

## COURSE SPECIFICATION DOCUMENT

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	BA Fashion Management and Marketing
<b>FHEQ Level:</b>	4
<b>Course Title:</b>	The Business of Fashion
<b>Course Code:</b>	FASH 4101
<b>Total Hours:</b>	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
<b>Credit</b>	16 UK CATS credits 8 ECTS credits 4 US credits

### **Course Description:**

This module provides a solid foundation in the basics of the global and fast-paced fashion industry. It provides an overview of the industry and the potential career paths in fashion, retail and associated industries. It introduces the fundamental tools to understanding fashion such as marketing theory, analysis of fashion customers and their needs, branding, the marketing mix and the importance of market research and trend analysis. The module also explores the implications of ethical and sustainable practices in the fashion industry.

### **Prerequisites:**

None

**Aims and Objectives:**

- To provide a foundational understanding of the business of fashion.
- To equip students to understand and apply marketing theory, techniques and strategies effectively.
- To foster critical thinking and problem-solving in fashion management and marketing.
- To enhance students' awareness of ethical and sustainable considerations in the fashion industry.
- To enhance students' awareness of the variety of career choices in fashion and marketing.

**Programme Outcomes:**

4AI, 4BI

- A. Disciplinary Knowledge and Understanding
- B. Disciplinary Applied Skills
- C. Communication Skills
- D. Applied Skills

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 Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Demonstrate knowledge and understanding of the fashion industry.</li> </ul>	L4A (I)
<ul style="list-style-type: none"> <li>• Demonstrate knowledge and understanding of the fundamental principles of marketing.</li> </ul>	L4A (I)
<ul style="list-style-type: none"> <li>• Apply marketing techniques to identify and interpret trends in the marketplace and show understanding of their drivers.</li> </ul>	L4B (I)
<ul style="list-style-type: none"> <li>• Apply marketing techniques at a foundational level to develop marketing strategies.</li> </ul>	L4B (I)

**Indicative Content:****Part One: Introduction to the Business of Fashion**

- The Big Picture of the fashion industry
- Careers in the fashion and related industries
- Research and Key Trends i.e. ethical and sustainable fashion, DEI, AI

**Part Two: Introduction to Fashion Marketing Strategy**

- Marketing theory and practice

**Part Three: Understanding the fashion consumer**

- Consumer behaviour theory

**Part Four: The power of brands**

- Creation of a brand

**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):**

Burns, L. D. and Mullet, K. K. (2020) *The Business of Fashion: Designing, Manufacturing, and Marketing*. New York: Bloomsbury.

Divita, L. (2019) *Fashion Forecasting– Research, Analysis and Presentation*. 5<sup>th</sup> edn. London: Fairchild.

Frings, G. (2014) *Fashion from Concept to Consumer*. 9<sup>th</sup> edn. London: Pearson.

Kapferer, J. and Bastien, V. (2012) *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands*. London: Kogan Page.

Solomon, M.R. and Mrad, M. (2022) *Fashion & Luxury Marketing*. London: Sage.

**Journals**

European Journal of Marketing.

International Journal of Retail and Distribution Management.

International Journal of Clothing Science and Technology.

Journal of Fashion Marketing and Management.

Journal of International Marketing.

Journal of Marketing Management.

Journal of Marketing Theory and Practice.

Journal of Retailing and Consumer Services.

Supply Chain Management: An International Journal.

## Websites

**Business of Fashion:** Fashion news, analysis and advice from the leading digital authority on the global fashion industry. Available at: <https://www.businessoffashion.com/> (Accessed: November 2024).

**The Chartered Management Institute (CMI):** The CMI is the leading professional body for management and leadership in the UK, offering resources, training, and networking opportunities. Available at: <https://www.managers.org.uk/> (Accessed: November 2024).

**The Federation of Small Businesses (FSB):** The FSB is a major UK business organization representing small and medium-sized enterprises (SMEs), providing support and lobbying on their behalf. Available at: <https://www.fsb.org.uk/> (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).

**Office for National Statistics (ONS):** The UK's national statistical office provides data and insights on the economy, society, and population. Available at: <https://www.ons.gov.uk/> (Accessed: November 2024).

**Mintel:** A market research company providing consumer and market insights across various industries. Available at: <https://www.mintel.com/> (Accessed: November 2024).

**Statista:** A statistics portal providing access to data on various topics, including consumer behavior, market trends, and digital usage. Available at: <https://www.statista.com/> (Accessed: November 2024).

**Drapers:** Fashion retail, industry news, trends and analysis. Available at: [Drapers](#) (Accessed: November 2024).

**Vogue:** Available at: [VOGUE](#) (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	Nov 2024	