

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School/Department:</b>	Business and Economics
<b>Programme:</b>	RISS Travelling Programme
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	FASHION MARKETING AND MERCHANDISING (Travelling Programme)
<b>Course Code:</b>	MKT 5700
<b>Course Leader:</b>	Parviz Dabir-Alai
<b>Student Engagement Hours:</b>	120
Lectures/Tutorials	45
Independent / Guided Learning:	75
<b>Semester:</b>	Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

**Course Description:**

RISS TRAVELLING PROGRAMME ONLY. The course introduces students to the fundamentals of fashion marketing and the basic principles of fashion merchandising. It examines the history, development and operation of merchandising activities and trends in the fashion industries. This course engages with domestic and international marketing and merchandising activities and explores merchandising functions within the retail organisation.

**Prerequisites:** MKT 5200

**Aims and Objectives:**

The course aims at exposing students to the many facets of fashion business and making students aware of the real world of the fashion industry. To understand what is fashion and why is it unique. It will review the effects of the industrial revolution on production of fashion goods. The Course will explore the principles and theories of

fashion and the influences of European and American culture on fashion. It engages with concepts as diverse as market research, knowing the customer, and the 4 Ps of marketing.

**Programme Outcomes:**

*This course cannot currently be applied to Richmond undergraduate major requirements or to the 120 UK credits required at Level 5. Richmond undergraduates completing this course do so in addition to all other degree requirements.*

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. Understand some of the driving forces in consumer behaviour of fashion
2. Identify and explore external factors that impact the fashion industry and the marketing performance of fashion companies in the global context
3. Demonstrate the ability to identify the different players and segments of the fashion industry
4. Demonstrate an understanding of the history and trends of fashion marketing and merchandising

**Cognitive Skills**

1. Apply appropriate evaluation techniques and methods in order to support informed decision making and provide coherent recommendations.
2. Critically assess the differences in countries environments, and the competitive environment in a global fashion marketing context.

**Practical and/or Professional Skills**

1. Develop and deliver coherent and compelling presentations on operations topics to specialist and non-specialist audiences.

**Key Skills**

1. Source and utilise relevant information from a range of sources to support critical analysis and problem solving.
2. Take responsibility for initiating and controlling own work and learning experience, demonstrating a high degree of personal effectiveness in order to manage their own professional development.

**Indicative Content:**

- Introduction and background to the changing global fashion market
- Fashion marketing, management theory and concepts within fashion-related organizations
- The Fashion Consumer

- Formation and implementation of business strategy within a fashion business context
- Fashion sourcing, buying and range planning
- Fashion branding – Creative branding approaches for the fashion business
- Fashion Merchandising
- Ethical issues and strategies

**Assessment:**

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

**Teaching Methodology:**

This is a traveling program, combining academic studies with field trips. Therefore, the teaching methods are primarily based on the academic class-room method but also class discussions will also draw on information sourced from the field trips. Attendance and active participation in both classes and visits is essential to gain a comprehensive understanding of all learning materials. Participation is also encouraged because it stimulates the learning process. Classes combine lectures, group tasks and class discussions. Therefore, **students are required to prepare by reading the core readings in advance of each class** to draw on the information in class. The further reading may be used in class group work and in particular should be used when composing the reflective assignment.

**Bibliography:**

- Bickle, M, *Fashion Marketing: theory, Principles, and Practice*, Fairchild books, New York 2009.
- Dickerson, K, *Inside the Fashion Business*, Prentice Hall, 2002
- G. Frings, *Fashion from Concept to Consumer*, Pearson, 2007
- Jernigan, M, *Fashion Merchandising and Marketing*, Prentice Hall, 1997
- Stall-Meadows,C, *Fashion Now, A Global Perspective*, Prentice Hall, 2010

**Recommended Literature**

- Dickerson, *Inside the Fashion Business*, 7th ed, Prentice Hall, New Jersey.
- Easey, M., *Fashion marketing*, Blackwell 2008.
- Fashion Institute of Technology, *Introduction to Fashion Marketing*, Pearson Publication 2010.
- Harder, F, *Fashion for Profit*, Harder Publication, CA.
- Hines, T, *Fashion Marketing: Contemporary Issues*, Elsevier Butterworth, Heinemann 2007.
- Jackson, T & Show, D., *Fashion Marketing*, Macmillan Master Series G.B. (2009)
- Jernigan, M & Easterling, C, *Fashion Merchandising and Marketing*, Macmillan Publishing Company (1990).

Mueller, C & Smiley, E, *Marketing Today's Fashion*, Prentice Hall Education, Career, and Technology, NJ (1995)

Oelkers, D, *Fashion Marketing*, THOMSON SOUTH-WESTERN

Steele V., *Fashion, Italian Style*, YUP 2003

Gini, S, *Fashion from Concept to Consumer*, Prentice Hall, New Jersey.

Stone E., *Fashion Merchandising: An introduction*, McGraw-Hill, 5th ed

See syllabus for complete reading list

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
	Course originally coded MKT 315 – should be cross-listed against this.		
Major	New course code. Changed Assessment norms to travelling programme	LTPC 31/03/2015 (Chair's Action)	