

COURSE SPECIFICATION DOCUMENT

Academic School:	Business and Economics
Programme:	Fashion Management and Marketing in Business Administration
FHEQ Level:	4
Course Title:	Introduction to the Business of Fashion
Course Code:	MKT 4200
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120
Lectures:	45
Independent / Guided Learning:	75
Semester:	Spring
Credits:	12 UK CATS credits 6 ECTS credits 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: None

Aims and Objectives:

Provide students with insights into the diverse relationships between marketing and fashion.

Explains the differences between consumer groups, 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 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:

Knowledge and understanding

1. Have an introductory understanding of fashion business strategy and its development, to include identification of strategic directions and options.
2. Have an introductory understanding of the impacts and relationships between fashion business organisations and policy makers.

Cognitive skills

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

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 consumer
Market segmentation in fashion
Pricing concepts and promotion
Notions of branding
Building strategy in fashion
Policy makers and institutions

Assessment:

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

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.

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	