

## COURSE SPECIFICATION DOCUMENT

<b>Academic School/Department:</b>	Richmond Business School
<b>Programme:</b>	Fashion Management and Marketing
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Fashion Marketing and Retail
<b>Course Code:</b>	MKT 5405
<b>Student Engagement Hours:</b>	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring/Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

This course covers the fundamentals of fashion and the basic principles that govern all fashion movement and change. It examines the history, development, organization and operation of merchandising and marketing activities, trends in industries engaged in producing fashion, purchasing of fashion merchandise, foreign, domestic and local markets, and the distribution and promotion of fashion.

### **Prerequisites:**

GEP 4180 Research and Writing II

### **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 at diverse as market research, knowing the customer, and the 4 Ps of marketing.

## **Programme Outcomes:**

Fashion Management and Marketing: A1, A3, A6, A7, B2, C1, C2 D1, D3

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:**

Upon completion of this course, a successful student should be able to

### Knowledge and Understanding

- Understand some of the driving forces in consumer behaviour of fashion
- Identify and explore external factors that impact the fashion industry and the marketing performance of fashion companies in the global context
- Demonstrate the ability to identify the different players and segments of the fashion industry
- Demonstrate an understanding of the supply chain of the fashion industry and assess the importance of the interrelationship of primary, secondary and tertiary segments of the fashion industry.

### Cognitive Skills

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

### Practical and/or Professional Skills

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

### Key Skills

- Source and utilise relevant information from a range of sources to support critical analysis and problem solving.
- 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 communications in store
- 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 and located at: <https://www.richmond.ac.uk/university-policies>

### **Teaching Methods**

This course conducts an effective and flexible teaching approach in accordance with students' learning progress throughout the semester. Weekly lectures will be engaged to demonstrate essential, sufficient and structured information of each topic. Every lecture slot is followed by one seminar scheduled for group discussions/presentations which are relevant to weekly topics. Students are strongly encouraged to study reading lists ahead of lectures and preview group exercises ahead of seminars.

### **Indicative Text(s)**

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*

Dickerson, *Inside the Fashion Business*, 7<sup>th</sup> 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, 2004

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.

Johnson M & Moore E, *Apparel product Development*, Prentice Hall, 2001

Kincade D & Gibson F, *Merchandising of Fashion Products*, Pearson Publication, 2010.

Kunz, G & Garner, M, *Going Global: The Textile and Apparel Industry*, Fairchild Publication, 2007

Moore, E, *Apparel product Development*, Prentice Hall 1998

Mueller, C & Smiley, E, *Marketing Today's Fashion*, Prentice Hall Education, Career, and Technology, 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, 5<sup>th</sup> ed

