

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Fashion Management and Marketing
FHEQ Level:	6
Course Title:	Fashion Product Development
Course Code:	MKT 6103
Student Engagement Hours:	160
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	100
Supervision:	15
Credits:	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

Fashion professionals are often generating ideas, defining looks and moods a couple of seasons in advance. Product development and forecasting is an essential part of the way that the fashion industry organises and promotes itself. This course is designed to give students a systematic overview of product development and the trend cycle in fashion, its operation in relation to the industry's specialist sectors, and to introduce the creative and commercial functions of the fashion forecasting process within the fashion industry. It considers marketplace dynamics which affect and create the trends and impact on lifestyles and fashion products.

Prerequisites:

MKT 5200 Principles of Marketing and MKT 5405 Fashion Marketing and Retail

Aims and Objectives:

- To develop specific knowledge and understanding through theories and a wide range of practical experiences aligned to fashion product development;
- To nurture independent study skills in research, analytical and evaluative techniques, with an informed critical perspective;
- To encourage an innovative and entrepreneurial outlook, to react to and initiate commercial and creative opportunities in fashion trends and product development by applying a range of transferable and professional skills with knowledge and cognitive abilities.

Programme Outcomes:

Fashion Management and Marketing: A1, A2, A3, A4, A5 B2, B3, B5, C1, C2 D1, D2

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

- Discuss product development in the context of the fashion market
- Explain the relevance of fashion trend prediction as a basic for product development
- Identify appropriate sources of information for fashion forecasting
- Research a wide range of forecasting tools to define and identify lifestyle and fashion trends.
- Communicate how consumer lifestyles and marketplace dynamics affect forecasting; and how fashion trends affect consumer lifestyle.

Cognitive Skills

- Evaluate statements in terms of evidence,
- Define terms adequately and to generalise appropriately.
- Research, synthesise and apply critical analysis to theoretical and contextual information
- Analyse and process information appropriate for fashion retail

Performance and Practice

- Demonstrate a high level of communication skills in the production of text, oral and visual outcomes, presented to a professional standard,
- Create innovative commercial solutions within professional contexts.

Personal and Enabling

- Participate and co-operate within independent, social and team and leadership roles,
- Develop an entrepreneurial spirit; think laterally and consider fresh perspectives to evaluate, explore and identify new possibilities and alternatives in creating commercial opportunities and in problem-solving.

Indicative Content:

- Fashion Context, Creative Design and Concept
- Fashion Prediction, Forecasting, Lifestyle and Trends
- The Role of Textile Development
- Sourcing and the Supply chain
- Product Development, Product Mix and Design
- Retail strategy and marketing mix
- Branding in Fashion Management
- Fashion and the luxury goods market

Assessment:

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

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s). Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organisation and in presenting information in a coherent and concise manner.

Indicative Text(s):

Brannon, E. L., Divita, L. (2019) Fashion Forecasting– Research, Analysis and Presentation, 5th Edition, London: Fairchild

Regan, C. L. (2008) Apparel Product Design & Merchandising Strategies, New Jersey: Pearson

Easey M. (2009) "Fashion Marketing", Routledge

Mendelsohn, L, (2013) Trend forecasting with intermarket analysis : predicting global markets with technical analysis, Marketplace Books

Journals

Journal of Fashion Marketing and Management

Journal of Retailing and Consumer Services

Journal of Marketing Theory and Practice

Fashion theory : The journal of dress, body and culture

Web Sites

www.coolhunting.com

www.kjaerglobal.com

www.internationaltextiles.co.uk

www.windowsmedia.com –

www.fashioninformation.com

www.trendzine.co.uk

www.peclersparis.com

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School)	Change Actioned by Academic Board
Change Assessment Norms, Updated reading list	October 2019	
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
