

Module code	FSM409	Level	4
Module title	Fashion Marketing Principles and Practice	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning	200
Courses on which the module is taught	BA (Hons) Fashion Marketing	Teaching Period	Autumn

1. Module description

In this module you will be introduced to the principles of fashion marketing. Including the role of marketing in creating competitive advantage within the fashion industry. You will learn about the marketing planning process, the external and internal marketing environment, segmentation, targeting, positioning and the marketing mix.

This will develop your knowledge of fashion and the business of fashion, and your ability to stay in touch with developments at the forefront of this fast-moving industry. You will learn key fashion marketing principles, tools and frameworks and you will apply these to projects about the contemporary fashion market. You will comprehensively explore the range of marketing activities that fashion companies engage in. You will complete work both in groups and individually on this module. You will be encouraged to access a range of text-based and digital library resources, as well utilising the Universities institutional subscription services.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Collaboration (MLO 01)

Explore collaboration and networking opportunities within your peer group to investigate fashion marketing principles.

Innovation (MLO 02)

Define and compare value propositions in fashion marketing, combining curiosity and creativity.

Communication (MLO 05)

Communicate your findings on Fashion Marketing principles and practice, both orally and in writing

Discipline Knowledge (MLO 07)

Explain fashion marketing theories, concepts, frameworks and facts relevant to the task.

3. Learning and teaching methods

You will learn through a range of activities, including tutor-led presentations, 1-1 and group tutorials, workshops, study trips, guest speakers and self-directed study. Peer learning will be facilitated through presentations to the class and tutor team in formative work reviews. Through a series of tutor-led presentations and workshops, you will begin to investigate the principles of fashion marketing. You will be presented with topics and learn through a variety of exercises and structured worksheets, applying knowledge to marketing frameworks and you will discuss and debate contemporary matters relating to the industry. You will learn from each other by engaging in group work, developing skills in teamwork and collaboration. You will also learn by presenting

your work to others and by watching the presentations of other students. The module will also involve you in learning through study visits, individually and/or with your lecturer where you will learn through observation and research in the marketplace.

Learning hours	
Directed learning	48 hours
Workshops/classes	48 hours
Guided/Self-guided learning	152 hours
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment 1: Presentation (Group Assessment)

Weight (%): 50

Word Count or Equivalent: 15 minutes

As a group, you will be asked to collaborate to deliver a presentation that reflects your knowledge of the range of marketing theories, frameworks and models discussed throughout the module, these should be academically underpinned. You will also apply these theories and models to contemporary examples throughout the presentation. As you are working in a group, you will need to clearly identify how the group worked together in compiling the presentation and researching.

Assessment 2: Presentation

Weight (%): 50

Word Count or Equivalent: 10 minutes

You will be asked to deliver a presentation on a specific brand. You will audit areas of the marketing environment, identifying and evaluating the marketing strategies the brand utilises, while paying specific attention to the Product 'P' within the Marketing Mix. You will also be required to analyse how the brand creates its competitive advantage in the market and to speculate what additional value this brand could deliver to consumers going forward.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Assessment tasks	LO1	LO2	LO5	LO7
Presentation (Group Assessment)	x		x	x
Presentation		x	x	x

5. Indicative resources

Bedoni, W. (2017) *Social Media for Fashion Marketing* Storytelling for a Digital World.

London: Bloomsbury

Bickle, M. (2011) *Fashion Marketing : theory, principles and practice*. Fairchild

Easey, M. (2009) *Fashion Marketing* (Wiley Desktop Editions). John Wiley & Sons; 3rd Ed.

Hines, T and Bruce, M. (2006) *Fashion Marketing: Contemporary issues*. A Butterworth-Heinemann Title; 2 edition

Hopkins, D. and Reid, T. (2018) *The academic skills handbook*. SAGE Publications Ltd
Jackson, T. and Shaw, D. (2008) *Mastering Fashion Marketing* (Palgrave Master Series).
Palgrave Macmillan
Mink Rath, P., Petrizzi, R. and Gill, P. (2012) *Marketing fashion : a global perspective*. New
York: Fairchild Books
Posner, H. (2015) *Marketing fashion: strategy, branding and promotion*. 2nd edn. London:
Laurence King Publishing.

**Suggested Journals, Publications, Databases and other readings will be made
available via Blackboard.**