Academic School / Department: Business and Economics

Programme: BA (Hons) Business Administration Combined Studies

FHEQ **Level:**   6

Course Title: Ethical Fashion and Sustainability

Course Code: MKT 6225

Course Leader: Nastaran Norouzi

Student Engagement Hours: 120 (standard 3- credit BA course)
Lectures: 30
Seminar / Tutorials: 15
Independent / Guided Learning: 75

Semester: Fall, Spring

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description:
This course focuses on analysing ethical considerations within the fashion industry, whilst also exploring changes in practice, communication and consumerism and the diversity of stakeholders in the supply-chain of this industry toward sustainability movements.
This course will give students an overview of ethics and sustainability in the fashion industry, ranging from textile fibre production to the globalisation of fast fashion. The course considers the growing demand from consumers that the fashion items they choose have been produced ethically. The course also focuses on the needs of stakeholders who look for sustainability in the creation of shared value. Ethical sourcing is increasingly becoming the norm for the fashion industry and it has changed the way of fashion production and consumerism.

Prerequisites:
MKT5200

Aims and Objectives:
- To develop specific knowledge of changes toward the sustainability in the global supply chain for textiles and apparel

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- To recognize the diverse products, markets, and professions in the textile and apparel industry, within the context of ethics and sustainability
- To comprehend the broad concepts of sustainability
- To apply the concepts of sustainability to textile items in relation to their local and global manufacture, use, and disposal
- To identify ethical issues in the global supply chain, and distinguish between 'greenwash', and good sustainability practices

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 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

- Understand of the consumers role and influence in the supply-chain of fashion industry

- Attribute and understand motivation and drivers of ethical consumer behaviour

- Apply marketing theories to inform future practice of ethics dissemination

- Recognise the impact, roles and responsibilities of supply-chain stakeholders

- Demonstarte knowledge of current methods of ethics communication

Cognitive Skills

- Critically appraise the current ethical issues in fashion industry

- Apply the research process, and know how to integrate the sustainability and ethical concerns into research studies relevant to the fashion industry.

- To make use of independent study skills in research, analytical and evaluative techniques, with an informed critical perspective

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- Research, synthesise and apply critical analysis to theoretical and contextual information for sustainable fashion

Practical and/or Professional Skills

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

Key Skills

- Communicate the analysis of the ethics in the textiles and fashion supply chain practice
- Research independently the role of ethics in fashion practice and theory
- Develop effective methods of communicating ethics
- Challenge traditional and contemporary management of fashion and textiles, as well as of new approaches and processes in fashion and textiles

Indicative Content:

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

Assessment:
This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: http://www.richmond.ac.uk/admitted-students/

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Teaching Methodology:
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.

Indicative Text(s):
Hethorn, J. and Ulasewicz, C Sustainable Fashion - What's next? 2nd Edition, NY, Fairchild, 2015

Additional Texts:
Black, Sandy (2013) The Sustainable Fashion Handbook 1st Edition Thames & Hudson
Brown, Sass (2010). Eco fashion. Laurence King Publishing; 1st edition
Burns, L. D. (2002) The business of fashion: designing, manufacturing, and marketing. New York: Fairchild
Gwilt, Alison (2014) A Practical Guide to Sustainable Fashion. Fairchild Books
Jackson, T. and Shaw, D. (2009) Mastering Fashion Marketing. Palgrave Macmillan.
Jones, R.M. (2006) The apparel industry. Blackwell
Rissanen, T & McQuillan, H. (2016) Zero Waste Fashion Design. Fairchild Books
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

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Business Week www.businessweek.com
Chartered Institute of marketing http://www.cim.co.uk
Chartered Institute of Public Relations www.cipr.co.uk
Economist Intelligence Unit www.eiu.com
Emerald Insight Full Text www.emeraldinsight.com/ft
Emerald Insight Reviews www.emeraldinsight.com/revs
Euromonitor GMID www.euromonitor.com.gmid
Fact book www.ciafactbook.com
FAME www.fame.bvdep.com/ip
FashionTrak enter through BlackBoard
FirstVIEW www.firstview.com
Handbag.com www.handbag.com
Just-Style 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
MAD.co.uk http://www.mad.co.uk
Mintel http://reports.mintel.com
Vogue.com www.vogue.com
World bank www.worldbank.com
Worth Global Style Network http://www.wgsn-edu.com

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry