

Module code	FSM509	Level	5
Module title	Innovation in the Fashion Environment	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Fashion Marketing	Teaching Period	Spring

1. Module description

This module builds upon your introductory knowledge and skills of fashion marketing and promotion. The module will focus on the challenges of the contemporary fashion environments with a focus on how technology is changing it. This includes how businesses can create sustained competitive advantage and respond to market opportunities through brand activations. You will consolidate your understanding of fashion marketing through the retail environment including retail spaces and experiences and the importance of omni-channel in the contemporary customer journey. You will also be introduced to fashion events and experiences for different audiences.

This module will culminate in offering solutions to challenges and realising aspects of those creative ideas. You will explore ideas and develop concepts for your own innovation project.

2. Learning outcomes

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

LO1 Collaboration

Collaborate and use appropriate networks to solve challenges, emulating an industry environment

LO4 Decision-making

Analyse and reflect on different ideas and methodologies of analysing consumer value creation, including your own, to inform decision making

LO6 Digital Data and Tools

Analyse and use digital tools in response to a creatively applied brief.

LO10 Human and Environmental Impact

Analyse the impact that sociological, technological, or economic innovations have had on people, consumption and on the environment.

3. Learning and teaching methods

Tutor-led presentations and experiential learning will be used to develop your understanding of both contemporary fashion retail environments and experiential marketing and events in this rapidly changing and competitive area. You will examine case studies through tutor-led presentations, and you will develop your critical thinking skills through analysis, discussion and debate. The module will also involve you in learning through study visits, individually and/or with your lecturer where you will consolidate your learning in the marketplace. You will be supported in creating a strategic plan with associated creative work through class content and creative workshops with your lecturers.

You may also be involved projects designed to put you in 'real-life' situations as you develop your knowledge and skills through 'hands-on' experiences. This may include the responsibilities of producing a fashion event enabling you to learn at first hand.

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: Presentation (Group Assessment)

Weight (%): 30

Word Count or Equivalent: 10mins

During the course of the module, you will be allocated into different groups, in order to work together in and outside of class, exploring an innovative topic covered during the sessions in more detail. You will also be asked to engage in critical reflection and peer feedback process during others' presentations. Each of these presentations will be assessed, and the most successful of the series will form the graded basis of this component alongside the assessed engagement with reflective processes.

Assessment 2: Project Work

Weight (%):70

Word Count or Equivalent: 2500 word equivalent

You will be asked to submit a strategy with accompanying original creative work and planning. This should be laid out in a creative publication style document. The strategy should demonstrate utilization of the topics explored through the presentations and address innovative methods of customer value creation through its objectives and map it through to the creation of marketing tactics.

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	LO1	LO4	LO6	LO10						
Presentation and Reflection	X	X								
Innovation Strategy		X	X	X						

5. Indicative resources

Recommended texts

Bailey, S., Baker, J. (2021) *Visual Merchandising for Fashion*. London: Bloomsbury.

Bedoni, W. (2017) *Social Media for Fashion Marketing Storytelling for a Digital World*. London: Bloomsbury

Chaffey, D. and Ellis-Chadwick, F. (2019) *Digital Marketing: Strategy, Implementation and Practice*. 7th Edition. Pearson

Diamond, E. Diamond, J. and Litt, S.. (2015) *Fashion retailing : a multi-channel approach*. Fairchild Books.

Fill, C. and Turnbull, S. (2019) *Marketing communications : touchpoints, sharing and disruption*. 8th edn. Harlow: Pearson.

Forney, J, Prof, Sullivan, P, Prof., Youn-Kyung Kim, Prof. (2020) *Experiential Retailing: Concepts and Strategies That Sell*, Fairchild Books.

Hanlon, A. (2019) *Digital marketing : strategic planning and integration*. Lonson: SAGE.

Kapferer, J.-N. (2012) *The new strategic brand management : advanced insights and strategic thinking*. L5th edn. London: Kogan Page

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

Pine, B.J. and Gilmore, J.H. (2011) *The experience economy*. Harvard Business Review Press.

Stephens, D. (2017). *Reengineering Retail: The Future of Selling in a Post-Digital World*. Figure 1 Publishing

Varley, R. Roncha, A. and Radclyffe-Thomas, N. (2019) *Fashion management : a strategic approach*. Red Globe Press.

West, D., Ford, J. & Ibrahim, E. (2010) 2nd Ed, *Strategic Marketing: Creating Competitive Advantage* Oxford University Press