COURSE SPECIFICATION DOCUMENT

Academic School / Department: Communications and The Arts

Programme: MA in Advertising and Public Relations, MA Public Relations and Journalism

FHEQ **Level:**   7

Course Title: Fashion and Luxury Brands and the Media

Course Code: APR 7125

Student Engagement Hours: 200 (standard 4 credit MA course)
Lectures: 12
Seminar: 12
Tutorials: 12
Workshops & Practical Sessions: 24
Independent / Guided Learning: 140

Semester: Spring

Credits: 20 UK CATS credits
10 ECTS credits
4 US credits

Course Description:
This course examines both the ways in which advertising and public relations are used alongside other marketing techniques within the fashion and luxury brand sectors and the nature of fashion journalism and media coverage, both in the UK and internationally. It enables students to choose between creating their own media plan for a specific fashion or luxury brand and the creating a portfolio of journalism.

Prerequisites:
MA Advertising and Public Relations students and MA Public Relations and Journalism students only

Aims and Objectives:
- To examine the nature and evolution of the fashion and luxury brands sectors in the UK and internationally, and the characteristics of media coverage of these sectors
- To provide a critical analysis the role advertising and PR play, alongside other forms of marketing, in the fashion and luxury brand sectors

- To enable students bring together their understanding of fashion and luxury brands and advertising and PR techniques to produce a plan for a media campaign for a specific fashion or luxury brand or to create a portfolio of journalism

Programme Outcomes:

By the end of this course successful students will be able to B, C, D, F, G:

B. Show critical and innovative responses to theories, methodologies and practices in Advertising and/or PR and/or Journalism and their impact on how the knowledge base is interpreted.
C. Demonstrate a deep, systematic and innovative ability to adapt and apply the practice of Advertising and PR and/or Journalism to multiple contexts.
D. Design and undertake substantial investigations addressing significant areas of practice in Advertising and PR or Journalism, using selected and appropriate advanced approaches
F. Evidence the ability to exercise initiative in organising, pursuing and reflecting upon both supervised and self-directed individual and/or team projects, while accepting full accountability for outcomes
G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication

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:
- Demonstrate a critical understanding of the nature and evolution of the fashion and luxury brands sectors in the UK and internationally, and the characteristics of media coverage of these sectors
- Show a critical awareness of the role advertising and PR play, alongside other forms of marketing, in the fashion and luxury brand sectors
- Display a practical professional understanding of the use of advertising and/or PR techniques in the fashion and luxury brands sector by producing a comprehensive plan for a media campaign for a specific fashion or luxury brand.

Indicative Content:
- The history and evolution of the fashion and luxury brand sector, including current developments and issues
- Media coverage of fashion and luxury brands

- PR for fashion and luxury brands
- Advertising for fashion and luxury brands
- Journalism for fashion and luxury brands
- The use of other marketing disciplines in the fashion and luxury brand sectors
- Case studies of marketing campaigns and fashion journalism
- Crisis and issue management
- International comparisons

Assessment:
This course conforms to the University Assessment Norms approved at Academic Board and are located at https://www.richmond.ac.uk/university-policies.

Teaching Methodology:
Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities with external organisations will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Indicative Text(s):
Bradford, J. *Fashion Journalism,* Routledge, 2014 Grant, J. *The New Marketing Manifesto.* Orion, 2000.
Holt, D. *How Brands Became Icons: The Principles of Cultural Branding.* Harvard Business School Press, 2004.
Jackson, T, *The Fashion Handbook*. Routledge, 2006
Lim, G. *Idol to Icon: The Creation of Celebrity Brands*. Cyan Books, 2005 Milligan, A. *Brand It Like Beckham*. Cyan Books, 2004.
Owen, D, *The Big Idea Book*. Capstone Publishing Ltd. 2004.
Quart, A. *Branded: The Buying and Selling of Teenagers*. Basic Books, 2003

Journals

Web Sites

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Replaces Advertising and PR for Fashion and Luxury Brands. This retitled course incorporates the old course content but also relates more directly to journalism.		