

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	BA Fashion Management and Marketing
FHEQ Level:	5
Course Title:	Fashion Marketing and Retail
Course Code:	FASH 5101
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS CATS credits 4 UK credits

Course Description:

This course provides a comprehensive exploration of the dynamic fashion industry, focusing on key marketing strategies, consumer behaviour and retail marketing. With a particular emphasis on sustainable fashion, students will learn how to develop brand identities, execute fashion marketing campaigns and analyse emerging trends. The course includes practical elements, such as visits to leading fashion brands and exhibitions in London. Students will also gain theoretical knowledge and practical understanding of retail operations, including fashion buying, merchandising and retail futures. Ideal for those aspiring to careers in fashion marketing, brand management, buying, merchandising or retail leadership.

Prerequisites:

BUSM 4101 Introduction to Business Management and Marketing and 40 credits

Programme Outcomes:

A6II, B6I, B6II

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Course Learning Outcomes	Programme Outcomes
Apply effective fashion marketing strategies tailored to specific brands, using both traditional and digital platforms	L6 B (i)
Analyse and interpret consumer behaviour and market trends to inform strategic marketing and retail decisions in the fashion industry	L6B (ii)
Critically evaluate fashion marketing campaigns and retail strategies, proposing innovative, sustainable, and ethical improvements that align with current industry trends.	L6A (ii)
Demonstrate how to balance tradition and innovation to maintain brand relevance	L6B (ii)

Indicative Content:

Fashion Business Fundamentals

- Overview of fashion and retail industries
- The global fashion market
- Fashion business models and strategies
- Fashion supply and value chain

Fashion Marketing Strategy

- Developing fashion marketing campaigns
- Integrating digital and traditional marketing strategies
- Market Research
- Market Trends

Understanding the Consumer

- Understanding consumer decision-making processes
- Fashion psychology and trend influence on consumer behaviour
- Market segmentation and targeting in fashion

Retail Management in Fashion

- Overview of retail operations: store layout, merchandising and display
- Customer experience and relationship management
- Visual merchandising and store aesthetics
- E-commerce and omni-channel retail strategies

Sustainability and Ethical Issues in Fashion

- Overview of sustainability challenges in the fashion industry
- Ethical sourcing, production, and retail practices
- Corporate social responsibility in fashion branding

Trends and Innovation in Fashion

- Current and emerging trends in fashion and retail (e.g., AI, VR, and digital fashion)
- Trend forecasting and its application in fashion marketing
- The impact of technology on fashion retail

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Alexander, B. (ed.) (2024) *Customer Experience in Fashion Retailing: Merging Theory and Practice*. Taylor & Francis.

Bailey, S. and Baker, J. (2022) *Visual merchandising for fashion*. Second edition. London New York: Bloomsbury Visual Arts.

Posner, H. (2024) *Marketing Fashion*. 3rd edn. Laurence King

Solomon, M.R. and Mrad, M. (2022) *Fashion & luxury marketing*. Los Angeles: SAGE.

Strähle, J. (ed.) (2017) *Green fashion retail*. Singapore: Springer Singapore.

Journals

European Journal of Marketing.

Journal of International Marketing.

Journal of Marketing Management.

Journal of Marketing Theory and Practice.

Supply Chain Management Review.

Fashion Theory.

Journal of Consumer Behaviour.

Websites

Here are some recommended websites that provide valuable resources for fashion marketing and retail:

London Fashion Week. Available at: <https://londonfashionweek.co.uk/schedule> (Accessed: November 2024).

Vogue. Available at: <https://www.vogue.com/> (Accessed: November 2024).

BOF. Available at: <https://www.businessoffashion.com/> (Accessed: November 2024).

HubSpot Academy. Offers a wide range of free courses on marketing, content strategy, and social media marketing. Completing these courses can also lead to certification, which is beneficial for career development. Available at: <https://filestage.io/blog/marketing-resource-management-tool/> (Accessed: November 2024).

Sprout Social Insights. Features a comprehensive list of the best marketing resources available, including tools for marketing, analytics, and market research. This resource is useful for staying updated with industry trends and practices. Available at: <https://sproutsocial.com/insights/marketing-resources/> (Accessed: November 2024).

Smart Insights. Provides advice on “What shoppers really want from retailers” <https://www.smartinsights.com/ecommerce/shoppers-really-want-retailers/> (Accessed: November 2024).

An example of using social media in Fashion to create a ‘Social Catwalk’. Available at: <https://www.smartinsights.com/digital-marketing-strategy/instagram-boosting-event-promotion/> (Accessed: November 2024).

Harvard Business Review. A well-respected source of insights on fashion marketing and retail. Available at: <https://hbr.org/> (Accessed: November 2024).

The Chartered Institute of Marketing (CIM): The CIM is the world's leading professional marketing body, offering qualifications, resources, and events for marketers. Available at: <https://www.cim.co.uk/> (Accessed: November 2024).

Marketing Week: A leading UK marketing publication, offering news, insights, and analysis on the latest marketing trends and strategies. Available at: <https://www.marketingweek.com/> (Accessed: November 2024).

Econsultancy: A digital marketing and e-commerce best practice community, providing research, reports, and training. Available at: <https://econsultancy.com/> (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Dec 2024	