

Module code	FSM507	Level	5
Module title	Fashion Branding	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Fashion Marketing	Teaching Period	Autumn

1. Module description

In this module you will explore contemporary fashion brands and examine the strategies that are used to create strong brand equity. Developing your understanding of the brand building and brand management process in the fashion industry.

You will learn how fashion businesses establish brand values and create and use brand identity as a strategic tool. You will discover how brands communicate their brand identity through the creation of brand guidelines in the process of positioning.

The module will cover the development of values and ethics required to create successful brands. This will be done through examining case studies of successful international brands, and practical workshops focussing on the development of branding design for brand assets including logotype using the Adobe Creative Cloud. This will culminate in the application of theory to practice in the creation of a Brand Book.

2. Learning outcomes

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

MLO2 Innovation

Analyse and develop value propositions in fashion branding, combining curiosity and creativity.

MLO5 Communication

Communicate the key facets of fashion branding effectively orally, visually and in writing.

MLO6 Digital Data and Tools

Analyse and use the Adobe Creative Cloud digital tools to realise brand identity assets.

MLO8 Discipline Skills

Employ knowledge of fashion branding within the creation of the brand identity and brand guidelines.

3. Learning and teaching methods

Tutor-led presentations and workshops will be used to extend your knowledge of branding strategies. You will examine fashion branding case studies and you will develop your critical thinking skills through analysis, discussion and debate on the importance of building strong brands. Presenting your work to others and watching the presentations of other students will enhance your communication skills. You will get to apply your branding knowledge via practical skills building workshops using specialist software to create brand identity designs

Learning hours	
Directed learning	72 hours
Workshops/classes	48 hours
Supervised Studio Activity	24 hours
Guided/Self-guided learning	128 hours
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment 1 – Presentation

Weight (20%):

Word Count or Equivalent: 10 mins

You will be asked to propose a brand stretch (including extension or co-branding) for a brand of your choosing relevant to the contemporary fashion and lifestyle industries. You will demonstrate awareness of branding concepts and models alongside the application of these principles to the brand you choose to 'stretch' and its internal environment along with providing detailed strategic justification for the proposal and its integration within the existing brand architecture.

Assessment 2 – Other

Weight (80%):

Word Count or Equivalent: 2500 word equivalent

You will be asked to apply your knowledge of the parent brand and its existing brand equity to the creation of a 'brand book' to communicate the brand stretch (including extension or co-branding) proposed in the presentation. You will be assessed on your application of branding theories appropriate to creating a 'brand book' that communicates the brand stretch's identity and marketing communications guidelines. You will also be assessed on your branding skills including use of Adobe Creative Cloud tools appropriate to create visual brand identities including logotype and text-based communication guidelines that are both convincing and appropriate for fashion branding.

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

Mapping of assessment tasks for the module				
Assessment tasks	LO2	LO5	LO6	LO8
Brand Analysis and Stretch Proposal Presentation	X	X		
Brand Book		X	X	X

5. Indicative resources

Recommended texts

Chaffey, D. and Ellis-Chadwick, F. (2019) *Digital Marketing: Strategy, Implementation and Practice*. 7th Edition. Pearson

D'Arienzo, W. (2016) *Brand management strategies : luxury and mass markets*. New York: Bloomsbury.

Elliot, R., Percy, L. and Pervan, S. (2011), *Strategic Brand Management*, Oxford University Press, Oxford.

Evamy, M. (2012) *Logotype*. Laurence King Publishing Ltd.

Foroudi, P. and Palazzo, M. (2021) *Sustainable Branding: Ethical, Social and Environmental Cases and Perspectives*. London: Routledge.

Hameide, K.K. (2011) *Fashion Branding Unraveled*. Fairchild Books

Hancock, J. (2009) *Brand/Story*. Fairchild

Kapferer, J.-N. (2012) *The new strategic brand management : advanced insights and strategic thinking*. L5th edn. London: Kogan Page

Kapferer, J. and Bastien, V. (2012) *The Luxury Strategy; Break the Rules of Marketing to Build Luxury Brands*. Kogan Page; 2nd edition

McNeil, P. (2017) *The visual history of type*, London: Laurence King Publishing

Okonkwo, U. (2007) *Luxury Fashion Branding: Trends, Tactics, Techniques*. Palgrave Macmillan

Tungate, M. (2008) *Fashion Brands: Branding Style from Armani to Zara*, Kogan Page

Additional resources, such as current websites and online resources will be advised in either the assessment brief or via blackboard throughout the module.