

Module code	FSM411	Level	4
Module title	The Fashion Consumer and Trends	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	<i>BA (Hons) Fashion Marketing</i>	Teaching Period	Spring

1. Module description

In this module you will study the fashion consumer and trends in consumer markets and products. Analysing consumer motivations as an individual and collective value expressive function in fashion signifying practice.

You will focus on research into consumer attributes, classifications and the trends that and influence fashion, exploring how large scale macro trends arise and considering the role of consumer intelligence and insights.

You will develop an understanding of how cultural, social, personal, and psychological characteristics of consumers affect their buyer behaviour. You will develop an understanding about how consumer attributes including geo-demographics, reference groups, lifestyles, values, attitudes, and behaviours can be used as segmentation variables and affect the positioning strategies of brands. This will develop your understanding of market segments in the process of segmentation, targeting and positioning as the backbone of a strong marketing strategy.

2. Learning outcomes

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

MLO5 Communication

Communicate macro trend arguments/reasoning, orally, visually and in writing in different contexts.

MLO6 Digital Data and Tools

Use digital tools and data to interpret both primary and secondary sources of consumer insights.

MLO8 Discipline Skills

Use creative techniques including digital or traditional tools to create both content and layout.

MLO9 Interdisciplinary Skills

Identify and contrast perspectives from sociological, political, technological, ecological, or economic disciplines to inform the investigation.

3. Learning and teaching methods

Through tutor led presentations, discussion and debate you will learn to interpret key macro trends and develop an understanding of the primary and secondary research methods used in consumer market research. Experiential learning through projects and study trips will enable you to develop your knowledge and understanding of primary research and consumer behaviour. Exercises in critical analysis and evaluation of information will develop skills in these areas. You will learn through creative and practical workshops, the ways in which trends are communicated and market research materials presented in both text based and visual formats. You will also learn to synthesise and present marketing research information by presenting your work to others and by watching the presentations of other students.

Learning hours	
Directed learning	72 hours
Workshops/classes	48 hours
Supervised Studio Activity	24 hours
Guided/Self-guided learning	128 hours
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment 1 Other: Zine

Weight (30%):

Word Count or Equivalent: 1000 word equivalent

You will be asked to produce a visually considered zine. The zines content must interpret an identified macro trend through your own individual interdisciplinary research paying particular attention to the analysis of information to determine the key drivers of this shift. The visual content and physical production of the zine must be reflective of the macro trend investigated. You will also be asked to present the zine to an audience.

Assessment 2 Other: Consumer Insights Publication

Weight (70%):

Word Count or Equivalent: 2000 word equivalent

From the macro trend interpreted in assessment 1 you will be asked to identify a key consumer segment who will be most likely to adopt this trend and create a detailed profile including geo-demographic and psychographic information paying particular attention to attitudes, behaviors and values. You are encouraged to speculate how brands can use this information to better target this consumer with both future products and services. You will be assessed on both primary and secondary research and analysis of the information collected to inform the consumer segment. Alongside this you will also be assessed on the creative communication of information within the publication and encouraged to produce original visual outputs exploring this consumer's lifestyle.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module										
Assessment tasks	LO5	LO6	LO8	LO9						
Macro Trend Zine	X			X						
Consumer Insights Publication	X	X	X							

5. Indicative resources

Recommended texts

Cova, B. et al. (eds.) (2007), *Consumer Tribes*, London: Butterworth-Heinemann.

Divita, L. (2019) *Fashion forecasting*. 5th edn. New York: Bloomsbury Publishing.

Dragt, E. (2017) *How to research trends : move beyond trend watching to kick start innovation*. Amsterdam: BIS Publishers.

Farrelly, L. (2001) *Zines*, Booth-Clibbon Editions

Klanten, R. Mollard, A. Hubner, M. (2011) *Behind the zines : self-publishing culture*. Gestalten

Kim. E, Fiore. A.M & Kim. H, (2013). *Fashion Trends: Analysis and Forecasting*. Bloomsbury.

Mink Rath, P., Petrizzi, R. and Gill, P. (2012) *Marketing fashion : a global perspective*. New York: Fairchild Books

Proctor, T. (2005) *Essentials of Marketing Research*, Harlow: Pearson Education Limited.

Rath, P.M. Bay, S. and Petrizzi, R. (2016) *The why of the buy : consumer behavior and fashion marketing*. 2nd edn. New York: Bloomsbury.

Raymond, M. (2010) *The Trend Forecasters Handbook*, Laurence King

Tamagni, D. (2015) *Fashion tribes*, Abrams

Triggs, T. (2010) *Fanzines*. Thames & Hudson.