

COURSE SPECIFICATION DOCUMENT

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| Academic School: | Richmond Business School |
| Programme: | Fashion Management and Marketing |
| FHEQ Level: | 3 |
| Course Title: | Foundations of the Business of Fashion |
| Course Code: | MKT 3200 |
| Student Engagement Hours: | 120 |
| Lectures: | 45 |
| Independent /Guided Learning: | 75 |
| Semester: | Spring/Fall |
| Credits: | 12 UK CATS credits 6 ECTS credits 3 US credits |

Course Description:

This course act as an foundation to the world of fashion from a business point of view. The course investigates the notion of what a customer is and separates this out from customers within the context of business-to-business relationships. The course further investigates issues of market segmentation, positioning, promotion and branding. The course ends with some fundamental discussions on the role of business strategy within the fashion business.

Prerequisites: None

Aims and Objectives:

Provide students with insights into the diverse relationships between marketing and fashion.

Explains the differences between consumer groups, their roles and their functions within the marketplace.

Enable students to develop an interest in the field of fashion management.

Programme Outcomes:

Fashion Management and Marketing: A4, A5, B5, 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:

Knowledge and understanding

1. Have a fundamental understanding of fashion business strategy and its development, to include identification of strategic directions and options.
2. Have a foundational understanding of the impacts and relationships between fashion business organisations and policy makers.

Cognitive skills

1. Critically analyse and evaluate a range of ideas, arguments or theories based in fashion business.

Key skills

1. Plan and manage your learning towards the achievement of established aims and objectives, including the recognition of knowledge limitations.
2. Engage in reflective, adaptive and collaborative learning through some group/team activity.

Indicative Content:

Fashion consumption and the consumer
Market segmentation in fashion
Pricing concepts and promotion
Notions of branding
Building strategy in fashion
Policy makers and institutions

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:

Formal and semi formal delivery, including some team/group work. Use of some audio-visual material and visits.

Required Texts:

Davis, L. Mullet, K. O. Bryan, N. (2016) *The Business of Fashion*, Fairchild Books; 5th Revised edition edition (20 Oct. 2016)

Recommended Reading:

- Bickle, M. (2010) *Fashion Marketing: theory, Principles, and Practice*, Fairchild books, New York.
- Cox, R. (2004) *Retailing: an introduction*, Financial Times Prentice Hall. London.
- Frings, G. (2007) *Fashion from Concept to Consumer*, Pearson.
- Easey, M., (2008) *Fashion marketing*, Blackwell.
- Harder, F. (2010) *Fashion for Profit*, Harder Publication, CA.
- Hines, T, (2007) *Fashion Marketing: Contemporary Issues*, Elsevier Butterworth, Heinemann.
- Jackson, T. and D. Shaw (2009) *Fashion Marketing*, Palgrave Master Series, Basingstoke.
- Kapfere, N. (2012) *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands*, Kogan Page
- Kincade D & Gibson F. (2010) *Merchandising of Fashion Products*, Pearson Publication.
- Slade, T.(2010) *JAPANESE FASHION: A CULTURAL HISTORY*, 2010 1847882528
- Stall-Meadows, C. (2010) *Fashion Now, A Global Perspective*, Prentice Hall.
- Strauss M. And Lynch A. (2007) "Changing Fashion: A Critical Introduction to Fashion Merchandising: An introduction, McGraw-Hill, 5th ed
- Regan, C. L. (2008) *Apparel Product Design & Merchandising Strategies*, New Jersey, Pearson
- Wu, J. (2009) *CHINESE FASHION: FROM MAO TO NOW (DRESS, BODY, CULTURE)* 1845207793

Articles:

- Carrigan M, Moraes C, McEachern M. From conspicuous to considered fashion: A harm-chain approach to the responsibilities of luxury-fashion businesses. *Journal Of Marketing* Darwis, Yuliandre. *International Journal of Organizational Innovation*. Winter2013, Vol. 5 Issue 3, p206-220. 15p
- Lueg, Rainer; Pedersen, Maria Medelby; Clemmensen, Søren Nørregaard; *Business Strategy and the Environment*, Vol 24(5), Jul, 2015 pp. 344-359. Publisher: John Wiley & Sons
- Ottati, Gabi Dei. *Cambridge Journal of Economics*.

FURTHER SUGGESTED READINGS:

Fashion magazines such as Vogue, Marie-Claire, Velvet, Elle, Wallpaper, Dutch, Spoon, Textile

View and WWD

Journals:

European Journal of Marketing The Quarterly Review of Marketing Journal of Marketing Management Journal of International Marketing International Marketing Review Viewpoint Magazine

View Magazine

Journal of Fashion Marketing and Management International Journal of Clothing Science and Technology

Supply Chain Management: An International Journal

Websites:

<http://www.greysweatsuitrevolution.com> <http://www.exactitudes.com>
<http://www.theuniformproject.com> www.fashion-era.com
www.businesscasestudies.co.uk www.brandrepublic.com www.WWD.com
www.fashionmag.com www.pret-a-porter.com <http://www.wgsn.com>
<http://iheartthreadbared.wordpress.com>
<http://muslimswearingthings.tumblr.com>
<http://www.counterfeitcrochet.org/index.html>
<http://jezebel.com/5175867/> <http://www.trendwatching.com>
<http://www.coolhunting.com> <http://www.ecouterre.com>
<http://www.treehugger.com> <http://iheartthreadbared.wordpress.com>
www.ita.doc.gov/tradestats www.worldbank.com
www.eiu.com www.ciafactbook.com www.infoexport.gc.ac
www.businessweek.com

Other sources of information:

Online Marketing Magazine:

Marketing (read for insightful articles and ADWATCH data) Marketing Week (read for industry news)

Brand Republic (read for marketing from a branding perspective)

British Library:

Business & IP Centre (Business information for entrepreneurs)

Professional Organisations:

CIM - Chartered Institute of Marketing (The Marketer magazine)

Museum:

The Museum of Brands, Packaging & Advertising, London

www.museumofbrands.com

Review: <http://www.theguardian.com/travel/2012/2ep/28/museum-of-brands-london-emma-kennedy>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus.

Change Log for this CSD:

| Nature of Change | Date Approved & Approval Body (School or AB) | Change Actioned by Academic Registry |
|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|--------------------------------------|
| Slight modification to the Course Description | Approved at School Meeting on 10/6/2014 | |
| Level Change (from 4 to 3, title change (from Introduction to Foundations), Course description (change of "introduction" wording) | School Board 10 th Nov. 2018 | |
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