

Module code	FSH505	Level	5
Module title	Fashion PR	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

Fashion PR enables students to develop specialist skills in this key area of fashion. You will learn communication skills for different audiences and for different media. You will learn how PR activities operate in the fast-moving world of fashion.

You will learn about the relationship between the media and PR. You will explore the theory and the practice of PR through tutor-led presentations, guest talks and project work. You will learn to analyse and identify audiences, how to create personality and how to communicate and manage image through PR activities. You will examine the significance and responsibilities of PR in contemporary fashion and you will study the future of PR in the light of fast developing new technologies. You will work on projects, which will demonstrate your knowledge of PR theory and practice. You will present a proposal for a PR campaign and where possible you will work on a live fashion PR event.

3. Learning outcomes

A) Knowledge and understanding

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

A3 Understand the appropriate application of an increasingly broad range of current and emerging tools, materials and methods relevant to confident engagement in contemporary fashion marketing including inter-disciplinary and multidisciplinary approaches.

b) Skills

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

B2 Engage creatively in the generation, development, and realisation of solutions to fashion marketing briefs, relevant to context and audience, independently and in collaboration with others, employing convergent and divergent thinking, and speculative enquiry with increasing self-reliance.

B6 Apply increasingly entrepreneurial approaches including innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice of fashion marketing.

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

- PR theory
- Roles and responsibilities
- Audiences and persuasion
- Target media
- Social media and new technologies
- PR campaigns
- PR tools

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. Delivery of module content will be through tutor-led presentations, workshops and exercises.

You will develop knowledge and skills in relation to PR. Tutor-led presentations will be used to deliver key information and to help you to set PR within the wider context of fashion marketing and promotion. You will learn through class discussion, student presentations and through hands-on work, researching, developing a PR campaign and engaging in PR activities, live industry work where possible and through presentations by your peers.

You will be given formative feedback throughout the module and summative feedback concludes every module.

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
--------------	-----

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. Delivery of module content will be through tutor-led presentations, workshops and exercises.

You will develop knowledge and skills in relation to PR. Tutor-led presentations will be used to deliver key information and to help you to set PR within the wider context of fashion marketing and promotion. You will learn through class discussion, student presentations and through hands-on work, researching, developing a PR campaign and engaging in PR activities, live industry work where possible and through presentations by your peers.

You will be given formative feedback throughout the module and summative feedback concludes every module.

12 credit module - 120 learning hours

6. Assessment and relative weightings

There is one summatively assessed component to this module:

Assessment 1 – PR Campaign Proposal (100%)

In this module, you will be asked to propose a PR campaign for a brand or brands of your choosing. The assessment may include group activities, but the assessment itself will be individual. You will be assessed on the relevance, quality and theoretical underpinning of the proposed Fashion PR Campaign. It should demonstrate the application of PR tools, promotional tactics and creative ideas in the development of an innovative PR campaign. It should employ text and visual materials, and not exceed 2000w in total, alongside imagery.

7. Mapping of assessment tasks for the module

Assessment tasks	A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10
PR Campaign Proposal (100%)			✓			✓				✓	✓			

8. Key reading

Cope, Jon/Maloney, Dennis. (2016) *Fashion Promotion in Practice*. Bloomsbury.

Green, Andy (2001) *Creativity in Public Relations, PR in Practice*. Kogan Page Ltd

Jackson, Tim/Shaw, David (2006) *The Fashion Handbook (Media Practice)*. Routledge; new edition

Murray, Angela. (2005) *Teach yourself PR*. Hodder Education Drapers Record

Perlman, Sar/Sherman, Gerald J. (2010) *Fashion Public Relations*. Fairchild

Scott, David Meerman (2007) *The New Rules of Marketing & PR: how to use news releases. Blogs, podcasting, viral marketing and online media to reach buyers directly*. John Willey

Skeikh, Sophie (2009) *The pocket guide to Fashion PR*. Bodmin

Wolbers, Marian Frances (2009) *Uncovering Fashion: Fashion Communications Across the Media*

Additional readings and resources will be advised throughout the module