

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

**Academic School/Department:** BA Business Administration: Fashion Management and Marketing with Combined Studies

**FHEQ Level:** 5

**Course Title:** Psychology of Fashion and Luxury Goods

**Course Code:** MKT 5410

**Course Leader:** TBA

**Student Engagement Hours:** 120

Lectures: 30

Seminar / Tutorials: 15

Independent / Guided Learning: 75

**Semester:** Fall/Spring

**Credits:** 12 UK CATS credits  
6 ECTS credits  
3 US credits

### **Course Description:**

Consumer psychology within the context of the consumption of fashion and luxury products and services is complex and is influenced by many factors. A thorough analysis and understanding of these factors allows organizations to plan effective marketing activities suitable to their target markets. This course enables students to understand the importance of consumer behaviour in the process of marketing fashion and luxury goods and services.

**Prerequisites:** MGT 4200

### **Aims and Objectives:**

- To develop specific knowledge and understanding through consumer psychology and behaviour theories and a wide range of practical experiences aligned to fashion and luxury goods
- 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 consumer behaviour by applying a range of transferable and professional skills with knowledge and cognitive abilities.

## **Programme Outcomes**

A1, A4  
B2, B3, B5  
C1, C2  
D1, D5

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

## **Learning Outcomes:**

At the end of this course, the students will be able to:

### **Knowledge and Understanding**

1. Understand the nature of consumer behaviour and apply concepts and theories to fashion and luxury goods
2. Discuss the importance of consumer behaviour for the effective implementation of the marketing concept
3. Evaluate the models, theories, and concepts commonly used in exploring and understanding consumer psychology in fashion and luxury goods
4. Apply a range of behavioural concepts and theories in order to understand or justify marketing activity

### **Cognitive Skills**

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

### **Practical and / or professional skills**

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

### **Key Skills**

1. Participate and co-operate within independent, social and team and leadership roles,
2. 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:**

- Introduction to Fashion Concepts, Theories and Consumer Behaviour.
- Cultural Influences on Consumer Behaviour.
- Creation and Diffusion of Fashion and Consumer Culture.
- Individual Consumer Dynamics: Motivations and Values.

- Theories of Motivation in fashion. The Motivation Process, Strength and Direction.
- Individual Consumer Dynamics: The Self.
- Perspectives on the Self. Self-Concept. Consumption and Self-Concept. Sex Roles. Body Image.
- Demographic Subcultures: Age, Race, and Ethnicity.
- Consumer Spending and Economic Behaviour.
- Psychographics: Personality, Attitudes, and Lifestyle.
- Consumer Perceptions.
- Individual and Household Decision Making.
- Group Influence and Fashion Opinion Leadership.
- Buying and Disposing: Situational Effects on Consumer Buying
- Ethics, Social Responsibility, and Environmental Issues.
- The Role of Government and Business in Consumer Protection.

### **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

### **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.

### **Bibliography:**

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

Kapfere, N. (2012) *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands*, Kogan Page

Solomon, R. and Rabolt, N. (2005) *Consumer Behaviour: In Fashion*, Prentice Hall

### **Recommended Reading:**

Barnard M. (2007) *Fashion Theory: A Reader*, Routledge Student Readers

Breward C. (2003) *Fashion*, OUP Oxford

Bruzzi S. & Church Gibson P. (2000) *Fashion Cultures: Theories, Explorations and Analysis*, Routledge

Chadha R. (2006) *The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury*, Nicholas Brealey International

Crane D. (2001) *Fashion & Its Social Agendas: Class, Gender & Identity in Clothing*, Chicago University Press

Diamond E. (2005) *Fashion Retailing: A Multi-Channel Approach*, Prentice Hall



