

Module code	FSM508	Level	5
Module title	Fashion Marketing Communications	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	<i>BA (Hons) Fashion Marketing</i>	Teaching Period	Autumn

1. Module description

This module gives you the opportunity to study the planning and strategy development process in relation to fashion marketing, promotion and communication. The module takes you from concept generation including initial research and analysis through to messaging and appeal alignment in the creation of an integrated marketing and communications campaign plan and the creative realisation of aspects of that campaign through content creation. You will also learn how to create communications for content strategies, how to create personality through media platforms and how to analyse and identify audiences across channels.

You will learn about the principles and activities involved in marketing communications planning including promotional tactic alignment across media types and channels, strategic objective setting and final measurement. This module aims to enhance both your critical research and analysis skills, alongside your ability to engage in creative development and application to realise a campaign and create content.

2. Learning outcomes

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

MLO2 Innovation

Analyse and develop value propositions in integrated marketing communications combining curiosity and creativity.

MLO5 Communication

Communicate the successful application of integrated marketing communications effectively both visually and in writing.

MLO7 Discipline Knowledge

Examine market research and apply marketing communications concepts and frameworks relevant to the task.

MLO8 Discipline Skills

Employ knowledge of fashion marketing communications and the techniques and digital tools to create fashion content.

3. Learning and teaching methods

Tutor-led presentations and practical workshops will be used to consolidate your understanding of both contemporary fashion marketing communications strategies and the creation and editing of creative content. You will engage in seminars examining contemporary case studies and exercises in applying marketing communications theory. You will give informal presentations of work in progress at key points in the term, which enable you to gain feedback and to learn from your peers. You will be supported in creating both a strategic plan and the creative execution through class content and one-to-one tutorials with your lecturers. Technical workshops will support content creation and editing using specialist software.

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 Plan and/or Proposal

Weight (50%):

Word Count or Equivalent: 2500 words equivalent

You will be asked to generate a strategic review for a selected brand that reflects knowledge of marketing planning processes. The review should demonstrate awareness of the brand's external and internal environment, alongside an analysis of the brand's existing marketing communications strategies across channels and media types, with a critical evaluation of the value this creates for the consumer. This must be produced with consideration towards contemporary layout and reflective of the brand's identity.

Assessment 2 Portfolio

Weight (50%):

Word Count or Equivalent: 2500 word equivalent

You will be asked to both strategize and realize key visual content as part of a multichannel IMC campaign for the selected brand delivered in assessment 1. The strategy should apply knowledge of the brand's existing communications activities across channels and media types to realize a communications campaign demonstrating creative messaging approaches to target identified consumer segments. This must be produced with consideration towards contemporary layout and reflective of the brand's identity.

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	LO7	LO8						
Plan and/or Proposal	X	X	X							
Portfolio	X	X	X	X						

5. Indicative resources

Recommended texts

Armstrong, A., Kotler, P., Harker, M., & Brennan, R. (2015) *Marketing, An Introduction*, 12th edn. Pearson Education

Cope, J. and Maloney, D. (2016) *Fashion promotion in practice*. London: Fairchild Books.

Fill, C. and Turnbull, S. (2019) *Marketing communications: touchpoints, sharing and disruption*. 8th edn. Harlow: Pearson.

Hines, T. and Bruce, M. (2006) *Fashion Marketing: Contemporary Issues*, Butterworth-Heinemann

Kotler, P. & Armstrong, G. (2017). *Principles of marketing, Global Ed*. Prentice Hall

Greenwood, G. (2013) *Fashion marketing communications*. Chichester: John Wiley & Sons Ltd.

McDonald, M. and Wilson, H. (2011) *Marketing Plans: How to Prepare Them, How to Use Them*, John Wiley & Sons

Swanson, K. (2008). *Writing for the Fashion Business*. Berg Wolbers

Wood, M.B. (2010) *The Essential Guide to Marketing Planning*, Financial Times/Prentice Hall, Harlow.