

COURSE SPECIFICATION
DOCUMENT

Academic School/Department:	Business and Economics
Programme:	Master in Business Administration
FHEQ Level:	Level 7
Course Title:	Fashion Management
Course Code:	MKT 7400
Course Leader:	Dr Parviz Dabir-Alai
Student Engagement Hours:	200
Lectures:	30
Seminar / Tutorials:	20
Independent / Guided Learning:	150
Semester:	Spring
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

The Fashion industry is complex, global and highly competitive, and covers the full spectrum from luxury to value end markets. This course introduces the main concepts, principles and processes associated with the fashion industry and the discipline of fashion management. It enables you to gain an overview of the role and variety of management functions involved in the supply and demand chains and how these impact upon the structure and performance of the fashion industry in an international context. You will develop an understanding of the complex relationships between fashion businesses and its macro and micro- environment whilst stimulating debate around relevant strategic management issues such as sourcing and ethics.

Prerequisites:

Registered MBA students

Aims and Objectives:

Present a coherent and systematic knowledge of the underlying concepts and principles associated with the fashion industry.

To enable students to manage their own learning and to make appropriate use of learning and research sources.

Develop a practical awareness of how to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences interested

in Fashion.

Programme Outcomes:

A1, A2, A4, A5
B1, B2, B3, B4,
B5 C1, C2, C4
D1, D2, D4, D5

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

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

- Subject Knowledge and Understanding
 1. Develop students' ability to strategically manage.
 2. To provide students with the required tools for decision-making and data analysis and to teach students how to apply these techniques to actual business situations within fashion.
 4. To develop and enhance students' marketing skills through the use of case studies in fashion and to identify and evaluate the diversity of marketing strategies employed by successful fashion businesses.
 5. Develop the management skills needed to enhance productivity and performance across a range of businesses.
- Cognitive skills
 1. The ability to master a complex and specialised area of knowledge and skills.
 2. The ability to use theories and concepts to address modern business issues, especially in fashion.
 3. The ability to reflect on practical business problems and offer solutions to specific problems.
 4. The ability to engage intelligently in arguments over what constitutes 'best practice' in solving business problems.
 5. The ability to develop critical reasoning, and creative thinking in a multicultural context.
- Subject specific, practical and professional skill
 1. Be able to employ advanced technical skills and to conduct autonomous research, or other managerial activities relating to fashion.
 2. Be able to analyse and present information and opinion using modern communication methods.
 4. Be familiar with the managerial tools used by various business functions.
- D. General\transferable skills

1. The ability to analyse, present and communicate information effectively.
2. The ability to manage time effectively.
4. Develop a reflexive approach to learning and the self-evaluation of personal strengths and weaknesses.

5. Personal and social skills gained from studying in a multicultural environment.

Indicative Content:

- The nature, scope and meaning of Fashion within an international context
- The Fashion Management Environment (Macro and Micro)
- Segmentation, Targeting and Positioning
- Fashion Research and Forecasting
- Fashion Product Design and the New Product Development Process
- Fashion business value chain and critical path
- Visual merchandising (VM)
- The Structure and Characteristics of Fashion Retail
- Contemporary fashion marketing techniques
- Fashion PR, product and corporate, sponsorship
- Managing the fashion brand experience
- Luxury branding
- Ethical and sustainable considerations

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

Teaching Methodology:

The course contains a mix of teaching and learning methods to provide a rich and varied learning environment. Sessions may take the form of traditional lectures, seminars, tutorials, workshops, case study analysis, exhibition / store visits. They may be delivered through paper or electronic media. The combination of teaching and learning approaches will develop students' knowledge, critical and analytical skills and practical skills. The application of knowledge to real life situations, and independent learning and original thinking is essential.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

- Aaker, D. (2010) Building Strong Brands. London: Simon & Shuster.
- Cox, R (2004) Retailing: an introduction. London: Financial Times Prentice Hall.
- Fill, C. (2011) Essentials of Marketing Communications, Harlow: FT Prentice Hall
- Floor, B. (2006) Branding a Store. London: Kogan Page.
- Frings, G (2007) Fashion from Concept to Consumer, Pearson,
- Jackson, T. and Shaw, D. (2006) The Fashion Handbook. London: Routledge.
- Jackson, T. and Shaw, D. (2009) Mastering Fashion Marketing. New York: Palgrave McMillan.
- Jackson, T and Shaw, D (2009) Mastering Fashion Buying And Merchandising Management Basingstoke: Palgrave.
- Kapferer, J-N T & Bastien, V (2012) Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. 2nd ed. London: Kogan Page.
- Kapferer J-N T (2012) The New Strategic Brand Management: advanced insights and strategic thinking. 5th ed. Kogan Page.

- Keller, K.L. (2013) Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 4th ed. Global ed. Harlow: FT Prentice Hall. 2nd ed.
- Maynard, J (2006) Fashion Buying And Merchandising: The Principles, Thorpe-le-spoken
- McKelvey, K and Munslow - Wiley, J (2012) Fashion Design, Process, Innovation and Practice, Oxford: Blackwell Publishing

Journals

Campaign_____

<http://www.campaignlive.co.uk/>

Drapers

Marketing Week <http://www.marketingweek.co.uk/>

Hollis UK Press and Public Relations Annual

<http://www.prca.org.uk/?pid=386&sid=8> The Independent media sections

(Monday) <http://www.independent.co.uk/>

The Evening Standard media pages (Wednesday) <http://www.standard.co.uk/>

The Times media pages (Friday)

PIMS Media London PIMS,

monthly

BENN'S Media Miller Freeman Information Service

Web Sites

Blackboard site for the Course

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

Business of Fashion

<http://www.businessoffashion.com/> Chartered

Institute of Public Relations www.cipr.co.uk

Chartered Institute of marketing

<http://www.cim.co.uk> Emerald Insight Full Text

www.emeraldinsight.com/ft Emerald Insight

Reviews www.emeraldinsight.com/revs

Euromonitor GMID www.euromonitor.com/gmid

www.thefuturelaboratory.com

www.global-color.com

www.globalstreetscapes.com

Handbag.com

www.handbag.com

Institute of practitioners in advertising

<http://www.ipa.co.uk> Just Style www.juststyle.com

Lexis Nexis <http://web.lexisnexis.com/executive>

London Fashion Week

www.londonfashionweek.co.uk MAD.co.uk

<http://www.mad.co.uk> www.mashable.com

Mintel

<http://reports.mintel.com>

www.modeinfo.com

www.peclares.com

www.promostyl.com

www.statistics.gov.uk

www.ted.com

www.trendstop.com

