

Module code	FSM707	Level	7
Module title	Fashion Branding	Credit value	20
Programme(s) on which the module is taught	MA International Fashion Marketing	ECTS Credits	10
		Notional learning hours	100

1. Pre-requisite modules

None

2. Module aims and objectives

This module will enable you to acquire the knowledge and skills to understand fashion branding within the international fashion industry. You will develop a broad range of academic and vocational skills used within fashion branding that can be applied to create a distinctive brand DNA. Using historic and contemporary case studies you will explore innovative, contemporary fashion branding strategies used to generate appeal, build loyalty and develop values and heritage while embracing ethical considerations. You will learn how brands are built from conception and development through to brand promotion and management.

You will examine how fashion branding strategy and its implementation are used to reinforce the relationship between brand and consumer. The module will culminate in the application of learning to an innovative brand strategy project. By applying key principles of branding theory you will devise a strategy that will extend or revitalize a fashion brand by creating sustainable competitive advantage, translating the needs of the market into appropriate products and services. You will consider the visual and verbal impact of the brand on the consumer and how the brand's identity and point of difference can be communicated to the consumer through effective brand messages.

3. Learning outcomes

A) Knowledge and understanding

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

- A1.Evidence a deep and systematic understanding of the international fashion marketplace and of the development and implementation of international fashion branding and marketing strategies.
- A3.Independently and critically synthesize philosophies, theories and methodologies underlying a social science approach to international fashion marketing, with specific reference to strategic branding and marketing of fashion goods and services, including fashion brand creation and maintenance.

B) Skills

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

- B2.Demonstrate autonomous thinking, creativity and sound judgement in the application of knowledge and skills to independently determine research design, data collection, analysis, synthesis, and reporting in relation to international fashion branding and brand management.
- B7.Confidently and professionally communicate complex ideas and arguments, in visual, oral and written forms, using a range of media, including digital, which are widely used within the fashion branding and the wider fashion marketing industry.
- B8.Manage, develop, guide and generate effectively and professionally within a team environment, including team building, leadership and influencing other people.

4. Indicative content

- International fashion branding
- International brand management
- Brand strategies
- Brand concept
- Brand narrative and identity
- Brand stratification and positioning
- Brand loyalty/ consumer belief/ authenticity
- Fashion brands, ethics and social responsibility
- Brand equity and value
- Brand life cycle
- Brand repositioning, re-launching and revitalization
- Brand semiology and imagery
- Brand promotion
- Brand reinforcement – new media channels- fashion Influencers and micro communities

5. Learning and teaching methods

Taking advantage of the University's central London location, you will benefit from the huge fashion and retail research resource on your doorstep. At Regent's you will learn through a combination of lectures, focused seminars and practical experience, with a strong emphasis on tutorial support for your individual interests and focuses. Self-directed independent learning is also expected at postgraduate level.

The following learning and teaching methods are employed to support the integrated achievement of programme outcomes:

- Lectures, seminars and tutorials
- Guest speakers in class and at larger Regent's events
- External visits
- Progress tutorials

- Presentations
- Collaboration where practical and relevant with other courses
- Group work and self-directed study
- In-class formative assessments
- Summative (graded) assessments

20 credit module – 200 learning hours	
Directed learning	55 hours
Lectures	22
Seminars	33
Collaborative Learning	5 hours
Tutorials (1:1 and group)	5
Self-directed learning	140 hours
Preparation for class	25
Self-study after class	65
Preparation for assessments	40
Assessment	10
Total	200

6. Assessment and relative weightings

Scheduled contact time will include regular formative assessment and feedback. This may take many different forms such as tutorials, contemporary knowledge quizzes, in-class specialist workshops, presentations, discussion, peer review and IT exercises.

Summative assessments, which are graded and contribute to the award are listed below:

Assessment 1: (A1, B8)

Week 4-8 (30% Mark) - Group Presentation- 20 minute PPT analysis of an international fashion brand including the evolution of the brand, its current positioning, and a detailed exploration of the different elements of its brand strategy. The submission to include an accompanying printed version with support notes and supplementary material.

Assessment 2: (A3, B2, B7)

Week 11 (70% Mark) – Brand Strategy Project – Individual development of a brand extension to revitalize the fashion brand studied in Assessment 1. The submission will be designed to attract a new consumer group to the brand in the existing fashion market (individual report, 3,500 words and supported by visuals). Your submission needs to demonstrate creativity and the use of research data to support your submission. The

submission will include detailed explanation of brand campaign to support the brand strategy.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning outcomes				
	A1	A3	B2	B7	B8
Assessment 1 – Group Presentation	✓				✓
Assessment 2 – Brand Strategy Project		✓	✓	✓	

8. Key reading

Aaker, D.A., 2012. *Building strong brands*. Simon and Schuster.

Aaker, D.A., 2009. *Managing brand equity*. Simon and Schuster.

Aaker, D.A. and Joachimsthaler, E., 2012. *Brand leadership*. Simon and Schuster.

Ambrose G (2013) *Creative Thinking: Unlocking the minds of visual communicators* (Creative Core). AVA Publishing

Ambrose, G. (2015) *Design Thinking for Visual Communication*, London; Fairchild Books

Barnard, Malcolm (2002) *Fashion as Communication*. Routledge; 2nd edition

Lee Berger, John (2008) *Ways of Seeing*, Penguin Classics

Blanchard, Tamsin (2004) *Fashion and Graphics*. Laurence King Publishing

Borcherding, Phyllis/Bubonia, Janace (2007) *Developing and Branding the Fashion Merchandising*, Fairchild Books; 1st edition

Brown, S (2016) *Brands and Branding*. London, Sage

Choi, T.M., 2014. *Fashion branding and Consumer Behaviors*. Hong Kong: Springer.

Davis, Aeron (2013) *Promotional Cultures: the Rise and Spread of Advertising, Public Relations, Marketing and Branding*. Polity Press

Fill, C. (2002), *Marketing Communications: Contexts, Strategies and Applications*, Financial Times Press

Gobe, M., 2010. *Emotional Branding, Revised Edition: The New Paradigm for Connecting Brands to People*. Skyhorse Publishing, Inc.

Hall, S. (2012). *This Means This, This Means That: A User's Guide to Semiotics* (2nd edition). London; Laurence King

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

Hollis, N., 2008. *The global brand*. Pallgrave Mcmillan.

Holt, D. B. (2004). *How Brands Become Icons: The Principles of Cultural Branding*. Boston, Mass: Harvard Business Review Press

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

Kapferer, J.N., 2015. *Kapferer on Luxury: How Luxury Brands can Grow yet Remain Rare*. Kogan Page Publishers.

Kapferer, J.N., 2012. *The new strategic brand management: Advanced insights and strategic thinking*. Kogan page publishers.

Kapferer, Jean-Noel/Bastien, Vincent (2012) *The Luxury Strategy; Break the Rules of Marketing to Build Luxury Brands*. Kogan Page; 2nd edition
 Brand Equity Long Term. Kogan Page Publishers. 4th Edition
 Keller, K.L., 2012. *Strategic Brand Management: Building, Measuring and managing Brand Equity*. Pearsons Education. 4th Edition.
 Keller, K.L., Parameswaran, M.G. and Jacob, I., 2011. *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
 Klimchuk, Marianne R./Krasovec, Sandra A., 2013. *Packaging Design: Successful Product Branding from Concept to Shelf*. John Wiley & Sons; 2nd edition
 Kotler, P. and Keller, K. L. 2015 *Marketing Management*. 15th ed. Essex, Pearson
 Okonkwo, U., 2016. *Luxury fashion branding: trends, tactics, techniques*. Springer
 Okonkwo, Uche., 2007. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Palgrave Macmillan
 Pickton, D., Broderick, A., *Integrated Marketing Communications*. Financial Times/Prentice Hall
 Posner, H. 2011, *Marketing Fashion*, Laurence King Publishers
 Rosenbaum-Elliott, R., Elliott, R.H., Percy, L. and Pervan, S., 2015. *Strategic brand management*. Oxford University Press, USA.
 Stanton, N. (2009), *Mastering Communication*. Capstone
 Tungate, M., 2012. *Fashion Brands: Branding Style from Armani to Zara*. Kogan Page; 3rd Edition
 Van Dijk, M., 2009. *Luxury Fashion Management: Brand and Marketing Management in the ever-changing Luxury Fashion Industry*. VDM Verlag
 Wheeler, A., 2013; 2012. *Designing brand identity: An essential guide for the whole branding team* (Fourth;4. Aufl.;4th;4; ed.). Hoboken, New Jersey: Wiley.

Selection of academic journal articles accessible via Regent's Discovery database:

European Journal of Marketing
 Journal of Advertising Research
 Journal of Brand Management
 Journal of Fashion Marketing and Management: An International Journal
 Journal of Global Fashion Marketing
 Journal of Marketing Management
 Journal of Marketing Communications
 Journal of Product and Brand Management
 Journal of product innovation management

Electronic Resources: (including websites)

WGSN
 Kantar Fashion World Panel
 Fashion Monitor
 Euromonitor: Luxury Goods database
 Drapersonline.com
 Showstudio.com
 Vogue.com