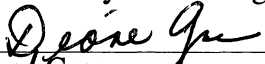



City College of San Francisco
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2014
B. Department	Fashion
C. Course Number	FASH 45B
D. Course Title	Advanced Image Consulting
E. Course Outline Preparer(s)	Karen Kelly Armstrong
F. Department Chairperson	 Diane Green
G. Dean	 Kimberly Harvell

II. COURSE SPECIFICS

A. Hours	Lecture: 52.5 total
B. Units	3
C. Prerequisites	FASH 45A
Corequisites	None
Advisories	None
D. Course Justification	Advanced Image Consulting grew out of increasing student demand for more on the subject than what was currently being covered in Fashion 45A. This program provides specialized skills needed to pursue a career as an image consultant.
E. Field Trips	Optional
F. Method of Grading	Letter
G. Repeatability	0

III. CATALOG DESCRIPTION

Provide advanced knowledge and skills in image consulting. Emphasis is placed on techniques of wardrobe planning and consultation, public relations, marketing and business operations for an image consulting business.

IV. MAJOR LEARNING OUTCOMES

Upon completion of this course a student will be able to:

- A. Perform an in-store image makeover on a client applying the technical aspects of image through wardrobe
- B. Write an effective press release
- C. Formulate an image consulting business plan with the focus on the marketing plan
- D. Describe the operations of an image consulting business.

V. CONTENTS

- A. Wardrobe planning
 1. Assessments
 2. Analysis
 3. Questionnaires
 - a. Client consultation
 - b. Questionnaires on image and style
 - c. Body assets and figure faults
 - d. Color analysis
 - e. Lifestyle, wardrobe, and clothing values
 4. Dress to build credibility
 - a. The power of perception
 - b. Self-image

- c. Professional Dress
- B. Public relations
 - 1. The role of the publicist
 - a. Manage client's image
 - b. Media relations
 - c. Pitch stories
 - 2. Written tactics
 - a. Press releases
 - b. Fact sheets
 - c. Media advisories
 - 3. Spoken tactics
 - a. Understand the guidelines of news conferences, meetings, and media interviews
 - b. Speech writing
 - c. Speaking opportunities
- C. Marketing
 - 1. Creating an Image Consulting Marketing Plan
 - a. Defining marketing plan structure
 - b. Image industry profile
 - c. Market niche definition
 - d. Understanding competitors
 - e. Pricing
 - 2. Using Social Media
 - a. Youtube
 - b. Twitter
 - c. Facebook
 - d. LinkedIn
 - 3. Understanding Digital Marketing Tools
 - a. Infographics
 - b. Instagram
 - c. Photo sharing using Pininterest
- D. Image Consulting business operations
 - 1. Business systems
 - a. Local and state requirements
 - b. Business vs personal funds
 - c. Business credit cards
 - d. Planning and bookkeeping
 - 2. Start up costs
 - a. Salary needs
 - b. Initial costs
 - c. Direct costs
 - d. Overhead
 - e. Recurring costs

VI. INSTRUCTIONAL METHODOLOGY

- A. Assignments
 - 1. In-class
 - a. Write an "elevator speech" and do an oral presentation to the class.
 - b. Networking Night is an in class social networking event where professional business people from different industries are invited allows the students the opportunity to dress professionally, introduce themselves using their "elevator speech" and hand out business cards they had made in advance. They will experience the art of "working" a room joining in and out of different conversations with confidence.

- c. A field trip such as visits to the Goodwill, other non-profit agencies or clothing stores
- 2. Out-of-class
 - a. Readings from textbook and instructor handouts as assigned, on topics such as personal shopping, how to design your image consulting business or the marketing and sales cycle.
 - b. Conduct a Closet Audit on yourself, classmate, family or friend. The closet audit is a reorganization of the existing wardrobe. It will identify clothing in the closet that supports the selected person's color and personal style. Personal shopping may be needed after the closet audit. It is a type written report presented in a folder or portfolio binder
 - c. 5-page written Marketing Sales Plan for a real or imaginary business which will include a business summary, industry profile, identify the target market, competitors, marketing strategies and a month long time line.
 - d. Written Press Release directed to members of the news media about the in-store image makeover they will conduct on a client.
 - e. Online Forums that could include questionnaires, assessments and quizzes
 - f. Final capstone project on an "in-store" image makeover on a client done by an individual student. The image makeover includes before and after photos, as assessment interview, body analysis and body measurements, color analysis, fashion personality assessment, clothing budget, photos of clients in business, casual and evening attire. Documentation includes a biography of the client, the image direction chosen for the client, image recommendations and resources, evaluation of the makeover and the cost of image consulting services. The client receives a portfolio that documents the image makeover. The instructor receives the makeover on a cd or thumb-drive.
- B. Evaluation
 - 1. Participate in class discussions and activities
 - 2. Rubrics on all projects
 - 3. Capstone Image Makeover
 - 4. Final exam on topics such as: color and wardrobe theories, figure analysis, business operations, media skills and marketing
- C. Textbooks and other instructional materials
 - 1. Handout and reprints from the instructor on topics relating to Makeup, Consulting agreements, Basic styles, line selection and coordination. Websites like: Contracts and agreements, http://www.businessballs.com/service_agreements_contracts_templates.htm
 - 2. "The Perfect Fit: How to Start an Image Consulting Business 3rd Edition", by Lynne Henderson Marks and Dominique Isbecque, Virtualbookworm.com, Publishing Inc., 2008
 - 3. "Get Clients Now: A 28-Day Marketing Program for Professionals, Consultants and Coaches, 2nd Edition", by C.J. Hayden, AMACOM, 2007
 - 4. "The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases and Viral Marketing to Reach Buyers Directly 4th Edition", David Meerman Scott, John Wiley & Sons Inc., 2013
 - 5. "The Art and Science of Professional Makeup", by Stan Campbell Place, Milady Publishing Company, 1990
 - 6. "Skinny Bits: Wisdom for a Flourishing Image Business", by Lynne Marks, AICI, CIM, Virtualbookworm.com Publishing Inc., 2006

VII. TITLE 5 CLASSIFICATION

CREDIT/DEGREE APPLICABLE (meets all standards of Title 5. Section 55002(a)).