Academic School/Department: Richmond Business School

Programme: Master of Business Administration

FHEQ **Level:**   Level 7

Course Title: Fashion Management

Course Code: MKT 7400

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
- Develop students' ability to strategically manage.
- 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.
- 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.
- Develop the management skills needed to enhance productivity and performance across a range of businesses.

Cognitive Skills
- The ability to master a complex and specialised area of knowledge and skills.
- The ability to use theories and concepts to address modern business issues, especially in fashion.
- The ability to reflect on practical business problems and offer solutions to specific problems.
- The ability to engage intelligently in arguments over what constitutes 'best practice' in solving business problems.
- The ability to develop critical reasoning, and creative thinking in a multicultural context.

Subject Specific, Practical and Professional Skills
- Be able to employ advanced technical skills and to conduct autonomous research, or other managerial activities relating to fashion.
- Be able to analyse and present information and opinion using modern communication methods.
- Be familiar with the managerial tools used by various business functions.

General\Transferable Skills
- The ability to analyse, present and communicate information effectively.
- The ability to manage time effectively.
- Develop a reflexive approach to learning and the self-evaluation of personal

strengths and weaknesses
- 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 and are located at
https://www.richmond.ac.uk/university-policies.

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 develops 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 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 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
- Verdict www.verdict.co.uk
- Vogue www.vogue.com
- Worth Global Style Network www.wgsnedu.com; www.wgsn.com

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry