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The Effects of Social Media in the Fashion Industry

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THE EFFECTS OF SOCIAL MEDIA IN THE FASHION INDUSTRY

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ABSTRACT

Title of Thesis: The Effects of Social Media in the Fashion Industry

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This project focuses on how social media is impacting the fashion industry. The primary focus is on the inner workings of social media within the fashion industry, and how it has changed the industry. The project aims to study problems found within fashion marketing, which are causing negative effects in the industry. The negative effects can be defined as environmental and unethical working environments, which are common topics of discussion within the fashion industry as a whole, but never discussed in tandem with the influence of marketing and social media. Furthermore, the project studies how these can be solved by being able to recognize the issues at hand. These topics will be effectively displayed as a course, which will be intended for university and college students. The course will enlighten students on social media and how it is currently being used within the fashion industry. Once the foundation is laid, the course will begin to teach students about the effects of overmarketing and how it promotes overconsumption, which then leads to the environmental impacts and unethical working conditions that are all too common in the fashion industry. The overall goal for this course is for students to be able to understand the inner workings of this form of marketing in the fashion industry and be able to recognize the problems at hand. With this, students who choose marketing or social media careers in the fashion industry may be able to help create a change that will help the industry's unethical ways.

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Introduction

Fashion is one of the oldest industries in the world. Once regarded as a simple necessity, it is an industry that lives in excess. Social media, on the other hand, is one of the youngest industries the world knows. It, too, lives in excess. Once made to connect those around the country, it now connects individuals worldwide with any person or entity.

Nowadays there is no such thing as a well-known brand without a social presence, or any average brand at that. To enter the fashion industry at all, there needs to be an understanding of consumer behavior and the effects fashion has on the environment. This course is to discuss how social media plays that role within this specific industry.

The course will be titled 'The Effects of Social Media in the Fashion Industry.' The idea would be that it is a sixteen-week course for an undergraduate program in fashion merchandising. The Effects of Social Media on the Fashion Industry will be an advanced course, so it will be offered to third-year undergraduate students or higher. The course will use two separate books to educate students on the topic, which includes *The Fundamentals of Digital Marketing* and *Fashionopolis*.

The Fundamentals of Digital Marketing by Clare Harris was chosen because it is a very current textbook that has relevant content, as well as relevant case studies and in-class exercises. For this text, the course will review chapters one to five, skipping six. Chapter six is more about in-store technology, which does not pertain to the class. Chapters one to five, though, are filled with knowledge about how marketing, and social media specifically, are being used in the fashion industry. This book focuses on the light and positive elements that social media has to offer to this industry.

Fashionopolis by Dana Thomas, on the other hand, highlights the cruel and negative ways that the fashion industry has evolved due to this technology. This course will complete this novel in its entirety to generate classroom discussions on how students feel social media has changed fashion. Along with discussing the harder topics, the book ends with how the issues can be resolved. This is a critical part and something that students will focus on for their semester project.

The final project will be introduced during the Introduction Week when the syllabus is handed out. Students will be required to select a business of their choosing to analyze. The project will require an overall background of the business, with a focus on their marketing and social media tactics. Students will be asked to point out the mistakes that they are making and how to adjust them for the future of the fashion industry. Once the research is complete, students will showcase their information for an in-class presentation to their fellow peers and instructors.

In the simplest of terms, the purpose of this course is to share the overall works of social media in the fashion industry. It will teach the ins and outs of social media within a fashion brand, while also addressing the effects. The truth is social media is changing the industry as a whole, and not enough consumers or fashion industry experts are aware of the underlying consequences.

State of the Field

It is said that the earliest depictions of clothing were found in cave paintings 300,000 years ago, and the first evidence of textiles and fabrics dates back to 27,000 years ago (Eubank & Tortora, 2010). It began as draped cloth that eventually transformed into intricate designs. After all, it is recognized as one of the largest and oldest export industries still thriving today (Poorthuis et al., 2020). This has been made successful through the industrial revolution, and the need to create ready-to-wear for the Civil War (Thomas, 2020). What came out of necessity, has now become the new norm of the fashion industry.

Fashion trends are what make the fashion industry what it is. This is a unique topic, as there are many misconceptions, of course, being that fashion is targeted towards women and that it is simply unpredictable. The most common of all, though, is that the industry itself creates fashion trends. This is simply false. Consumers are the trendsetters in the fashion industry! They can easily accept or reject any styles available to them.

There are many versions of the fashion cycle, also known as the product life cycle. One thing does stand true; the overall cycle is visualized as a bell-shaped curve that represents the rise and fall of accepting styles and trends (Farnan & Stone, 2017).

With that being said, if a consumer accepts a style or trend, it will become a part of the fashion cycle. This refers to the overall rise and fall of a garment. There are five stages in total: introduction, rise, culmination, decline, and obsolescence.

Beginning with the introduction phase, this is where a designer releases a new product. According to In Fashion, new products or styles are "almost always introduced in higher-priced merchandise" (Farnan & Stone, 2017). They do this to test the product's longevity in the

marketplace, or in simpler terms, they want to see if the consumers reject or accept the new product in the marketplace!

If a product makes it to the rise stage, that means it has been widely accepted. The buyers will reorder the items and make sure stores are fully stocked. A consumer will also be able to find knockoffs as well, which are copies of the product. This is not to be confused with adaptions, which you will also find. Adaptions are similar but there are changes. For example, the overall product is the same, but the color could be different.

Next, there is the culmination phase. This is where the product is at the very height of its timeline. It is now being mass-produced and mass-distributed at more affordable prices. Around this time, a consumer would be able to find the design at a Target or Walmart. This stage is different, where the timeline may be extended in two different ways. First, it could become a "classic." This simply means that it is now a regular item people carry in their wardrobes, like cardigans or leggings for women. To be clear, classics are items that will never go out of style. The second way items can be extended is if excitement is still generated through new releases of colors, styles, and textures.

Now, the decline stage has begun. This stage is when boredom with the product is evident. At this point, consumers are still wearing the product, but they are not actively seeking it out like before or are most likely not willing to pay full price. This ultimately leads us to the obsolescence stage, where the product can no longer be found in traditional retailers or mass-markets, but at secondhand stores and thrift shops.

The fashion cycle is a great resource for merchandisers within the fashion industry, but over the past 30 years, there has been a shift in the business model. Companies now are trying to find the fastest and cheapest way to respond to fashion trends. Along with this, there have been

technological advances in machinery, societal changes, and globalization, which have all lead to ecological impacts (Anguelov, 2021).

Fast fashion is the new business model that is dependent on the consumer's desire to be up to date on the hottest fashion trends; these people will thrive off of impulse purchasing (Baily et al., 2022). This business model has revolutionized the industry, capitalizing on the impulsive behavior of their target market, relying on the constant change of trend and the increasing demand of consumers to produce items fast. Before fast fashion became the top-selling business model, fashion brands used to have two seasons, but now, production and manufacturing is done around the clock (Busalim et al., 2022). It was found that brands are now releasing anywhere from fifty to one hundred micro seasons (Bernard, 2023). All of this means that the fashion cycle is now leading to faster obsolescence and premature product replacement (Kozlowski et al., 2012).

There are three characteristics of a fast fashion business: the prices must be low, the inventory deliveries must be high, and the markdowns have to be minimal (Busalim et al., 2022). What consumers choose to ignore, though, is that the very low prices hide a lot of deeper secrets. Fast fashion promotes overconsumption and encourages easy disposal, which has been connected with severe environmental problems.

The global textile chain is extensive and complicated, with multiple stages and various people are involved. Today's textile industry is constantly migrating to new regions and countries, with one leading cause: cost (Choudhury, 2014). With frequently searching for the cheapest production cost, who does this affect? The environment and workers.

The fashion industry is notorious for aiding in the depletion of the world's resources. It has become the second top polluter in the world, just below fossil fuels. The industry is

responsible for 8 percent of carbon emissions, and 20 percent of wastewater, and it is predicted to increase greenhouse gas emissions by 50 percent leading up to 2030 (Bailey et al., 2022). In addition, the industry is also the culprit of wasting ninety-two million tons of waste each year (Bernard, 2023).

The two top concerns of the world's population are water scarcity and water pollution (Choudhury, 2014). With over 50,000 textile mills, China has the worst water pollution in the entire world. It was found that about two-thirds of China's cities are living with one the world's top concerns, water scarcity. Around 80 percent of the cities cannot meet the national pollution standards (Gwilt et al., 2019).

Synthetic fibers were once a marvelous creation in the fashion industry, but they are now responsible for microplastic pollution. Microplastics are known to take years to decompose, and they harm underwater ecosystems by clogging waterways and contaminating water (Bernard, 2023). This is done through the normal fabric dyeing and finishing process that costs over 2 billion tons of water (Gwilt et al., 2019). In addition to the process being done during manufacturing, these fibers continue to cause problems by releasing roughly 500,000 tons of microplastic through washing clothes at home, which equals out to a billion plastic bottles (Maiti, 2023).

There is also the problem of chemicals being released into waterways during the wet processing stage in the various steps of production. The mills that conduct this process find themselves using around 200 tons of water per metric ton of textile (Choudhury, 2014). The industry is known to use an astronomical amount of different chemicals during manufacturing, well over 15,000 at least (Niinimaki et al., 2020). These chemicals continue to flow through the world's waterways.

In addition to the chemicals used during the process, there are a slew that are used prior as well. It is predicted that six percent of pesticide products is used on cotton crops (Niinimaki et al., 2020). While these chemicals ensure that the cotton is undisturbed, it is evident that these chemicals are harmful to the workers who come in contact with them, causing symptoms like nausea, diarrhea, cancers, and respiratory diseases, and acute pesticide poisoning kills 1,000 people a day (Niinimaki et al., 2020). Pesticide poisoning can also cause neurological or reproductive problems, but this is not even the tip of the iceberg of how poorly manufacturing and supply chain employees are treated.

Foreign production in underprivileged nations has become the prime choice for manufacturers (Kozlowski et al., 2012). The living wage is low, and people are desperate for a job. In addition to labor being cheap, regulations are virtually nonexistent, so the conditions are poor and hazardous.

Sweatshop labor has been analyzed in the past, and it caused poor publicity for a lot of brands like Nike and Zara. This ultimately led to companies reassessing their means of production and introducing sourcing policies and the corporate social responsibility (CSR) policies (Kozlowski et al., 2012). The fact of the matter is that these problems still slip through the cracks because it is easier to pay a fine than it is to lose profit.

Marketing has always played a vital role in business. It is how businesses get their name out there and stay relevant. Over the years, however, marketing has changed drastically and rapidly. Social media is a fairly new concept, emerging in the late 1990s with Six Degrees. In just 20 years, the social media industry is worth $219.06 billion and is expected to increase by $32 billion in the next year. It is now a lifeline for brands, with them being able to connect with their target market.

The idea of social media was to first bring individual users together through a platform. Today, there are hundreds of social media platforms with billions of people on them, including brands, companies, and other entities. Though beginning in the 1990s with platforms like AOL and MySpace, social media did not begin to gain traction until 2004 with Facebook.

A lot has changed since 2004. The Internet is now a vital resource in our society (Solomon & Tuten, 2018). Individuals can now shop for things at the click of a button within seconds, they can download and stream content, and some can even make it their entire career, like influencers, who quite literally influence users through having large followings of people who respect their opinion (Kingston, 2019). Now, social media is used as a form of communication between the consumer and business, giving efficient feedback (Farnan & Stone, 2017).

The idea of social media and how it works with businesses, specifically fashion brands, is that it draws in younger generations (Zhao et al., 2022). Social media creates interactive experiences on different platforms to build their brand image, promote products, and pique the interest of their consumers. The benefit of social media is that it always companies to humanize themselves by interacting with their audience, creating enticing content, and allowing consumers to engage with the brand. This has ultimately decreased the communication distance between the target market and brands, which is allowing brands to sell more seamlessly (Zhao et al., 2022).

In recent studies, it has been explored that marketing, social media specifically, "may affect sustainability-related consumption behavior in several ways" (Frick et al., 2020). Online content consumption is a huge problem that is being connected with shopping consumption levels. It was found that social media use is positively correlated with materialism (Frick et al., 2020). A large culprit of this is TikTok, where trends last about a week.

It seems as though social media preys on women, which was discovered during a 2017 study, where 41 percent of women claimed they felt pressure to wear different outfits every day, and social media aided that compulsion (Bernard, 2023).

It is said that consumers buy out of need and necessity, but in reality consumers also buy out of desire (Farid & Saptura, 2021). With the tremendous rise of social media, it has definitely shifted the consumers compulsion to buy. It has definitely changed the fashion industry in the most profitable way (Castillo-Abdul et al., 2022).

It is important to note that overconsumption is not a new issue. In the 1960's, the flower power movement called for sustainability, though the term of "slow fashion" was not in the world's vocabulary until 2013 (Fisher, 2021). Since then, there has actually been a shift with individuals wanting to purchase more environmentally friendly and responsible products. A study was done where 70 percent of the participants claimed they wanted to shop more sustainably, but these consumers have rarely made the switch (Kong et al., 2021). With that being said, there are allegedly no explanations to the reason why, though, some may assume that the rising prices and availability may have a role in it.

With all of the problems in the supply chain and social media marketing, are there solutions? The answer should be a resounding yes, through eco-friendly, ethical, and green brands, but there is no universal standard for those terms. Ultimately, a slower economy is the new push, and education is a vital part of fixing these issues.

Since this project is to be a college course, it is important to understand the logistics of teaching in higher education. If graduating high school students choose higher education, they often find themselves a little stunned during their first semester. In college or university, students are not guided the way they were in high school. Students are expected to work and learn

autonomously, which includes going to classes, studying, and producing multiple projects. With that, using effective learning strategies when studying alone is vital to assure long-term learning outcomes and overall academic achievement (Biwer et al., 2020).

All students are very different when it comes to learning. Some people align more with hands-on work, and others who prefer to read. Some studies actually show which can be more effective. In a greater sense, Harvard had done a study, where it was discovered that students gain more knowledge when participating in hands-on lessons. Louis Deslauriers, the lead author of the study, discovered that students felt like they learned more in lectures, but scored higher on tests when employing the active-learning strategy (Reuell, 2019). The study does note that a lot of students are not immediately fond of the idea of active learning, but they do become comfortable with the idea rather quickly. This study stands true among other researchers who have looked into different learning strategies.

There are 10 commonly used learning strategies. The least effective include summaries, mental imagery, keyword mnemonics, rereading, and highlighting. These sound familiar, right? These strategies are regularly used when studying and trying to retain information from courses. The issue is that the strategies do not create any real correlation to real-life jobs or experiences. Moderately effective strategies include elaborative interrogation, self-explanation, and interleaved practice. The moderate strategies are effective because it answers the "Why?" question and is said to facilitate learning (Dunlosky et al., 2013). These strategies also correlate different material with other topics, so students are essentially studying multiple topics within one study session. Finally, the most effective strategies are retrieval practice and distributed practice. The retrieval practice is when students stimulate "active retrieval of information from memory, e.g., by taking practice tests or quizzing by using flash cards" (Biwer et al., 2020). On

the other hand, distributed practice is when students space out their studying over a length of time and repeat the information throughout various study sessions (Biwer et al., 2020).

When looking at the fashion industry as a whole and how social media is affecting it, it is important to understand the long-term effects that are currently being caused by this. This project is designed to help students understand this, and be able to produce the "Why?"

Methodology

The methodology used for this study is qualitative research using document analysis. The topic at hand is the effect of social media on the fashion industry. This topic will be converted into a course to emphasize this. To discover the effects, the course must lay a foundation for both, the fashion and social media industries. In addition to the background of each industry, it is important to understand the positive effects and how it is used to promote good. For the sake of the project, it will also address the reality of the environmental and consumer behavior impact.

This course will utilize primary and secondary research to create its outline. The textbook for the course will be the main source of knowledge, with the secondary research backing up what is being taught. In addition to scholarly articles, the course will use case studies and culture studies, which will be through magazines, news outlets, and movies. The goal with these methodologies it to be able to relate the class to the student, while still being relevant.

Specifically, the project itself will combine the use of qualitative data to convey the overall message. As mentioned above, the methodologies used will be compiled of primary and secondary data to make the point of social media's effects in the fashion industry.

To design the course syllabus and outline, example syllabi were used to examine and dictate what would be included. Shevare Perry's Fashion Business and Entrepreneurship from Lindenwood University and Sadia Khan's Marketing Management syllabus from Mercyhurst University were used. Taken from these were inspirations of each part that felt most fitting for the course to develop the final deliverable.

Since this is a course, there is required material. The required material will be *The Fundamentals of Digital Fashion Marketing* and *Fashionopolis Why What We Wear Matters*. These two required texts will combine the likes of both fashion and social media, while also

expressing the harsh reality of the topic at hand: the effects of social media in the fashion industry.

Overall, this course will create a better understanding of the fashion industry and how it works in tandem with social media through secondary qualitative data, found in academic journals, articles, textbooks, and pop culture. The course will bridge together two of the largest industries and how they affect the world around them.

Production

       The course created will be titled Social Media's Effects on the Fashion Industry. Social Media's Effects on the Fashion Industry will be a sixteen-week course taught at a college 300-level. The course was created with the idea of it being in-person, but it can be easily adapted to an online course. Ideally, the course would have a maximum of twenty students due to the common student-to-teacher requirements of universities. It will require general knowledge of the fashion industry, so it is not an introductory course. Hands-on, or active learning, will be utilized during this course, as it was found to be the most effective way for students to learn (Reuell, 2019), and students will be encouraged to take practice tests, use flashcards, and study effectively throughout the class as it is the most helpful (Biwer et al., 2020). This will be accomplished through class lectures, in-class exercises, case studies, and their final project.

       The course will have the required material, which will include *The Fundamentals of Digital Fashion Marketing* by Clare Harris and *Fashionopolis Why What We Wear Matters* by Dana Thomas. These two books were chosen because they both contain relevant content about the topic at hand. The course will begin with *The Fundamentals of Digital Fashion Marketing* first and conclude with *Fashionopolis Why What We Wear Matter.*

       The Fundamentals of Digital Fashion Marketing by Clare Harris is a Bloomsbury publication. The textbook was first published in 2017 and reprinted various times throughout the past six years. The book is designed to introduce students to digital marketing practices and explore the opportunities within the fashion industry (Harris, 2017). This is the first-course material that will be utilized, and chapters one through five will be covered. For the course's purpose, the sixth chapter will be skipped, as it has no relevance to the specific topic, which is the effects of social media on the fashion industry. Mixed within the lessons, students will

participate in in-class activities, which are scattered throughout the book, to help them gain a working knowledge of the concepts they are learning.

During the first week of the sixteen-week course, the syllabus will be discussed in its entirety and will be addressed on Monday. On Wednesday, class time will be reserved for a brief overview of the fashion industry and its history, trends, and transitions. This will be built off of the knowledge that students have already gained through previous classes and will be more of an open discussion. Moving forward, that Friday will be used to prepare students on their knowledge of social media and how the industry works. This will also be more of an open discussion on their current understanding of the field.

Weeks two and three begin the first chapter of *The Fundamentals of Digital Fashion Marketing,* which is about Fashion marketing and digital technologies. This chapter begins with a very brief overview of the fashion industry and the business. It discusses the traditional landscape of the fashion industry, and how disruptive the new technological wave has been on the current industry. With that, it also dives into the actual evolution of digitization like social media, pop culture, and the art of viral content. In addition to the new age marketing, the chapter takes everyone back to the roots of the marketing mix, with product, price, place, and promotion. Students will also be required to complete the Burberry case study at the end of the chapter, along with the exercises, which will all be reviewed in class before the first exam at the end of week three.

During weeks four and five, the class will review chapter two, fashion and online marketing. This chapter focuses on the ins and outs of website design, discussing search engine optimization, wireframes, and site mapping. It also talks about the importance of online content and branding for fashion. This is making sure that everything aligns with a brand's values and

mission, while also assuring that the content has a working purpose. The chapter also has a section that acknowledges the need to understand analytics, which has now become important for the online world to understand how content is performing. Students will also be required to complete the NET-A-PORTER case study at the end of the chapter, along with the exercises, which will all be reviewed in class before the first exam at the end of week five.

Weeks six and seven begin the true chapter on social media and fashion marketing. Chapter three addresses the actual use of social media in the fashion industry, and how brands are utilizing social networking to connect with their consumers. While discussing social media networking, it focuses on the rise of fashion blogging and influencing within the fashion realm of social media. It introduces the campaign strategies to implement, which are planning, engaging, promoting, scheduling, connecting, and analyzing (Harris, 2017). Students will also be required to complete the Polyvore case study at the end of the chapter, along with the exercises, which will all be reviewed in class before the first exam at the end of week seven.

Weeks eight and nine discuss chapter four. This chapter is all about fashion and film, which then relates to the use of social media. It talks about the change in film and video content within the fashion industry. There are now live-streaming options, which are popular for fashion shows, and now there are video campaigns. In addition to the video campaigns, there are now social networks dedicated to just that, like YouTube, TikTok, Snapchat, and Instagram Reels. These platforms have all led to the new age of influencing fashion "vlogging," which is a video blog. At the end of week eight, students will be required to finalize their business of choosing for their final project, which is due the Monday of week sixteen. Businesses will be on a first-come, first-served basis, with zero repeats. Students will also be required to complete the Cinematique

case study at the end of the chapter, along with the exercises, which will all be reviewed in class before the first exam at the end of week nine.

Week ten and eleven is the final chapter that will be reviewed in *The Fundamentals of Digital Fashion Marketing.* Chapter five walks readers through fashion and mobile media. This is the evolution of mobile devices and how media can utilize them for fashion marketing purposes. It highlights key features like notifications, messaging, and location. Though a bit intrusive, the three features are vital for fashion marketing. Students will be required to complete the Urban On case study at the end of the chapter, along with the exercises, which will all be reviewed in class before the first exam at the end of week eleven.

Weeks one through eleven have now laid the groundwork for the knowledge of media. Students from this point understand how it is used and why, as well as the great benefits that it can have. The final five weeks of this course are when students will begin to make the correlation between the effects that social media is causing in the fashion industry, which is also a very big focus on their semester-long project. This is where students will begin to read *Fashionopolis Why What We Wear Matters* by Dana Thomas. This book was published in 2020 by Penguin Books. It covers the damage that the fashion industry is doing to the environment while stating: "It is time to really care" (Thomas, 2020).

Week twelve begins *Fashionopolis Why What We Wear Matters.* Students will do their readings before the class, and the lessons throughout this week will have very minimal notes on key factors, but it will mostly be an open discussion for the class. The goal here is to ensure students are reading and comprehending the material. Monday will begin with the introduction of the book. Dana Thomas reminds the readers of Melania Trump's infamous Zara jacket that read: "I really don't care, do you?" This pop culture moment opens Pandora's box of fashion and its

dirty secrets behind the wonderous façade of fashion shows and luxurious designers. Now, because the introduction is so short, Part One of the *Fashionopolis* will be discussed for the rest of the week, which is divided into three chapters of this section: Ready to Wear, The Price of Furious Fashion, and Dirty Laundry.

Weeks thirteen to fifteen will be set up similarly to week twelve. Week thirteen will be dedicated to Part Two of *Fashionopolis.* This section includes Field to Form, Rightshoring, and My Blue Heaven. While the first section focuses on the industry, the second begins to discuss the supply chain. Week fourteen introduces Part Three: We Can Work It Out, Around and Round We Go, and Rage Against the Machine. Part Three has four chapters, though, so the final chapter, To Buy or Not To Buy, will be finished on the Monday of week fifteen. Week fifteen will also discuss the possible solutions to solve the fashion crisis. The last Friday before presentations will be an open discussion about the book and, time permitting, students will be able to work on their projects before the due date, which is the following Monday.

Week sixteen is the final week of the course. This is when students will begin to produce the project that they have been working on throughout the semester. The order of students will be chosen completely at random and be given completely at random. The students will be expected to dress professionally for this, meaning business casual wear. In addition to professional attire, students will also be responsible for coming to class ahead of time to queue their presentations, and coordinate with others who may also be presenting that day. The goal of the project and presentation is to take what students have learned during this course and be able to accurately apply it to real-world brands.

Specifically, the project will be discussed on the very first day of class, and students will be asked to keep this in the back of their minds as they proceed through the course. Students will

be required to submit their business of choosing on week eight, which is the halfway point of the class. Once their business is chosen, they will use what they have learned thus far to analyze their business' social media presence to demonstrate their understanding of the course and its material. As previously mentioned, students will be required to give a presentation on their findings. This will include an overview of the business, a deep dive into their social media presence whether or not it is responsible, and how the business can better itself. Students will be graded on the content, how well they present, and their participation in their classmate's presentation.

Now that the flow of class is established, what are the goal and the overarching objectives for this course? First, students will be able to demonstrate an understanding of the social media and fashion industry, as well as be able to create a correlation between the two industries and how social media is currently affecting the fashion industry. Students will be able to accomplish this by completing the given assignments, participating in in-class discussions and activities, and presenting on a course project that they will analyze research for, which will build upon their working knowledge of both industries.

Conclusions

The objective of this project was to create a course that educated students on the effects of social media in the fashion industry through lectures, discussions, in-class assignments, and a final project. Students will leave this course with a working knowledge of how social media is used in the fashion industry, along with the negative effects, to be able to recognize this in their professional careers.

This project is important to the fashion industry, as the two topics are popularly discussed individually, but brought together in the same conversation. Social media marketing in the fashion industry is having negative effects on the environment.

The strength of this project is that it explores topics that are commonly researched separately, and it brings the two together to have an open conversation about the effects each industry is causing. The limitation would be that it is just a course, and there is no execution of the course.

The effects of social media on the fashion industry are evident from what has been discovered through the research found. With this class, there is hope that social media will be used responsibly for the fashion industry and no longer push the harmful effects that the world is currently experiencing.

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3The Effects of Social Media in the Fashion Industry
Fall 2024 – 3 credits

Instructor:

Kirsten Whitaker

- o Phone: (412) 328-3337
- o Email: kwhitaker@lindenwood.edu

Class Location: Lindenwood University

Class Modality: In-Person

Class Time: MWF 9:00 am – 9:50 am

Class Start/End Dates: August 26, 2024 to December 13, 2024

Office Hours: MWF 10:00 am –11:00 am, Additional time may be scheduled in advance

Course Description:

This 300-level course is an advanced study of marketing tactics and the fashion business. It will improve and advance students' knowledge on marketing and fashion by analyzing the two industries as a whole to emphasize the effects of social media on the fashion industry. Specifically, the course will focus on fashion waste and unsustainable practices. Students will demonstrate their knowledge through required readings, case studies, in-class exercises, and a final project.

Course Objectives

- o *Demonstrate an understanding of both social media and fashion industries*
- o *Understand the correlation between the two and how social media is affecting the fashion industry*
- o *Completing case studies and in-class exercises to build on the knowledge of social media and the fashion industry*
- o *Conduct individual analysis on a company to demonstrate knowledge of the course*
- o *Present found knowledge in a neat and organized manner to the instructor and class*

Required Materials

Textbooks

- o The Fundamentals of Digital Fashion Marketing, Clare Harris ISBN: 978-1-4742-2085-9
- o Fashionopolis: Why What We Wear Matters, Dana Thomas ISBN: 978-0-7352-2403-2

Technology

- o A laptop or tablet are permitted for note taking
- o Phones may be utilized when needed

Course Organization & Procedures

I. *Methods of Presentation*
- a. *Lectures*
- b. *Classroom Discussions*
- c. *Case Studies*
- d. *Articles*

II. *Assignments*
- a. *Reading the required chapters*
- b. *Case Studies*
- c. *Final Project*
- d. *ALL assignments are due at the beginning of each class period. Assignments that are not submitted by the beginning of class will be deducted 10%. There will be an additional 10% deduction for each day it is last. The assignment will not be accepted past three days.*

III. *Exams*
- a. *Five exams will be given throughout the 16-week semester*
   - i. *This does not include the final exam*
- b. *Exam dates are mandatory and require attendance*
   - i. *Make-up exams and quizzes will only be given under extreme circumstances*

IV. *Attendance*
- a. *Students are expected to be present during all lectures.*

V. *Classroom Etiquette*
- a. *Food & Drink*

    i. These may be permitted, however, if it becomes disruptive and students do not clean up their messes it can also be revoked.

  b. Cell Phones

    i. Cell phones are permitted for in-class use only. If they begin to become a distraction they will be prohibited.

VI. Grading & Evaluation

Letter Grade	Percent	Quality Points
A	94-100	4.0
B+	90-93	3.5
B	86-89	3.0
C+	80-85	2.5
C	75-79	2.0
D+	70-74	1.5
D	65-69	1.0
F	Below 65	0.0

Activity	Weight
Quiz #1	5%
Exams (5)	50%
Case Studies (5)	5%
Business Submission	5%
Final Project	15%
Project Presentation	15%
Attendance/Participation	5%
Total	100%

Final Project Review

For the final project, students will choose a business of their choice to do an analysis on their social media presence. Students will use what they have learned throughout the semester from The Fundamentals of Digital Fashion Marketing and Fashionopolis show their understanding of the course and its material. Students will then showcase their work during class presentation.

- o Businesses must be selected by week 8
  - o Selecting a business is on a first come, first serve basis
  - o Students will not be permitted to use the same businesses
- o The final project is due week 16

Course Outline

Week 1: Introduction

Monday: Syllabus

- o Instructor will walk through the syllabus and expectations of students during the course, as well as the final project and presentation

Wednesday: Brief Introduction of Fashion

- o Evolution of Fashion

Friday: Brief Introduction of Social Media

- o Evolution of Social Media

Week 2: Chapter 1

Monday: Fashion & Marketing

- o Notes
- o Class Discussion

Wednesday: The E-volution of Digital Fashion Marketing & Participatory Cultures

- o Notes
- o Class Discussion

Friday: Marketing Mix & Paid, Owned, and Earned Media

- o Notes
- o Class Discussion

Week 3: Cont. Chapter 1

Monday: Marketing Channels & Developing A Digital Marketing Strategy

- o Notes
- o Class Discussion

*Homework: Burberry Case Study

Wednesday: Case Study & Exercise

- o Burberry Case Study Review
- o In-Book Exercise

Friday: Exam 1 on Chapter 1

Week 4: Chapter 2

Monday: Websites & Search Engines

- o Notes

- o Class Discussion

Wednesday: Website Marketing & Email Marketing

- o Notes
- o Class Discussion

Friday: Online Advertising & Search and Display Advertising

- o Notes
- o Class Discussion

Week 5: Cont. Chapter 2

Monday: Online Branding, Finding an Audience, & Analytics

- o Notes
- o Class Discussion

*Homework: NET-A-PORTER Case Study (Pg. 52-55)

Wednesday: Case Study & Exercise

- o NET-A-PORTER Case Study Review
- o In-Book Exercise

Friday: <mark>Exam on Chapter 2</mark>

Week 6: Chapter 3

Monday: Blogs, Social Networks, and Fashion Marketing

- o Notes
- o Class Discussion

Wednesday: Social Networking Content

- o Notes
- o Class Discussion

Friday: Social Campaign Strategies

- o Notes
- o Class Discussion

*Homework Polyvore Case Study

Week 7: Cont. Chapter 3

Monday: Case Study & Exercise

- o Polyvore Case Study Review
- o In-Book Exercise

Wednesday:

- o Notes
- o Class Discussion

Friday: <mark>Exam on Chapter 3</mark>

Week 8: Chapter 4

Monday: Fashion and Film, Moving Image

- o Notes
- o Class Discussion

*Reminder business submissions are due

Wednesday: Fashion Goes Live

- o Notes
- o Class Discussion

Friday: Promotional Videos

- o Notes
- o Class Discussion

*Students will finalize their business of choosing for their final project. This will be on a first come, first served basis. Students may not use the same company more than once

Week 9: Cont. Chapter 4

Monday: Social Videos & New Experts

- o Notes
- o Class Discussion

*Homework Cinematique

Wednesday: Case Study & Exercise

- o Cinematique Case Study Review
- o In-Book Exercise

Friday: <mark>Exam on Chapter 4</mark>

Week 10: Chapter 5

Monday: The Mobile Journey & Mobile Hub

- o Notes
- o Class Discussion

Wednesday: Publishing for Mobile & the Selfie

- Notes
  - Class Discussion

Friday: Mobile First & Notifications

  - Notes
  - Class Discussion

Week 11: Cont. Chapter 5

Monday: Fashion Apps, Mobile Shopping, Connecting, & Paying

  - Notes
  - Class Discussion

*Homework Urban On Case Study

Wednesday: Case Study & Exercise

  - Urban On Case Study Review
  - In-Book Exercise

Friday: <mark>Exam on Chapter 5</mark>

Week 12: Fashionopolis

Monday: Introduction & Part One

  - Ready to Wear
    - Notes
    - Class Discussion

Wednesday: Part One

  - Price of Furious Fashion
    - Notes
    - Class Discussion

Friday: Part One Cont.

  - Dirty Laundry
    - Notes
    - Class Discussion

Week 13: Fashionopolis

Monday: Part Two

  - Field to Form
    - Notes

- o Class Discussion

Wednesday: Part Two Cont.

- o Rightshoring
    - o Notes
    - o Class Discussion

Friday: Part Two Cont.

- o My Blue Heaven
    - o Notes
    - o Class Discussion

Week 14: Fashionopolis

Monday: Part Three

- o We Can Work It Out
    - o Notes
    - o Class Discussion

Wednesday: Part Three Cont.

- o Around and Around We Go
    - o Notes
    - o Class Discussion

Friday: Part Three Cont.

- o Rage Against the Machine
    - o Notes
    - o Class Discussion

Week 15: Fashionopolis

Monday: Part Three Cont.

- o To Buy or Not To Buy
    - o Notes
    - o Class Discussion

Wednesday: What Can You Do Now?

- o Notes
- o Class Discussion
- o Time permitting, students will also have the opportunity to work on their project

Friday: Class Discussion

- o This will be a student lead conversation during class where students will discuss their thoughts on the book and bring current events that correspond with what has been discussed throughout the semester
- o Time permitting, students will also have the opportunity to work on their project
    - o We will also decide the order of presentations

Week 16: Presentations

Monday: Presentations

*Project Due

Wednesday: Presentations

Friday: Presentations

* Students' projects are due at the start of class Monday

* Students will be required to present their final projects to the class

* This syllabus is subject to change at the instructors discretion. *