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|--|---|---------------------|---|
| Module code | FSM706 | Level | 7 |
| Module title | Global Fashion Consumer | | |
| Status | Core | | |
| Teaching Period | Autumn | | |
| Courses on which the module is taught | MA IFM | | |
| Prerequisite modules | None | | |
| Notional learning hours | 100 | Credit value | 5 |
| Field trips? | <i>Primary Research to London retail outlets covered in programme</i> | | |
| Additional costs | <i>None</i> | | |
| Content notes | | | |

1. Module description

The aim of the module is to give you a good understanding of consumer theory with specific reference to fashion. You will learn about consumer markets and the fashion consumer landscape. The module considers the social and psychological motivations of the international fashion consumer and the specialist areas of consumer trends and customer relationship management. You will examine the impact of economics and politics on consumers nationally and internationally and the differing influences that society and culture have on decision-making.

You will learn how the industry uses sophisticated marketing techniques to influence decision-making processes, and how modern technology is changing the relationship between industry and consumer within a global context. You will explore concepts such as the power of influencers and the democratisation of fashion. You will analyse shifts in attitude and behaviour and how these translate into products and services in fast-moving consumer markets. You will learn how consumer theory relates to fashion branding and retail strategies.

2. Learning Outcomes

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

A) Knowledge and understanding

A3. Independently and critically synthesize philosophies, theories and methodologies underlying a social science approach to international fashion marketing with specific reference to consumer behaviour and the fashion consumer landscape.

B) Skills

B3. Independently appraise, analyse, synthesise and interpret a range of fashion marketing related data and information, evaluate its relevance and validity in the context of new and challenging situations at the forefront of international fashion marketing.

B5. Independently evaluate, critique, and reconstruct theories and concepts for international fashion marketing, with specific reference to the fashion consumer, and where appropriate

propose new hypotheses in dealing with uncertainty and complexity, and the requirements of different cultures and systems.

B9. Confident ability to apply an international perspective including understanding the impact of globalisation on businesses, societies and the environment and ethical issues relevant to international fashion consumer and International fashion marketplace.

3. Learning and teaching methods, and reasonable adjustments

| Learning hours | | | | 100 |
|-----------------------------|------------------------|-----------|-----------|-----|
| Directed learning | | | | 33 |
| Lectures | Workshops/ seminars | tutorials | tutorials | |
| 11 | 22 | | | 5 |
| Guided/Self-guided learning | | | | 62 |

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Individual project, 100%

You will deliver a project that answers the question: “What factors influence buyer behaviour in emerging markets compared to developed markets compared to developed markets in relation to luxury fashion brands?” Maximum word count of 2,000 words or an equivalent presentation time of 10 minutes.

More information to be specified in the brief.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

| Assessment components | A3 | B3 | B5 | B9 |
|-----------------------|----|----|----|----|
| Individual project | ✓ | ✓ | ✓ | ✓ |

Students will have the opportunity for formative assessment and feedback before this summative assessment.

5. Indicative resources

Bagozzi, R., Gurhan-Canli, Z. and Priester, J., 2002. The social psychology of consumer behaviour. McGraw-Hill Education (UK).
Cova, B., Kozinets, R. and Shankar, A., 2012. Consumer tribes. Routledge.
Engel, J.F., Miniard, P.W. and Blackwell, R.D., 2006. Consumer behavior 10th Edition. Thomson South-Western. Mason. USA.
Higham, W., 2009. The next big thing: Spotting and forecasting consumer trends for profit. Kogan Page Publishers.

Lury, C., 2011. Consumer culture. Cambridge: Polity Press, 2nd edition
Parsons, E. and Maclaran, P., 2009. Contemporary issues in marketing and consumer behaviour. Routledge.
Quester, P., Neal, C., Pettigrew, S., Grimmer, M.R., Davis, T. and Hawkins, D., 2007. Consumer behaviour: Implications for marketing strategy. McGraw-Hill.
Rath, P.M., Bay, S., Gill, P. and Petrizzi, R., 2014. The why of the buy: Consumer behavior and fashion marketing. Bloomsbury Publishing.
Schütte, H. and Ciarlante, D., 2016. Consumer behaviour in Asia. Springer.
Yurchisin, J. and Johnson, K.K., 2010. Fashion and the Consumer. Berg Publishers.