

Module code	FSM708	Level	7
Module title	Fashion Marketing Communications Strategies	Credit value	20
Programme(s) on which the module is taught	MA International Fashion Marketing	ECTS Credits	10
		Notional learning hours	200

1. Pre-requisite modules

None

2. Module aims and objectives

This module will explore how fashion marketing communications strategies and their delivery are conceived, planned and implemented in an increasingly international fashion market place to establish new brands and reinforce and revitalise established brands. The module will give you the knowledge and skills to create comprehensive integrated communications strategies for the marketing of fashion that take account of the dynamic and fluid nature of the fashion industry. You will discuss and debate the future of fashion marketing and the adoption of new technologies including the continual global expansion of social media, multi-channel marketing and media channel convergence. You will analyse how fashion marketing communications are changing within the context of the challenges to the fashion system and how innovative brands are exploring new ways of engaging with consumers.

You will work on a live group project and produce marketing communications solutions and strategies for a fashion brand, incorporating the latest applications, tools and technologies. You will look to the future to propose and develop marketing communications strategies that will remain contemporary as the fashion industry responds to change and fashion consumers demand more from their purchases and the brands they support.

3. Learning outcomes

A) Knowledge and understanding

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

A3.Independently and critically synthesize philosophies, theories and methodologies underlying a social science approach to international fashion marketing with specific reference to the international fashion marketing communications environment, integrated fashion marketing communications and fashion advertising.

B) Skills

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

- 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 communications.
- B5.Independently evaluate, critique, and reconstruct theories and concepts for international fashion marketing communications and where appropriate propose new hypotheses in dealing with uncertainty and complexity, and the requirements of different cultures and systems.
- 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 marketing communications.
- 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 marketing communications environment
- Fashion marketing communication theory
- The changing landscape of fashion media communications
- Integrated fashion marketing communications
- Mass communication vs targeted communications
- Internationalisation of communications - standardisation and adaptation
- Personalisation and targeted offers - data driven direct marketing
- International regulatory frameworks
- Ethics & sustainability in fashion marketing communications
- Integrated fashion marketing communications – digital convergence
- Digital marketing tools and new technologies
- Influencers, sponsorship and celebrity endorsements
- Models of advertising
- The changing face of public relations
- Retail landscape – the changing face – dynamic visual merchandising
- The Virtual store environment
- The Growth of sales promotions
- Immediacy and the effect on the fashion system and communications
- The Role of trade marketing communications- B2B communications

5. Learning and teaching methods

The approach to learning on this module will combine tutor directed learning through contact time in scheduled classes, associated learning activities and self- directed independent study. The overall learning and teaching strategy is designed to ensure that the learning outcomes set out will be achieved.

The module will involve the following learning and teaching methods:

- Lectures, seminars and academic tutorials
- Guest speakers in class and at larger Regent's events
- External visits
- Master classes, including CAD and visual presentation skills
- Progress tutorials
- Presentations
- 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 (B3, B7)

Week 3 - 7 (30% Mark) - Presentation: A 15 -minute individual presentation that addresses the specific requirements set out in a detailed assessment brief provided on commencement of the module. The focus will be an analysis of an international fashion brand that demonstrates innovation within their fashion marketing communications strategies. You should use PowerPoint or equivalent software to create a professional standard of presentation.

Assessment 2 (A3, B5, B7)

Week 10 (50% Mark) - Group Fashion Marketing Communications Project – produce an innovative fashion marketing communications strategy for an international fashion brand. This is a live project with an existing brand and you will present your work to the brand as well as to your tutor(s). The fashion brand will be determined by the tutor and may change on a yearly basis.

The Strategy will be presented in a PDF format, allowing for digital and print based outcomes as set out in the project brief. The presentation must include a justification of the strategy, based on sound research within the fashion marketplace, media plan and creative brief. It should also set out the full range of communications channels proposed within the integrated communications strategy. The 4,000 word project submission will include visuals to support your integrated marketing communications strategy.

Assessment 3 (B8)

Week 11 (20% Mark) – Self-reflective Essay – focusing on the effectiveness of your group fashion marketing communications project. The essay should critically evaluate your engagement with the project and the role you played in the group work. This 1000 word essay should reference your involvement in the project outcomes.

7. Mapping of assessment tasks for the module

Assessment tasks	A3	B3	B5	B7	B8
Assessment 1 - Presentation		✓		✓	
Assessment 2 - Group Fashion Marketing Communications Project	✓		✓	✓	
Assessment 3 - Self-reflective Essay					✓

9. Key reading

Books

- Arnold, Chris (2009) *Ethical Marketing and the New Consumer: Marketing in the New Ethical Economy*. John Wiley & Sons
- Blythe, J., 2006. *Principles and Practice of Marketing*, Jennifer Pegg Cambridge.
- Bradley, F., 2005. *International marketing strategy*. Pearson Education.
- Chaffey, D. and Ellis-Chadwick, F., 2012. *Digital marketing*. Pearson Higher Ed.
- Copley, P., 2004. *Marketing communications management: concepts and theories, cases and practices*. Routledge.
- Czinkota, M.R. and Ronkainen, I.A., 2013. *International marketing*. Cengage Learning.
- Davis, Aeron (2013) *Promotional Cultures: the Rise and Spread of Advertising, Public Relations, Marketing and Branding*. Polity Press
- De Mooij, M., 2013. *Global marketing and advertising: Understanding cultural paradoxes*. Sage Publications.
- Easey, M. ed., 2009. *Fashion marketing*. John Wiley & Sons.
- Egan, J., 2014. *Marketing communications*. Sage Publications; 2nd Edition.
- Fill, C. and Turnbull, S. 2016. *Marketing Communications: Discovery, Creation and Conversations*. Pearsons; 7th Edition
- Fill, Chris (2013) *Marketing Communications: Brands, Experiences and Participation*, Pearson
- Gill, P. and Petrizzi, R. 2012. *Marketing Fashion*. Fairchild Books
- Jackson, T. and Shaw, D., 2008. *Mastering fashion marketing*. Palgrave Macmillan.
- Jin, B. and Cedrola, E. 2017. *Fashion Branding and Communications: Core Strategies of European Luxury Brands*. Palgrave Pivot
- Lea-Greenwood, G., 2013. *Fashion marketing communications*. John Wiley & Sons.
- Pickton, D. and Broderick, A., 2001. *Integrated marketing communications*. Harlow: Prentice Hall.
- McNeil, P and Riello, G 2016. *Luxury a rich history*. Oxford Press.
- Ryan, D., 2016. *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.
- Schindehutte, M. Morris, M. and Pitt, L. (2008), *Rethinking Marketing: The Entrepreneurial Imperative*. International Edition: Prentice Hall/Pearson Education.
- Usunier, J.C., Lee, J.A. and Lee, J., 2005. *Marketing across cultures*. Pearson Education.
- Varey, R.J., 2002. *Marketing communication: Principles and practice*. Psychology Press.
- Wertime, K. and Fenwick, I., 2011. *DigiMarketing: The essential guide to new media and digital marketing*. John Wiley & Sons.
- West, D., Ford, J. & Ibrahim, E. (2010) 2nd Ed, *Strategic Marketing: Creating Competitive Advantage* [Paperback] Oxford University Press
- Wilson R. Gilligan C. (2003) *Strategic Marketing & Management*, Elsevier Butterworth Heinemann, Oxford
- Zook, Z. and Smith, P.R. 2016. *Marketing Communications: Offline and Online Integration, Engagement and Analytics*. Kogan Page; 6th Edition.

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

Clothing and Textiles Research Journal

European Journal of Marketing
International Journal of Retail and Distribution Management
Journal of Advertising Research
Journal of Brand Management
Journal of Business Research
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 Retailing
Journals of Retailing and Consumer Services
Retail Merchandiser

Electronic Resources: (including websites)

WGSN
Kantar Fashion World Panel
Fashion Monitor
Euromonitor: Luxury Goods database
Drapersonline.com
Showstudio.com
Vogue.com
Bloomsbury Fashion Central
Bloomsbury Fashion Video Archive (from the end of the year this will be incorporated into BFC)
Bloomsbury Design Library (this has a lot of general design theory content as well as some fashion-specific material)
Common Objective
The Economist
Fashion Monitor
The Financial Times
IBIS World
Passport (Euromonitor)
Press Reader (access to thousands of newspapers and magazines worldwide, inc. all Vogues, Harpers, Elle, etc.)
Statista
WARC