

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	BA Fashion Management and Marketing
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Ethical and Sustainable Fashion
<b>Course Code:</b>	FASH 6101
<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 delves into the ethical considerations within the fashion industry, examining changes in practices, communication, consumerism, and the diverse stakeholders in the supply chain towards sustainability. Students will gain an overview of ethics and sustainability in the fashion industry, from textile fibre production to the globalisation of fast fashion. The course addresses the increasing consumer demand for ethically produced fashion items and the needs of stakeholders seeking sustainability in creating shared value. Ethical sourcing is becoming the norm, transforming fashion production and consumerism.

**Prerequisites:**

70 Credits

**Aims and Objectives:**

- Develop specific knowledge of sustainability changes in the global supply chain for textiles and apparel.
- Recognize the diverse products, markets, and professions in the textile and apparel industry within the context of ethics and sustainability.
- Comprehend broad concepts of sustainability.
- Apply sustainability concepts to textile items concerning their local and global manufacture, use, and disposal.
- Identify ethical issues in the global supply chain and distinguish between 'greenwash' and good sustainability practices.

**Programme Outcomes:**

A (I), B(I), B(II), B(III), C(I)

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>
Evaluate the consumer's role and influence in the fashion industry supply chain.	L6B (I)
Critically evaluate motivations and drivers of ethical consumer behaviour.	L6A (I)
Apply marketing theories to inform future ethical practices.	L6A (I)
Evaluate the impact, roles, and responsibilities of supply chain stakeholders.	L6B (II)
Apply knowledge of industry appropriate methods of ethical communication.	L6B (III) L6C (I)

**Indicative Content:**

- Ethics in the Fashion Supply Chain (procurement, production, design, etc.)
- Traditional and contemporary management of fashion
- Slow Fashion
- Supermarket Fashion and Fast Fashion
- Ethics in Communication and Marketing
- Stakeholder Ethical Demands
- Ethical Fashion Consumers
- Alternative Motivations: Governments, Institutions, and Agencies
- Future of Fashion

**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):**

Blum, P. (2021). *Circular fashion: Making the fashion industry sustainable*. USA: Laurence King Publishing.

Fletcher, K., and Grose, L. (2020) *Fashion and sustainability: Design for change*. 2nd edn. USA: Laurence King Publishing.

Gordon, J. F. and Hill, C. (2021) *Sustainable fashion: Past, present and future*. London: Bloomsbury Publishing.

Gwilt, A. (2020) *A practical guide to sustainable fashion*. London: Bloomsbury Visual Arts.

**Journals**

European Journal of Marketing.

Journal of Fashion Marketing and Management.

Journal of Marketing Management.

International Journal of Retail and Distribution Management.

**Websites**

Advertising Age. Available at: <https://adage.com/> (Accessed: November 2024).

Advertising Standards Authority. Available at: <https://community.cisco.com/t5/vpn/where-is-web-page-located-in-asa-when-we-set-up-anyconnect-vpn/td-p/2720828> (Accessed: November 2024).

Business Week. Available at: <https://www.facebook.com/business/help/720478807965744> (Accessed: November 2024).

Chartered Institute of Marketing. Available at: <https://www.simon-page.com/programs/cim/> (Accessed: November 2024).

Chartered Institute of Public Relations. Available at: <https://www.cipr.ca/> (Accessed: November 2024).

Economist Intelligence Unit. Available at: <https://www.eiu.edu/> (Accessed: November 2024).

Emerald Insight. Available at: <https://www.emeraldgrouppublishing.com/how-to/librarians/use-emerald-insight/how-set-your-user-profile> (Accessed: November 2024).

Euromonitor International. Available at: <https://guides.lib.unc.edu/go23608535> (Accessed: November 2024).

FashionTrak. Available at: <https://www.grandviewresearch.com/industry/clothing-footwear-and-accessories> (Accessed: November 2024).

FirstVIEW. Available at: <https://www.firstviewapp.com/> (Accessed: November 2024).

Handbag.com. Available at: <https://www.satchel-page.com/collections/showroom-sale> (Accessed: November 2024).

Just-Style. Available at: <https://www.just-style.com/about-us/> (Accessed: November 2024).

Institute of Practitioners in Advertising. Available at: <https://www.ipasource.com/fags/> (Accessed: November 2024).

LexisNexis. Available at: [https://supportcenter.lexisnexis.com/app/answers/answer\\_view/a\\_id/1096663/~how-do-i-find-and-search-in-a-specific-source%3F](https://supportcenter.lexisnexis.com/app/answers/answer_view/a_id/1096663/~how-do-i-find-and-search-in-a-specific-source%3F) (Accessed: November 2024).

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

MAD.co.uk. Available at: <https://www.mad.uk.com/about/> (Accessed: November 2024).

Mintel. Available at: <https://store.mintel.com/mintel-market-reports> (Accessed: November 2024).

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

World Bank. Available at: <https://www.worldbank.org/en/home> (Accessed: November 2024).

Worth Global Style Network (WGSN). Available at: <https://www.wgsn.com/help/quickstart.pdf>

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	