

Module code	FSH502	Level	5
Module title	Fashion Buying	Credit value	12
Programme(s) on which the module is taught	Summer/REM Elective	ECTS Credits	6
		Notional learning hours	120

1. Pre-requisite modules

None – elective module

2. Module aims and objectives

In *Fashion Buying* you will examine how the product development and buying processes work within the contemporary fashion business. You will learn about the fashion product, product development, clothing manufacture, and supply chain management. You will learn how the role of merchandising integrates with buying and ranges are put together and ranged out to stores. You will explore product planning, strategies, costing, sourcing and supply. The course covers sourcing and ordering stock for retailers of varying size from large multiples to individual standalone stores and online. You will draw upon your learning in earlier modules and integrate your knowledge of marketing with knowledge of the consumer, marketing research and fashion trends to research for and create a detailed targeted range plan.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module the students will be able to:

A2 Employ a substantial knowledge and understanding of a breadth of contexts, frameworks, and environments within which wider fashion operates, including contemporary, historical, theoretical, social, cultural, ethical, and environmental perspectives.

b) Skills

Upon successful completion of this module the students will be able to:

B1 Source, navigate, analyse, communicate and apply relevant research material from a range of relevant sources, to the development of responses to creative and written briefs with increasing independence.

B3 Analyse, reflect and evaluate critically, with increasing independence, different contexts within fashion, including those that may be complex, ambiguous or unpredictable, within the process of development of ideas into outcomes.

B7 Communicate confidently in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.

4. Indicative content

- Fashion retailing
- The buying office
- Roles and responsibilities
- Garment technology
- Sourcing and supply
- Fashion trends
- Range planning & development
- Strategic planning
- Profit and pricing

5. Learning and teaching methods

The learning and teaching strategy for this module is designed to ensure that the learning outcomes set out above will be achieved. Your knowledge and understanding will be developed largely through tutor-led presentations and group and individual tutorials. You may also have field trips and guest speakers. In the first part of the module you will apply theory to practice in a group project, and guidance will be given through group tutorials.

Independent study between teaching sessions will enable you to conduct research and develop project work. This will be reviewed with your lecturer at regular intervals through tutorials. In the second part of the module you will continue to apply theory to practice through an individual project based on learning in tutor-led presentations and exercises. You will also develop your knowledge and your skills by presenting your work and engaging in critical reflection of your own and others' work in presentation 'critiques'.

12 credit module - 120 learning hours	
Directed learning	30 hours
Seminars	30
Self-directed learning	90 hours
Preparation for class	20
Self-study after class	40
Preparation for assessments	20
Assessment	10
Total	120

6. Assessment and relative weightings

There is one summatively assessed component to this module:

Assessment 1 – Theoretical range plan for a chosen retailer (100%)

Working individually, you are required to carry out appropriate research to enable you to produce a comprehensive range plan for the retailer you select for a small collection of garments. You will ensure your proposals are based on thorough research and that your conclusions and recommendations are articulated to industry standards. This assignment will comprise of a 2000 word visually-led report.

7. Mapping of assessment tasks for the module

Assessment tasks	A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10
Theoretical Range Plan (100%)		✓			✓		✓							✓

8. Key reading

Baker, M.J. and Hart, S. (2007) *Product Strategy and Management*, 2nd Edition, FT Prentice Hall, London.

Borcherding, Phyllis/Bubonia, Janace (2007) *Developing and Branding the Fashion Merchandising*, Fairchild Books; 1st edition

Clodfelter, Richard (2009) *Retail Buying: From Basics to Fashion*. Fairchild; 3rd edition

Donnellan, John (2007) *Merchandise Buying and Management*. Fairchild Books

Goworek, Helen (2007) *Fashion Buying*. John Wiley & Sons; 2nd Edition

Jeffrey, Michael and Evans, Nathalie (2011) *Costing for the Fashion Industry*, Berg

Keiser, Sandar J./Garner, Myrna B. (2012) *Beyond Design: The Synergy of Apparel Product Development*. Fairchild Books; 3rd edition

Kendall, Gordon. T (2009) *Fashion Brand Merchandising*. Fairchild, 1st edition

Shaw, D. and Koumbis, D. (2013) *Fashion Buying: From Trend Forecasting to Shop Floor* Fairchild

Trott, P. (2011), *Innovation, Management and New Product Development*, 3rd ed, FT/Prentice Hall, Englewood Cliffs, NJ.