

**Faculty of Architecture**  
**Department of Arts**  
**Professional area:** Visual Arts  
**Specialty:** Fashion Design  
**Educational and qualification degree:** Bachelor

## LECTURE COURSE DESCRIPTION

- 1. Course unit title:** Advertising in fashion
- 2. Course unit code:** FAR1074
- 3. Type of the course unit:** elective
- 4. Level:** Bachelor
- 5. Year of study when the component is delivered:** third
- 6. Semester:** sixth
- 7. Number of ECTS credits allocated:** 6
- 8. Name of lecturer(s):** Assoc. Prof. Kapka Manasieva, PhD, Chief Asst. Prof. Viktor Petkov
- 9. Learning outcomes:** With the acquired knowledge the students can develop their own advertising strategy for their professional development using different approaches to prepare materials for presentation. The students acquire knowledge of the sources of information in the field of fashion, economic and social aspects of fashion business.
- 10. Mode of delivery:** face-to-face
- 11. Prerequisites and co-requisites:** none
- 12. Course content:** Essence of advertising; Aspects and basics in the context of clothing; Main advertising media. Advertising in art and fashion. Criteria for defining advertising strategies in the fashion industry. Planning of advertising campaigns and results. Promotional items and forms related to the fashion industry. Projects designed for various advertising media. Company advertising strategy. All problems are considered according to the requirements of the special course for the students in the specialty of Fashion and Fashion Management.
- 13. Recommended or required reading and other learning resources/tools:**
  1. [unclear], 2000; 2. [unclear], [unclear];
  3. [unclear], 2009; 4. [unclear], [unclear];
  5. [unclear], [unclear], 2011; 6. Jones, Terry., Fashion now, Tachen, 2002; 7. [unclear], [unclear], 2000; 8. [unclear], [unclear];
  9. [unclear], 1997, .256; 10. [unclear], [unclear], 1997; 11. [unclear], [unclear], 2000
- 14. Planned learning activities and teaching methods:** lectures, course assignments, self-study, contact hours

**15. Assessment methods and criteria:** Two components are involved in the assessment: a) assessment of the student's work on the course assignments and projects; b) semester exam. The weight of the individual components in the formation of the assessment in percentage is as follows: assessment of the developed out-of-class assignment 50%; semester exam (practical assignment) - 50%

**16. Language of instruction:** Bulgarian