

Syllabus

FASH 284 – Branding – SPRING 2026

1. Course Basics

FASH 284 - Branding

Class Meeting Times – ONLINE

2. Instructor Information

Emma Schneider

Applied Business Studies

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Office Phone: 285-5958 | Personal Cell: 765-730-8615

Student Hours (Office Hours): AT 208 Tuesdays/Thursdays 11am-1pm (appointment preferred)

3. Course Information

Course Description

The role of merchandising is analyzed relative to market research, planning and control, pricing strategies, supply chain management, brand development and sourcing. Students will envision, create, and manage a fashion brand. Basic mathematical computation and explanation of key concepts is covered. *Prerequisite:* FASH 100, CT 112 and principles of design as applied to clothing.

Course Objectives

- Describe the interaction between the consumer (including demographics and psychographics) and the retail environment (e.g., store, catalog, e-commerce, m-commerce)
- Apply concepts of brand identity, global and local brand management, integrating consumer psychology and brand loyalty.
- Demonstrate the use of computer skills in brand presentation and management
- Illustrate relationships of rapid advancement in technology and the way shoppers relate to consumer brands.
- Research business models in which brands thrive in a rapidly changing landscape.
- Apply basic terminology used in buying and merchandising
- Apply the concept of design principles and fundamentals in fashion line development and presentation

Course Modality/Structure

Online - Asynchronous

4. Course Materials

Hameide, K. K. (2023). *Fashion branding unraveled* (11th ed.). Fairchild Books. (Not Required)

5. Course Assignments and Assessments

Course Assignments

Projects

Assignments

Exams

Assignment details, including instructions, relevant readings, due dates, and grading criteria/rubrics will be posted and updated on Canvas. Please check Canvas regularly to stay informed and on track.]

Course Grading Scale

Letter Grade	Range
A	100% - 94%
A-	<94% - 90%
B+	<90% - 87%
B	<87% - 84%
B-	<84% - 80%
C+	<80% - 77%
C	<77% - 74%
C-	<74% - 70%
D+	<70% - 67%
D	<67% - 64%
D-	<64% - 61%
F	<61% - 0%

6. DUE DATES

All assignments are due at midnight on **Sunday of each week**. That is the end date for each week outlined in the table below. Failure to comply will result in a deduction of one-half letter grade for the assignment each day your assignment is delayed.

Each week at the beginning of the week, I will send out our “agenda” for the week, so you know exactly what is expected of you and what is “due” that week.

7. University Policies and Statements

University Statement

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse. If you need course adaptations or accommodations because of a disability, please get in touch with the instructor of record as soon as possible. Ball State's Disability Services office coordinates services for students with disabilities. Documentation of a disability must be on file in this office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

The Department of Applied Business Studies will not tolerate academic dishonesty. The Student Academic Ethics Policy is outlined in the Student Code section of the Calendar of Events Handbook. Please review it and follow it.

Course Specific Policies

AI Usage Policy

In this course, students are welcome to use Artificial Intelligence (AI) tools, such as ChatGPT or similar platforms, to support their learning in specific, appropriate ways. For example, you may use AI to:

- Locate credible resources, articles, and current information.
- Explore the latest trends, innovations, and industry developments.
- Gather ideas or brainstorm potential directions for projects.

However, AI may *not* be used to:

- Write, draft, or complete your assignments, discussion posts, or projects.
- Generate text, code, designs, or other work that you submit as your own.
- Paraphrase or “reword” content in an attempt to bypass originality requirements.

All submitted work must reflect your own understanding, analysis, and creativity. If AI is used to gather background information, you are responsible for verifying the accuracy of that information and citing sources where appropriate.

Professionalism

In a civil classroom environment, the atmosphere is to be a safe place to learn, express and question. As such, respectful behavior is always expected. Students may disagree, question, and counter viewpoints presented without fear of attack or reprimand. While this course is asynchronous, active participation is expected. **You should check Canvas at least 3 times a week for announcements, assignments, and discussions.** Participation includes engaging in discussions, submitting assignments on time, and contributing thoughtfully to peer feedback.

8. Subject to Change Statement

This syllabus is subject to change.

9. Course Schedule

To support a learning experience that is responsive to the needs, interests, and pace of our class community, the course schedule may shift over the semester. The most current version of the schedule will always be available on Canvas. I encourage you to check Canvas regularly for updates and contact me if you have any questions.

WEEK	ACTIVITIES/ASSIGNMENTS DUE
WEEK 1	Watch Intro Video Introduction Discussion Chapter 1 Notes Weekly Assignment #1
WEEK 2	Chapter 2 Notes Weekly Assignment #2
WEEK 3	Project #1: Brand Creation Idea Weekly Assignment #3
WEEK 4	Project #2: Brand Name & Logo Creation
WEEK 5	Chapter 3 Notes Weekly Assignment #5
WEEK 6	Exam #1 (Chapters 1-3)
WEEK 7	Chapter 4 Notes Project #3 Trend Board
WEEK 8	Project #4: Line Creation Assignment (due end of Spring Break) Chapter 5 Notes Weekly Assignment #8
WEEK 9	SPRING BREAK 🌸
WEEK 10	Chapter 6 Notes Weekly Assignment #10
WEEK 11	Project #5: Store Layout
WEEK 12	Chapter 7 Notes Weekly Assignment #12
WEEK 13	Exam 2 (Chapters 4-6)
WEEK 14	Project #6: Lookbook

WEEK 15	Final Project Presentation
WEEK 16	Wrap Up

