

## **COURSE SPECIFICATION DOCUMENT**

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

<b>Academic School/Department:</b>	Business and Economics
<b>Programme:</b>	BA (Hons) Business Administration Combined Studies
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Fashion Buying and Merchandising
<b>Course Code:</b>	MKT 6300
<b>Course Leader:</b>	Nicole J. Dunlop
<b>Student Engagement Hours:</b>	<b>120</b>
<b>Lectures:</b>	30
<b>Seminar / Tutorials:</b>	15
<b>Independent / Guided Learning:</b>	75
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description**

The course seeks to produce creative learners who have a strong industry focus and awareness of contemporary issues, who can offer insight to the local, national and global marketplaces with an entrepreneurial outlook and considered critical perspective. The course emphasises the practical relationship between creative ideas and commercial practice that is central to successful fashion retailing. This unit addresses the complexity of this subject and aims to develop knowledge and understanding of the fashion industry, providing an exposition of the principles of the buying and merchandising functions within a retail organization. It will also focus on the sourcing and range planning aspects in order to achieve the company's positioning and budget objectives.

**Prerequisites:** MKT 5200

### **Aims and Objectives:**

- To develop specific knowledge and understanding through theories and a wide range of practical experiences aligned to fashion buying and supply chain management (SCM);
- To nurture independent study skills in research, analytical and evaluative techniques, with an informed critical perspective;

- To encourage an innovative and entrepreneurial outlook, to react to and initiate commercial and creative opportunities in fashion retail merchandising by applying a range of transferable and professional skills with knowledge and cognitive abilities.

### **Programme Outcomes**

A1, A2, A3, A4, A5  
 B2, B3, B5  
 C1, C2  
 D1, D2

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

### **Learning Outcomes**

Upon completion of this course, a successful student should be able to

#### **Knowledge and Understanding**

1. Discuss the practice and theories relating to retail management and the buying process,
2. Explain the financial framework in which the fashion retail businesses operate,
3. Evaluate the structure, organisation and competitive strategies employed within the fashion industry with specific reference to supply chain management;
4. Discuss the role and significance fashion retail plays in contemporary society and the process of consumer consumption,
5. Apply the research process, and know how to design and evaluate retail research studies relevant to fashion business.

#### **Cognitive Skills**

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Research, synthesise and apply critical analysis to theoretical and contextual information,
4. Analyse and process information appropriate for fashion retail

#### **Practical and/or Professional Skills**

1. Demonstrate a high level of communication skills in the production of text, oral and visual outcomes, presented to a professional standard,
2. Create innovative commercial solutions within professional contexts.

#### **Key Skills**

1. Participate and co-operate within independent, social and team and leadership roles,

2. Develop an entrepreneurial spirit; think laterally and consider fresh perspectives to evaluate, explore and identify new possibilities and alternatives in creating commercial opportunities and in problem-solving.

### **Indicative Content**

At the end of this course, students should have a critical insight of:

- Fashion Retail Strategies
- The Fashion Consumer
- Research for Fashion
- Fashion Forecasting
- Fashion Retail Pricing
- Fashion Buying Process
- Supply Chain
- Supply Chain Management
- Fashion Merchandising

### **Assessment**

This course conforms to the Standard University Assessment Norms approved at Academic Council on June 28, 2012.

### **Teaching Methods**

This course conducts an effective and flexible teaching approach in accordance with students' learning progress throughout the semester. Weekly lectures will be engaged to demonstrate essential, sufficient and structured information of each topic. Every lecture slot is followed by one seminar scheduled for group discussions/presentations which are relevant to weekly topics. . Students are strongly encouraged to study reading lists ahead of lectures and preview group exercises ahead of seminars.

### **Bibliography:**

#### **Indicative Text(s):**

Clodfelter, Richard (September 2012) Retail Buying: From Basics to Fashion, 4<sup>th</sup> Edition. Fairchild Books

#### **Recommended Reading:**

- Elliott, F and Rider, J (2003) Retail Buying Techniques. Cirencester: Management Books
- Goworek, H (2007) Fashion Buying Oxford: Blackwell Science

- Hines, T (2004) *Supply Chain Strategies* Oxford: Elsevier Butterworth-Heinemann
- Jackson, T and Shaw, D (2009) *Mastering Fashion Buying And Merchandising Management* Basingstoke: Palgrave.
- Jackson, T and Shaw, D (2006) *The Fashion Handbook*, Routledge
- Kunz, G (2005) *Merchandising: Theory, Principles and Practice* 2nd ed. New York: Fairchild
- Maynard, J (2006) *Fashion Buying And Merchandising: The Principles*, Thorpe-le-spoken
- Neilson, A.C (2006) *Consumer-centric Category Management Techniques*. New Jersey: John Wilson and Sons
- Varley, R (2006) *Retail Product Management: Buying and Merchandising*. 2nd ed. London: Routledge

### **Additional Texts:**

- Bell, Judith A. (2006) *Silent selling: best practices and effective strategies in visual merchandising*. 2<sup>nd</sup> ed. New York: Fairchild
- Boddy, D. (2008) *Management: an introduction*. 4th ed. London: FT Prentice Hall
- Brittain, P and Cox, R. (2004) *Retailing: An Introduction*. 5th ed. Harlow: FT Prentice Hall.
- Burns, L. D. (2002) *The business of fashion: designing, manufacturing, and marketing*. New York: Fairchild
- Cox, R (2004) *Retailing: an introduction*. London: Financial Times Prentice Hall
- Fill, C. (2011) *Essentials of Marketing Communications*, Harlow: FT Prentice Hall
- Hines, T. (2007) *Fashion Marketing: Contemporary Issues*, 2<sup>nd</sup> ed, Oxford: Butterworth Heinemann.
- Smith P. (2004) *Marketing Communications: An integrated approach*. 4<sup>th</sup> ed. London: Kogan Page
- Easey, M (2008) *Fashion Marketing*, 3rd ed. Oxford: Blackwell.
- Jackson, T. and Shaw, D. (2009) *Mastering Fashion Marketing*. Palgrave Macmillan.
- Jobber, D. (2009) *Principles and Practice of Marketing* 6th ed. London: McGraw Hill.
- Jones, R.M. (2006) *The apparel industry*. Blackwell
- Kotler, P., Armstrong, G. Wong, V. and Saunders, J. (2008) *Principles of Marketing*. 5th European ed. Harlow: FT Prentice Hall, London
- Kotler, P. (2006) *Principles of Marketing* .11th ed. New Jersey: Pearson Prentice Hall.
- Smith P. (2004) *Marketing Communications: An integrated approach*. 4th ed. London: Kogan Page.
- Solomon, M., Rabolt, N. (2003) *Consumer Behaviour in Fashion*, Prentice Hal, Harlow
- Tungate, M. (2008) *Fashion Brands: branding style from armani to zara*. London: Kogan Page (e-book).
- Varley, R. (2001), *Retail Product Management*, London:- Routledge

### **Journals:**

- European Journal of Marketing
- Journal of Fashion Marketing and Management
- Journal of Marketing Management
- International Journal of Retail and Distribution Management
- Vogue
- Elle
- Drapers

**Web Sites:**

Advertising Age <http://www.adage.com>  
 Advertising Standards Authority <http://www.asa.org.uk>  
 BRAD <http://www.brad.co.uk>  
 Brand Republic [www.brandrepublic.com/home](http://www.brandrepublic.com/home)  
 Business Week [www.businessweek.com](http://www.businessweek.com)  
 Chartered Institute of marketing <http://www.cim.co.uk>  
 Chartered Institute of Public Relations [www.cipr.co.uk](http://www.cipr.co.uk)  
 Economist Intelligence Unit [www.eiu.com](http://www.eiu.com)  
 Emerald Insight Full Text [www.emeraldinsight.com/ft](http://www.emeraldinsight.com/ft)  
 Emerald Insight Reviews [www.emeraldinsight.com/revs](http://www.emeraldinsight.com/revs)  
 Euromonitor GMID [www.euromonitor.com/gmid](http://www.euromonitor.com/gmid)  
 Fact book [www.ciafactbook.com](http://www.ciafactbook.com)  
 FAME [www.fame.bvdep.com/ip](http://www.fame.bvdep.com/ip)  
 FashionTrak enter through BlackBoard  
 FirstVIEW [www.firstview.com](http://www.firstview.com)  
 Handbag.com [www.handbag.com](http://www.handbag.com)  
 Just-Style [www.just-style.com](http://www.just-style.com)  
 Institute of practitioners in advertising <http://www.ipa.co.uk>  
 Lexis-Nexis <http://web.lexis-nexis.com/executive>  
 London Fashion Week [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)  
 MAD.co.uk <http://www.mad.co.uk>  
 Mintel <http://reports.mintel.com>  
 Vogue.com [www.vogue.com](http://www.vogue.com)  
 World bank [www.worldbank.com](http://www.worldbank.com)  
 Worth Global Style Network <http://www.wgsn-edu.com>

*Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus*

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry

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