develop effective communication strategies geared towards collaborating with major fashion brands and decision-makers throughout the field.

Faculty from The New School's globally-recognized Parsons School of Fashion provide compelling video lessons, while experts from WWD together with insiders from throughout the industry, offer expertise into the field and their own career trajectories to help students gain key insights for their own career path in the business of fashion.

FIVE COURSE MODULES:

- ENTREPRENEURSHIP AND THE FASHION SYSTEM
- MANAGING FASHION PRODUCTION
- FASHION BRANDING
- MARKETING STRATEGIES
- RETAILING AND DISTRIBUTION

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

STUDENT BENEFITS:

1. Certificate of completion (non-credit) from Parsons
2. Learn directly from leading academic and industry experts
3. Real industry scenario assignments
4. 100% online and self-paced

MODULE 1:**ENTREPRENEURSHIP AND THE FASHION SYSTEM**

Students will begin by exploring the history and continuing evolution of the fashion industry and considering how brands take an idea and transform it into a lucrative business. Students will also examine the challenges of taking a single product and expanding it into an entire line, including building a cohesive collection that appeals to a specific consumer demographic. Fundamental to everything is an understanding of the fashion supply chain and the ways each link can determine the fate of a product line.

KEY CONCEPTS:

- THE EVOLUTION OF THE FASHION SYSTEM
- THE FUTURE OF THE INDUSTRY
- FROM IDEA TO BUSINESS
- BUILDING FROM A PRODUCT TO A COLLECTION
- IDENTIFYING YOUR CONSUMER
- SUPPLY CHAINS



MODULE 2:

MANAGING FASHION PRODUCTION

Students will analyze the process of producing a collection, exploring everything from ethical sourcing to creating a tech pack to working with factories to carry out your vision. We will examine how successful brands communicate throughout the production process to make sure products are delivered exactly as designed and within budget, to sell at a specific price point, with a focus on industry terminology, size grading, and sustainability.

KEY CONCEPTS:

- RANGE PLANNING
- SOURCING PRODUCTION
- TRANSPARENT AND SUSTAINABLE SOURCING
- COSTING PRODUCTION
- WORKING WITH CUT, MAKE, AND TRIM (CMT) PRODUCTION UNITS
- MANAGING PRODUCTION
- COMMUNICATION WITH FACTORIES
- FASHION PRODUCTION TERMINOLOGY
- THE TECH PACK
- SIZE GRADING

MODULE 3: **FASHION BRANDING**

How does a product distinguish itself? How can a consumer immediately recognize it in a crowd? Students will examine the aesthetics and design decisions behind the branding process, beginning with naming and ending with branding the product to consumers through labeling and web-based marketing. Whether you're in a brick-and-mortar retail location or selling direct-to-consumer, it's essential that a brand story be as simple and effective as possible.

KEY CONCEPTS:

- NAMING THE BRAND
- TELLING YOUR BRAND STORY
- PR AND COMMUNICATION
- THE LICENSING BUSINESS
- BUILDING A WEB PRESENCE
- CREATING DISTINCTIVE LABELING
- ANTI-BRANDING CONCEPTS
- BRANDING IN THE DIGITAL AGE AND INTO THE FUTURE

MODULE 4: **MARKETING STRATEGIES**

Students will examine the different strategies businesses use to find their consumers. This module will cover selling wholesale, using various tools to sell direct-to-consumer, and app-based retail opportunities. An understanding of fundamental marketing techniques and technologies is essential, whether you're using social media or an optimized website to build awareness, a heat map to perfect retail merchandising, or dedicated apps to both communicate with the consumer and facilitate sales, because the consumer must first discover a product before making their first purchase.

KEY CONCEPTS:

- WHOLESALE DISTRIBUTION
- SELLING DIRECT-TO-CONSUMER (DTC)
- APP-BASED RETAIL OPPORTUNITIES
- USING SEO AND WEBSITE METADATA
- BEST PRACTICES FOR SOCIAL MEDIA MARKETING
- TRANSPARENCY IN MARKETING

MODULE 5: **RETAILING AND DISTRIBUTION**

Students will learn the ins and outs of fashion retail and distribution, key competencies for any successful fashion entrepreneur. This module will cover managing relationships with retailers, strategies for maximizing trade show opportunities, overseeing ecommerce operations, approaches to pop-up retail, and how to use analytics to optimize a distribution plan.

KEY CONCEPTS:

- MANAGING RETAIL
- MERCHANDISING THEORY AND STRATEGY
- RETAIL FUNCTIONS
- TRADE SHOWS AND TRUNK SHOWS
- ECOMMERCE MANAGEMENT AND STRATEGY
- STRATEGIC POP-UP RETAIL
- UNDERSTANDING ANALYTICS AND DATA-DRIVEN RETAIL

ENROLLMENT DETAILS

How do I apply for Fashion Business Essentials?

The application for Fashion Business Essentials is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=fashionbusiness>

How much does the program cost?

The cost of the entire program, which includes all five course modules, related activities, and a Parsons (The New School) Certificate of Completion upon finishing, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your Parsons Certificate of Completion, you'll need to have all installments paid in full and have successfully completed all program requirements.

What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

Is there financial aid available?

No, financial aid is not offered for Fashion Business Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

What is your cancellation policy?

You can withdraw from a course hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.

THE PROGRAM

Are there any prerequisites, age requirements, or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for the fashion industry and learning.

What do I get when I complete the program?

Students who successfully complete the program will earn a Certificate of Completion in Fashion Business Essentials from Parsons. Fashion Business Essentials is a non-credit program.

How long do I have to complete the program?

With your enrollment, you will have unlimited access to the full program for one year from the date you enroll. For almost all of our students, one year is more than enough time to work through the programs and fully absorb the content.

What if I need more time?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

Can I download course videos or materials?

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

What can I expect to accomplish by the end of this course?

Fashion Business Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the business side of the fashion industry works. Second, with the Certificate of Completion from Parsons on their resume, they differentiate themselves from the rest of the pack.

What type of people enroll in Fashion Business Essentials?

People with all levels of experience, and in all stages of their career, benefit from enrolling in Fashion Business Essentials. But you will have something in common with all of our students — a passion for the fashion business and a desire to build a successful career doing what you love! Our students might already be working in the industry and looking to get ahead, or working in a different industry looking to switch careers. They might

aspire to start their own fashion business and be looking to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the fashion world. They might be like you — a future leader in the industry!

Where do I find the program materials?

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

Which devices can I use to watch the class videos and access other program materials?

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

When and where do the classes meet?

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

How much time do I need to dedicate to the program?

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

After I complete the certificate in Fashion Business Essentials, what comes next?

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the fashion industry you feel passionate about. If you find that you want to learn even more about a specific area, Parsons offers a number of in-person and online program options.

Who is Yellowbrick and why are they involved?

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.