

Module code	FSM713	Level	7
Module title	Fashion Retail Marketing	Credit value	10
Programme(s) on which the module is taught	MA International Fashion Marketing	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 Fashion Retail Marketing. The fashion retail sector is a vibrant, dynamic and ever-changing marketplace. Perhaps no other industry is being transformed by the hands of technology as much as retail. E-commerce has stirred both worry and excitement among retail executives as shoppers increasingly change their purchasing patterns. The challenge to brand values, increased competition, lowering price points, through to socially-empowered consumers making research informed choices are placing new demands on retailers to embrace change and get it right. Considerable creativity and innovation is re-invigorating our physical shopping experience, as major retails focus on omni-channel retailing, providing a complete experience to consumers that is engaging, memorable, price considerate and convenient.

You will deepen your knowledge of the fashion retail sector through both theory and primary research in the dynamic fashion capital of London. You will gain knowledge of the fashion retail environment, looking at the physical store, through to the latest development in e-commerce. A forward looking module, you will explore the latest trends within Fashion retail marketing, including story selling, augmented shopping floors, through to data driven visual merchandising. Your research for this module you will also explore the international dimension to fashion retail, and how globalisation is effecting retail practice in areas of business and finance, as well as environmental and ethical issues.

3. Learning outcomes

A) Knowledge and understanding

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

A2. Confidently apply a deep and comprehensive knowledge of, and the inter-relationships between individuals, organisations and institutions operating in the international fashion retail sector and global contextual forces, including geo-political, economic, social, technological, environmental and ethical issues.

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 retailing.
- B6. Autonomously select and appraise an area of study/research within international fashion retailing, applying intellectual and practice based knowledge and skills and proposing solutions with authority and originality.
- 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 retailing.

4. Indicative content

- Fashion retail marketing theory
- Types of fashion retailers
- Internationalisation of fashion retail - major global centres for fashion retailing
- The growth of supermarket fashion
- The retail environment - omni channel retailing – a complete strategy
- E-Tail (e-commerce)/ online retail technology and the phygital experience
- Mobile/App based retailers, E-commerce & analytics, targeted offering
- Store environment and atmospherics – augmented experience
- The physical marketplace (bricks and mortar)
- Retail store design – the social element – the data driven floor plan
- International flagship store – strategic purpose
- Visual merchandising – the environment of visual presentation
- Retail promotions mix
- Retail pricing – pricing policy – pricing consideration – mathematical concepts of pricing,
- Sales promotions - mark downs: seasonal sales, reductions and offers.
- Fashion retail trends - personal selling, pop-ups and concept stores, retailers and designer collaborations, the rise of story-selling, experience design and personalisation
- The future of retailing.

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 the highest density of Fashion Retail outlets in Europe including the boutiques of Marylebone, the hustle and bustle of the Oxford Street District, through to the luxury flagship store of New Bond Street. 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 and research practice in the surrounding areas

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 (A2, B3, B6, B9)

Week 10 (100%) An Individual Written Report – A written report, with supplementary imagery, focusing on fashion retail marketing. The written element must consist of 3,000 words. The report will focus on international fashion retailing, with reference, where appropriate to the effect that globalisation has had on societies, environments and ethical issues. Further detailed criteria, report topics and guidance will be provided in the module outline.

7. Mapping of assessment tasks for the module

Assessment tasks	A2	B3	B6	B9
Assessment 1 - Individual Written Report	✓	✓	✓	✓

8. Key reading

- Barreneche, R.A. and Barreneche, R.A., 2005. *New retail*. London: Phaidon.
- Bruce, M., Moore, C. and Birtwistle, G., 2004. *International retail marketing: a case study approach*. Routledge.
- Clark, J., 2014. *Fashion Merchandising: Theory and Practice*.
- Sullivan, M. and Adcock, D., 2002. *Retail marketing*. Cengage Learning EMEA.
- Cox, R. and Brittain, P., 2004. *Retailing: an introduction*. Pearson Education.
- Diamond, J. and Diamond, E., 2013. *The world of fashion*. Bloomsbury Publishing USA.
- Diamond, J., Diamond, E. and Litt, S., 2015. *Fashion retailing: a multi-channel approach*. Bloomsbury Publishing USA.
- Diamond, J. and Litt, S., 2009. *Retailing in the twenty-first Century*. Fairchild.
- Geddes, I., 2011. The changing face of retail. The store of the future: the new role of the store in a multichannel environment. *London: Deloitte LLP*.
- Goworek, H. and McGoldrick, P., 2015. *Retail Marketing Management: Principles and Practice*. Pearson Higher Ed.
- Kunz, G.I., 2010. *Merchandising: Theory, principles, and practice*. Fairchild Books.
- Larke, R. and Causton, M., 2005. *Japan-A Modern Retail Superpower*. Springer.
- McGoldrick, P.J., 1990. *Retail marketing*. London: McGraw-Hill.
- Morgan, T., 2016. *Visual merchandising: Windows and in-store displays for retail*. Laurence King. 3rd Ed.
- Poloian, L.G., 2013. *Retailing Principles: Global, Multichannel, and Managerial Viewpoints*. Fairchild books.
- Sternquist, B., 2007. *International Retailing*. Fairchild Books, 2nd Ed
- Sternquist, B., 2011. *International retailing: theory and research*. BSC Publishing

Walters, D., & Hanrahan, J., 2000. *Retail Strategy: Planning and Control*. Palgrave Macmillian

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
International Journal of Production Economics
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
The International Review of Retail, Distribution and Consumer Research

Electronic Resources: (including websites)

WGSN
Kantar Fashion World Panel
Fashion Monitor
Euromonitor: Luxury Goods database
bergfashionlibrary.com
businessoffashion.com
coolhunting.com/design
crash.fr
drapersonline.com
fashion156.com
dazeddigital.com
ethicalfashionforum.com
fashioncapital.co.uk
fashionista.com
fashionunited.uk
firstview.com
infomat.com/trends/ontherunway.html
papermode.trendland.net
showstudio.com
stylebubble.co.uk
vogue.com
wwd.com