

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Fashion Management and Marketing
FHEQ Level:	6
Course Title:	Ethical Fashion and Sustainability
Course Code:	MKT 6102
Student Engagement Hours:	160
Lectures/Seminars	45
Independent / Guided Learning:	100
Supervision:	15
Semester:	Spring
Credits:	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This course focuses on analysing ethical considerations within the fashion industry, whilst also exploring changes in practice, communication and consumerism and the diversity of stakeholders in the supply-chain of this industry toward sustainability movements.

This course will give students an overview of ethics and sustainability in the fashion industry, ranging from textile fibre production to the globalisation of fast fashion. The course considers the growing demand from consumers that the fashion items they choose have been produced ethically. The course also focuses on the needs of stakeholders who look for sustainability in the creation of shared value. Ethical sourcing is increasingly becoming the norm for the fashion industry and it has changed the way of fashion production and consumerism.

Prerequisites:

MKT 5200

Aims and Objectives:

- To develop specific knowledge of changes toward the sustainability in the global supply chain for textiles and apparel

- To recognize the diverse products, markets, and professions in the textile and apparel industry, within the context of ethics and sustainability
- To comprehend the broad concepts of sustainability
- To apply the concepts of sustainability to textile items in relation to their local and global manufacture, use, and disposal
- To identify ethical issues in the global supply chain, and distinguish between 'greenwash', and good sustainability practices

Programme Outcomes:

Fashion Management and Marketing: A1, A2, A3, A4, A5 B2, B3, B5, C1, C2 D1, D2, D3, 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

- Understand of the consumer's role and influence in the supply-chain of fashion industry
- Attribute and understand motivation and drivers of ethical consumer behaviour
- Apply marketing theories to inform future practice of ethics dissemination
- Recognise the impact, roles and responsibilities of supply-chain stakeholders
- Demonstrate knowledge of current methods of ethics communication

Cognitive Skills

- Critically appraise the current ethical issues in fashion industry
- Apply the research process, and know how to integrate the sustainability and ethical concerns into research studies relevant to the fashion industry.
- To make use of independent study skills in research, analytical and evaluative techniques, with an informed critical perspective
- Research, synthesise and apply critical analysis to theoretical and contextual information for sustainable fashion

Practical and/or Professional Skills

- 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.

Key Skills

- Communicate the analysis of the ethics in the textiles and fashion supply chain practice
- Research independently the role of ethics in fashion practice and theory
- Develop effective methods of communicating ethics
- Challenge traditional and contemporary management of fashion and textiles, as well as of new approaches and processes in fashion and textiles

Indicative Content:

- Ethics in the Fashion Supply Chain (procurement, production, design,...)
- Traditional and contemporary management of fashion
- Slow Fashion
- Supermarket Fashion and Fast Fashion
- Ethics in the Communication and Marketing
- Stakeholder Ethical Demands
- Ethical Fashion Consumers
- Alternative Motivations; Governments, Institutions and Agencies
- Future of Fashion

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:

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. Individual or group supervisions will be provided for the set projects/assignments.

Indicative Text(s):

Hethorn, J. and Ulasewicz, C Sustainable Fashion - What's next? 2nd Edition, NY, Fairchild, 2015

Additional Texts:

Black, Sandy (2013) The Sustainable Fashion Handbook 1st Edition Thames & Hudson
Brown, Sass (2010). Eco fashion. Laurence King Publishing; 1st edition
Burns, L. D. (2002) The business of fashion: designing, manufacturing, and marketing. New York: Fairchild
Gwilt, Alison (2014) A Practical Guide to Sustainable Fashion. Fairchild Books
Jackson, T. and Shaw, D. (2009) Mastering Fashion Marketing. Palgrave Macmillan.
Jones, R.M. (2006) The apparel industry. Blackwell
Rissanen, T & McQuillan, H. (2016) Zero Waste Fashion Design. Fairchild Books
Solomon, M., Rabolt, N. (2003) Consumer Behaviour in Fashion, Prentice Hal, Harlow
Tungate, M. (2008) Fashion Brands: branding style from armani to zara. London: Kogan Page (e-book).
Varley, R. (2001), Retail Product Management, London:- Routledge

Journals

- European Journal of Marketing
- Journal of Fashion Marketing and Management
- Journal of Marketing Management
- International Journal of Retail and Distribution Management
- Vogue
- Elle
- Drapers

Web Sites

Advertising Age <http://www.adage.com>
Advertising Standards Authority <http://www.asa.org.uk>
BRAD <http://www.brad.co.uk>
Brand Republic www.brandrepublic.com/home
Business Week www.businessweek.com
Chartered Institute of marketing <http://www.cim.co.uk>
Chartered Institute of Public Relations www.cipr.co.uk
Economist Intelligence Unit www.eiu.com
Emerald Insight Full Text www.emeraldinsight.com/ft
Emerald Insight Reviews www.emeraldinsight.com/revs
Euromonitor GMID www.euromonitor.com/gmid
Fact book www.ciafactbook.com
FAME www.fame.bvdep.com/ip
FashionTrak enter through BlackBoard
FirstVIEW www.firstview.com
Handbag.com www.handbag.com
Just-Style www.just-style.com
Institute of practitioners in advertising <http://www.ipa.co.uk>
Lexis-Nexis <http://web.lexis-nexis.com/executive>
London Fashion Week www.londonfashionweek.co.uk
MAD.co.uk <http://www.mad.co.uk>
Mintel <http://reports.mintel.com>

Vogue.com www.vogue.com
World bank www.worldbank.com
Worth Global Style Network <http://www.wgsn-edu.com>

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Updated credits and teaching methodology	Jan 2022 AB	