

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	BA Fashion Management and Marketing
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Fashion Product Development
<b>Course Code:</b>	FASH 5102
<b>Total Hours:</b>	160 (Lev 3-5) (4 US Credit)
<b>Timetabled Hours:</b>	45
<b>Guided Learning Hours:</b>	15
<b>Independent Learning Hours:</b>	100
<b>Credit</b>	16 UK CATS credits 8 ECTS CATS credits 4 UK credits

**Course Description:**

This course provides a comprehensive understanding of the fashion product development process, from creative concept to consumer product. Students will develop skills in market research, trend cycle analysis alongside design development, production planning, and manufacturing processes. The course combines theoretical knowledge with practical applications and an understanding of sustainable issues to prepare students for careers in the global fashion industry.

**Prerequisites:**

BUSM 4101 Introduction to Business Management and Marketing OR FASH 4101 Business of Fashion And 40 credits

**Aims and Objectives:**

- To enable students to analyse and predict fashion trends using various forecasting tools and techniques.
- To develop students' ability to conduct market research to identify consumer needs and preferences.
- To equip students with project management skills to oversee the development process from concept to completion.
- To instil an understanding of sustainable practices in fashion product development, including ethical sourcing and production methods.

**Programme Outcomes:**

A5I, A5II, B5I, D5I

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:

<b>Course Learning Outcomes</b>	<b>Programme Outcomes</b>
Critically analyse the key components, complexities and challenges of fashion product development.	L5 A(I)
Apply strategic product development ideas as part of a marketing plan for real-world scenarios.	L5 B (I)
Critically evaluate sustainability and ethical practices in the luxury fashion industry.	L5 D (I)
Apply theoretical knowledge to real-world case studies and brand management scenarios	L5 A (II)

**Indicative Content:**

- Business foundations for fashion brands
- Fashion prediction, forecasting, lifestyle and trends
- Product innovation, design and development
- Product design and the supply chain
- Sourcing, the supply chain and supply chain costs
- Manufacturing Processes and Technology
- Technology and innovation in the fashion industry (AI, NFTs, blockchain, Metaverse)
- Sustainable product design, the circular economy and ethical practices

**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):**

- Cattaneo, E. (2023). *Managing Luxury Brands: A Complete Guide to Contemporary Luxury Brand Strategies*. Kogan Page Ltd.
- Divita, L. (2019) *Fashion Forecasting— Research, Analysis and Presentation*. 5th Edition, London: Fairchild
- Lee, Y. (2022). *Leading Edge Technologies in Fashion Innovation*. Springer
- Lowe, A. (2023). *Fashion Brand Management. Plan, scale and market a successful fashion business*. Kogan Page Ltd.

## **Journals**

Journal of Marketing Theory and Practice.

Fashion theory: The journal of dress, body and culture.

International Journal of Production Research.

Women's Wear Daily.

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).

**Cool Hunting.** Available at: <http://www.coolhunting.com> (Accessed: November 2024).

**Fashion Information.** Available at: <https://fashioninformation.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	