

Module code	FSM712	Level	7
Module title	Fashion PR and the Fashion Show	Credit value	10
Programme(s) on which the module is taught	MA International Fashion Marketing MA Luxury Brand Management	ECTS Credits	5
		Notional learning hours	100

1. Pre-requisite modules

None

2. Module aims and objectives

The aim of this module is to develop your knowledge, understanding and specialist skills in relation to International Fashion PR. Fashion PR plays a pivotal role in the marketing of fashion, communicating brand personality, developing brand awareness, managing brand identity and controlling image and communication. You will learn how to create a PR strategy and how to plan a PR campaign. You will explore the role of fashion PR within an integrated fashion communications strategy. Considerable change has taken place within Fashion PR and events in recent years and through research, analysis and debate, you will explore, critically review and theorise about what the future of PR will look like in the light of fast developing new technologies. This will be further supported through guest lecturers who are PR professionals. You will present a proposal for a PR campaign for a new or existing International fashion brand.

You will deepen your knowledge of PR in practice through the example of fashion shows. The fashion show is one of the most significant events in the Fashion PR calendar developing excitement amongst consumers, winning industry acceptance, and driving sales. You will gain knowledge of the historical and contemporary developments of fashion shows and critically examine their cultural significance. You will explore how the show is used to maximise brand awareness and loyalty pre-, during and post event and you will critically analyse the effectiveness of different models of fashion presentation (including the use of new technology). Where possible you will be encouraged to take part in a live fashion PR event or to support a fashion show so that you can test theory against practice.

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 marketing strategies, with specific reference to fashion PR and fashion shows.

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.
- B6. Autonomously select and appraise an area of study/research within international fashion marketing, with specific reference to fashion PR and fashion shows, applying intellectual and practice based knowledge and skills and proposing solutions with authority and originality.
- 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 industry, fashion PR and fashion shows.

4. Indicative content

- Theoretical framework for international public relations
- PR planning
- PR campaigns
- Multiculturalism and public relations
- Standardisation vs Localisation- a need for cultural awareness
- Public relations and the state – central and local governments
- Ethics and codes of professional PR conduct
- Promotion and PR strategy to strengthen brand DNA
- Managing the brand profile - Image and reputation management
- Press or commerciality – the designer decision – the catwalk focus
- Haute Couture & Ready to Wear collections
- Evolution of the fashion show/presentation - relevance in contemporary fashion
- Set design and the need for Innovation
- Principles of event management - Behind the scenes of a catwalk presentation
- Music and the need for multi-sensory reinforcement
- New technology and the catwalk
- Fashion as a cultural reference – The Exhibition
- Fashion film and experience

5. Learning and teaching methods

Taking advantage of the University's London location, you will benefit from being in one of the world's fashion capitals, with a high density of PR and associated organisations nearby. You will learn through a combination of lectures, seminars and practical experiences, with a strong emphasis on autonomous learning with tutorial support which focusses upon your individual strengths and interests. Well-managed, self-directed independent learning is essential to your learning at postgraduate level.

The focus of this module is an industry-linked, project-based mode of study supported by academics with strong specialist knowledge and by professional practitioners. The following learning and teaching methods are employed:

- Lectures, seminars and tutorials
- Guest speakers in class and at larger Regent's events
- Master classes
- 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
- Practical experience of PR and/or Fashion Catwalk event(s)
- Specialist IT – CAD workshops
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10 credit module – 100 learning hours	
Directed learning	33 hours
Lectures	11
Seminars	22
Collaborative Learning	5 hours
Tutorials (1:1 and group)	5
Self-directed learning	62 hours
Preparation for class	12
Self-study after class	20
Preparation for assessments	25
Assessment	5
Total	100

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, B3, B6, B7)

Week 9 (100% Mark) A PR Project – Individually develop a PR campaign for an existing or new fashion brand. The project submission will include visuals and a written justification of the campaign. The campaign should be presented in a PowerPoint presentation or InDesign document. Your submission should include a 2,500-word justification of the campaign in relation to the contemporary international fashion market. The submission must show the development of the campaign. Further guidance will be provided in the module outline, supplied on commencement of the module.

7. Mapping of assessment tasks for the module

Assessment tasks	A1	B3	B6	B7
Assessment 1 – PR Project	✓	✓	✓	✓

8. Key reading

- Black, S., 2013. *Practice of Public Relations*. Routledge.
- Black, S., De La Haye, A., Entwistle, J., Root, R., Rocamora, A. and Thomas, H. eds., 2014. *The handbook of fashion studies*. A&C Black.
- Botan, C.H. and Hazleton, V. eds., 2010. *Public relations theory II*. Routledge.
- Bowdin, G. 2011. *Events Management*. London: Butterworth-Heinemann
- Browne, A. 2016. *Runway: The Spectacle of Fashion*. Rizzoli International Publications
- Culbertson, H.M. and Chen, N., 2013. *International public relations: A comparative analysis*. Routledge.
- Dodge, A. ed., 2015. *Public relations: Strategies and tactics*. New York, NY: Pearson.
- English, B., 2013. *A cultural history of fashion in the 20th and 21st centuries: from catwalk to sidewalk*. A&C Black.
- Evans, C. 2013. *The Mechanical Smile: Modernism and the First Fashion Shows in France and America, 1900-1929*, City, Yale University Press
- Everett, Judith C. 2013. *Guide to Producing a Fashion Show*. New York, Fairchild Publications. 3rd Edition
- Getz, D. and Page, S.J., 2016. *Event studies: Theory, research and policy for planned events*. Routledge.
- Green, Andy. 2001. *Creativity in Public Relations, PR in Practice*. Kogan Page Ltd
- Grunig, J.E., 2013. *Excellence in public relations and communication management*. Routledge.
- Jackson, Tim/Shaw, David (2006) *The Fashion Handbook (Media Practice)*. Routledge; new edition
- Lever, M. and Grand, K. 2016. *Behind the Runway: Backstage Access to Fashion's Biggest Shows*. Roads Publishing, Ireland
- Perlman, Sar/Sherman, Gerald J. 2010. *Fashion Public Relations*. Fairchild
- Poletti, F. and McDowell, C. 2016. *The Fashion Set: The Art of the Fashion Show*. Roads Publishing. Ireland

Scott, David Meerman. 2007. *The New Rules of Marketing & PR: how to use news releases. Blogs, podcasting, viral marketing and online media to reach buyers directly.* John Willey

Solis, B. and Breakenridge, D., 2009. *Putting the public back in public relations: How social media is reinventing the aging business of PR.* FT Press.

Taylor, P. 2012. *How to Produce a Fashion Show from A to Z*, Prentice Hall

Theaker, A., 2013. *The public relations handbook.* Routledge.

Vilaseca, E. 2010. *Runway Uncovered: The Making of a Fashion Show*, Barcelona, Promopress

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 Brand Management

Journal of Business Research

Journal of Fashion Theory

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

Electronic Resources: (including websites)

WGSN

Kantar Fashion World Panel

Fashion Monitor

Euromonitor: Luxury Goods database

bergfashionlibrary.com

coolhunting.com/design

crash.fr

drapersonline.com

fashion156.com

dazeddigital.com

ethicalfashionforum.com

fashioncapital.co.uk

fashionista.com

firstview.com

infomat.com/trends/ontherunway.html

papermode.trendland.net

showstudio.com

vogue.com

wwd.com