## COURSE SPECIFICATION DOCUMENT

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

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| **Academic School:** | Business and Economics |
| **Programme:** | Business Administration<br>Concentration:<br>Fashion Management and Marketing |
| **FHEQ Level:** | 4 |
| **Course Title:** | **Introduction to the Business of Fashion** |
| **Course Code:** | MKT 4200 |
| **Course Leader:** | **Parviz Dabir-Alai** |
| **Student Engagement Hours:** | 120 |
| Lectures: | 45 |
| Independent / Guided Learning: | 75 |
| **Semester:** | Spring |
| **Credits:** | 12 UK CATS credits<br>6 ECTS credits<br>3 US credits |

**Course Description:**
This course act as an introduction to the world of fashion from a business point of view. The course investigates the notion of what a customer is and separates this out from customers within the context of business-to-business relationships. The course further investigates notions of market segmentation, positioning, promotion and branding. The course ends with some introductory discussions on the role of business strategy within the fashion business.

**Prerequisites:**
**NA**

**Aims and Objectives:**

Provides students with insights into the diverse relationships between marketing and fashion.
Explains the differences between different types of customers, their roles and their functions within the marketplace.
Enable students to develop an interest in the field of fashion management.

**Programme Outcomes:**

A4, A5.
B5.
D4, D5.

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:
http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx

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

**Knowledge and understanding**

1. Have an introductory understanding of business strategy, especially within the context of the fashion industry, its development, including the identification of strategic directions and options; the relationships between business organisations and policy institutions, and their impacts on strategy.

2. Have a broad understanding of the fundamental principles, concepts and techniques underlying the fashion business.

**Cognitive skills**

1. Critically analyse and evaluate a range of ideas, arguments or theories based in fashion.

**Key skills**

1. Plan and manage your learning towards the achievement of established aims and objectives, including the recognition of knowledge limitations.

2. Engage in reflective, adaptive and collaborative learning through some group/team activity.

**Indicative Content:**

Fashion consumption and the customer
Market segmentation in fashion
Pricing concepts and promotion
Notions of branding

Building strategy in fashion

**Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Learning and Teaching Policy Committee found at: http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx.

**Teaching Methodology:**
Formal and semi formal delivery, including some team/group work. Use of some audio-visual material and visits.

**Bibliography:**

Jackson, T. and D. Shaw (2009) Fashion Marketing, Palgrave Master Series, Basingstoke.

See syllabus for complete reading list

*Indicative Text(s):*

Cox, R. (2004) Retailing: an introduction, Financial Times Prentice Hall. London.
Frings, G. (2007) Fashion from Concept to Consumer, Pearson.
Jackson, T. and D. Shaw (2006) The Fashion Handbook, Routledge, New York.

*Journals*

*Web Sites*
http://www.fashion-era.com
http://www.brandrepublic.com

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus.
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Change Log for this CSD:

| Major or Minor Change? | Nature of Change | Date Approved & Approval Body (School or LTPC) | Change Actioned by Academic Registry |
|---|---|---|---|
| | Slight modification to the Course Description | Approved at School Meeting on 10/6/2014 | |
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