

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	BA Fashion Management and Marketing
FHEQ Level:	6
Course Title:	Fashion and Luxury Brand Management
Course Code:	FASH 6102
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 credits 4 UK credits

Course Description:

This course provides a comprehensive understanding of the principles and practices involved in creating and managing successful fashion and luxury brands in a dynamic global marketplace. It covers the unique characteristics of the fashion and luxury sectors, including brand positioning, consumer behaviour, marketing strategies, and the challenges and opportunities presented by a global marketplace. It also explores the environmental and social impact of fashion and brands, the rise of sustainable luxury, the potential of new technological innovations and emerging business models. Students will explore case studies of successful brands and learn how to develop and implement effective brand management strategies gaining skills and knowledge for a career in fashion and luxury.

Prerequisites:

70 Credits

Aims and Objectives:

- To provide an understanding of the distinctive characteristics of the fashion and luxury industries.
- To equip students with the knowledge and skills necessary to manage fashion and luxury brands effectively in a competitive global market.
- To foster critical thinking and problem-solving in the creation and implementation of marketing plans for fashion and luxury brands.
- To equip students with practical skills through exercises, case studies and creative problem-solving.

Programme Outcomes:

A6I, B6I, B6III, C6I, C6II, D6I

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
Understand how to create and implement appropriate and effective fashion and luxury brand strategies	L6 A (I) L6 B (I)
Learn to analyse market trends and reflect critically on future developments	L6 B (III)
Demonstrate the ability to formulate and communicate a luxury brand strategy cogently to a variety of audiences, to retrieve and generate information and select appropriate criteria to evaluate the most appropriate strategy.	L6 C (I) L6 C (II)
Apply specific business knowledge within a group set-up to assess critically practical cases and advise on situations within the context of a luxury brand.	L6 D (I)

Indicative Content:

- Global Fashion and Luxury Markets
- Marketing Strategies for Fashion and Luxury Brands
- Fashion and Luxury Trends
- Integrated Marketing Communications (IMC) and luxury brands
- The Environmental and Social Impact of Fashion and Luxury
- Consumer Behaviour - Concerns and Practices
- Technology and Innovation in Fashion and Luxury
- Emerging Business Models – renting and reselling
- Case Studies and Strategic Planning

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):

Belch, G.E. and Belch, M.A. (2021) *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 12th edn. NY: McGraw Hill

&/or

Beverland, M.B. and Cankurtaran, P. (2024) *Brand management: co-creating meaningful brands*. 3rd edn. London: Sage Publications.

Joy, A. (ed.) (2022) *The future of luxury brands: artification and sustainability*. Berlin Boston: De Gruyter.

Klaus, P., & Zaichkowsky, J. (2022) 'The Future of Luxury Management: 5 Megatrends That Are Here to Stay' in *Journal of Marketing Management*. Available at: [Journal of Marketing Management, 38\(13-14\), 1271-1277](#) (Accessed: November 2024)

Mitterfellner, O. (2023) *Luxury fashion brand management: unifying fashion with sustainability*. London New York: Routledge.

Studente, S., & Cattaneo, E. (eds.) (2023) *Contemporary issues in luxury brand management*. London: Routledge.

Journals

Journal of Brand Management.

Journal of Consumer Research.

Journal of International Marketing.

International Journal of Market Research.

Journal of Marketing Management.

Journal of Marketing Theory and Practice.

Luxury.

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).

Fashion Magazine. Available at: www.fashionmagazine.it (Accessed: November 2024).

Pambianconews. Available at: www.pambianconews.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).

New York Times fashion pages. Available at: www.nytimes.com/pages/fashion/index.html (Accessed: November 2024).

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

Style. Available at www.style.com (Accessed: November 2024).

Women’s Wair Daily. Available at: www.wwd.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	