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FOOTWEAR  
BUSINESS FOUNDATIONS



## FOOTWEAR BUSINESS FOUNDATIONS:

Explore the business side of footwear production: learn how to navigate the footwear production cycle, analyze footwear industry trends, and understand the modern customer.

This online course will dive deep into the skills needed to build a successful footwear company from top to bottom. As students work through the steps of footwear production, they will understand the career paths available in the industry and the basic skills and terminology with support from industry insiders. Fashion Institute of Technology (FIT) faculty provide compelling video lessons with experts from Footwear News and insiders from the industry to share their career trajectories and offer expertise to help students gain key insights for their career paths in the business of footwear.

During this course, students will complete projects and assignments that will give them a first-hand look at the life cycle of footwear, from identifying your consumer to 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 footwear brands and decision-makers throughout the field. They will also leave with a comprehensive footwear project to add to their portfolio.

## FIVE COURSE MODULES:

- FOOTWEAR ENTREPRENEURSHIP AND INTRAPRENEURSHIP
- MANAGING FOOTWEAR PRODUCTION
- BRANDING
- FOOTWEAR 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. Students earn a non-credit Certificate of Completion from FIT upon successfully finishing the program.

## STUDENT BENEFITS:

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

## MODULE 1:

### FOOTWEAR ENTREPRENEURSHIP AND INTRAPRENEURSHIP

Students will begin by examining the history of the footwear industry and how it has evolved. They will see how footwear is produced, from initial ideation through manufacturing, and how to build a lucrative business around an idea. Students will also examine the challenges of building a cohesive collection that appeals to a specific consumer demographic and identifying those demographics. Fundamental to everything is an understanding of the footwear supply chain and how each link can determine the fate of a product line.

#### KEY CONCEPTS:

- THE EVOLUTION OF THE FOOTWEAR INDUSTRY
- HOW FOOTWEAR IS MADE
- IDEA TO BUSINESS
- BUSINESS MODELS
- IDENTIFYING THE CONSUMER
- BUILDING FROM PRODUCT TO COLLECTION
- SUPPLY CHAIN
- AUGMENTED RETAIL - DISRUPTING WITH TECHNOLOGY
- MANAGEMENT SOFT SKILLS
- DIVERSITY AND INCLUSION IN THE INDUSTRY
- BUILDING TEAMS

## MODULE 2:

### MANAGING FOOTWEAR PRODUCTION

Diving deeper into the production process, students will learn how a sketch becomes a prototype and eventually a product to be sold in stores. They will explore everything from ethical sourcing to working with factories to carry out your vision. Investigating how successful brands communicate throughout the production process will provide insight into how successful footwear professionals deliver products as designed and within budget. Students will learn about setting price points, size grading, and sustainability in the production process, and the industry terminology they need to ensure success in these areas.

#### KEY CONCEPTS:

- PRODUCT DEVELOPMENT
- RANGE PLANNING
- SOURCING PRODUCTION
- UNDERSTANDING MATERIALS AND TEXTURES
- COSTING PRODUCTION
- WORKING WITH PRODUCTION UNITS AND MANUFACTURERS
- HOW TO COMMUNICATE WITH FACTORIES
- THE TECH PACK AND SIZE GRADING
- INDUSTRY SOFTWARE OVERVIEW

## MODULE 3: BRANDING

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

### KEY CONCEPTS:

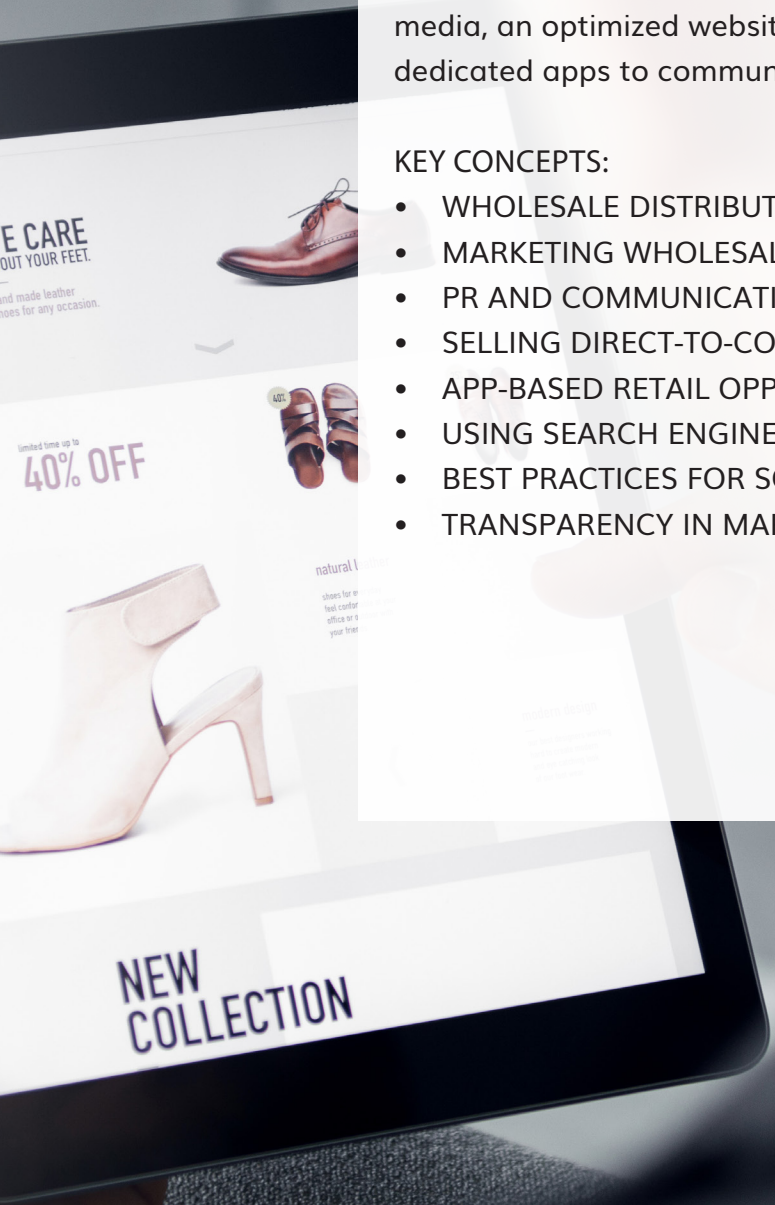
- BUILDING YOUR BRAND
- NAMING YOUR BRAND
- DEVELOPING IDENTITY
- TELLING YOUR BRAND'S STORY
- CREATING PACKAGING
- BRANDING PRINCIPLES, FRAMEWORKS AND CHALLENGES
- BRANDING IN THE DIGITAL AGE AND INTO THE FUTURE
- CREATING A WEB PRESENCE

**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. Because the consumer must first discover a product before making their first purchase, understanding fundamental marketing techniques and tools is essential, from social media, an optimized website, a heat map to perfect retail merchandising, or dedicated apps to communicate with the consumer and facilitate sales.

**KEY CONCEPTS:**

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



**MODULE 5:**  
**RETAILING AND DISTRIBUTION**

In this module, students will learn key competencies required for any successful footwear entrepreneur, such as 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. They will also complete a comprehensive footwear project for their portfolio.

**KEY CONCEPTS:**

- FOOTWEAR RETAILING
- MANAGING RETAIL
- MERCHANDISING THEORY AND STRATEGY
- VISUAL MERCHANDISING AND STORE LAYOUT
- RETAIL TECHNOLOGY
- TRADE SHOWS AND CONSUMER SHOWS
- ECOMMERCE MANAGEMENT AND STRATEGY
- STRATEGIC POP-UP RETAIL
- UNDERSTANDING ANALYTICS AND DATA-DRIVEN RETAIL

## ENROLLMENT DETAILS

### How do I apply for Footwear Business Foundations?

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

### How much does the program cost?

The cost of the entire program, which includes all five course modules, related activities, and a Fashion Institute of Technology (FIT) 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 FIT 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 Footwear Business Foundations. 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 footwear 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 Footwear Business Foundations from FIT. Footwear Business Foundations 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?**

Footwear Business Foundations 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 footwear industry works. Second, with the Certificate of Completion from FIT on their resume, they differentiate themselves from the rest of the pack.

### **What type of people enroll in Footwear Business Foundations?**

People with all levels of experience, and in all stages of their career, benefit from enrolling in Footwear Business Foundations. But you will have something in common with all of our students — a passion for the footwear 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 footwear 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 footwear 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 Footwear Business Foundations, what comes next?**

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the footwear industry you feel passionate about. If you find that you want to learn even more about a specific area, FIT 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.