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|----------------------------------------------|-----------------------------------|---------------------|----------|
| <b>Module code</b>                           | <b>FSM</b>                        | <b>Level</b>        | <b>7</b> |
| <b>Module title</b>                          | <b>Live Lab: Industry Project</b> |                     |          |
| <b>Status</b>                                | Core                              |                     |          |
| <b>Teaching Period</b>                       | Spring                            |                     |          |
| <b>Courses on which the module is taught</b> | MAIFM                             |                     |          |
| <b>Prerequisite modules</b>                  | N/A                               |                     |          |
| <b>Notional learning hours</b>               | 200                               | <b>Credit value</b> | 20       |
|                                              |                                   | <b>ECTS Credits</b> | 10       |
| <b>Field trips?</b>                          | YES                               |                     |          |
| <b>Additional costs</b>                      | YES                               |                     |          |
| <b>Content notes</b>                         | N/A                               |                     |          |

## 1. Module description

This module requires you to dive into practitioner mindset and respond to a genuine business problem working alongside a global fashion brand. This project is rooted in the realities of the international fashion industry, where brands must adapt quickly to shifting consumer behaviours, emerging technologies, and evolving cultural and commercial landscapes.

By studying emerging marketing trends, changing consumer behaviours, and future opportunities and extensively researching brand KPIs, targets and objectives, you will move from insight to action, developing a creative solution that aligns with both brand strategy, commercial awareness and the evolving global fashion landscape as it shifts towards sustainability, digital engagement, and changing consumer expectations.

Learning takes place through industry-led workshops, guest talks and collaborative working, supporting the use of strategic thinking, critical analysis and practical and professional communication. You will explore emerging market trends in sectors within and beyond the fashion industry, consider future opportunities and changing practices and be encouraged to try tactical plans, considering “what’s next?” and “what if?” in the field of fashion marketing. The module will culminate in the production and presentation of ideas to the fashion client designed to be actionable, relevant, and future-focused.

## 2. Learning Outcomes

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

(LO 1): Collaborate, show leadership, team and negotiation skills in your live project and use professional networks to solve challenges in complex and ambiguous situations.

(LO 2): Innovate, create and implement new ideas and methodologies in your fashion project to combine intellectual curiosity with creativity skills.

(LO 8): Integrate and employ advanced techniques, tools and knowledge of practices used in international fashion marketing for practical purposes.

(LO 9): Implement different disciplinary approaches in proposing insights into multifaceted complex industry based challenges.

### 3. Learning and teaching methods, and reasonable adjustments

The teaching and learning strategy consists of workshops and studio seminars. You will be encouraged to experiment with discipline-specific methods and practices regarding ideation, research, branding, marketing and communication strategies in workshop and tutorials that simulate workplace scenarios. Your learning will further extend through additional asynchronous online activities. Field visits and industry guest lecturers will be drawn upon to enhance students' learning. All module materials will be made available to students via the University's VLE including journal articles, academic reading and selected books and journals. The assignments will allow you to reflect on your understanding of cross-disciplinary and fashion marketing practices in the international fashion industry.

| Learning hours                                                           |                                                                                                |
|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>Directed learning</b>                                                 | <b>48 hours</b>                                                                                |
| Workshops/studio seminars/supervised studio activity and group tutorials | 48 hours  |
| <b>Guided/Self-guided learning</b>                                       | <b>152 hours</b>                                                                               |
| <b>Total</b>                                                             | <b>200 hours</b>                                                                               |

Reasonable adjustments will depend on a Student Support Agreement. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').



### 4. Assessments and weighting, reasonable adjustment, and feedback methods

#### Assessment component 1: Project

**Weight (%):** 100%

**Word Count or Equivalent:** 3,500 words or presentation time of 18 minutes maximum or equivalent.

For this assessment you will respond to a live industry brief which will present a real-world business problem currently faced by the fashion company. You will investigate the challenge, generate insights and develop a set of strategic, creative and commercially viable solutions. This project simulates professional practice and requires you to work collaboratively, communicatively and effectively and to develop leadership and team motivation skills. You will ultimately produce a solution-led, iterative proposal that demonstrates industry awareness, critical and creative thinking, professionalism and innovation in the field of international fashion marketing through multiple deliverables.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

| Assessment components | LO1 | LO2 | LO8 | LO9 |
|-----------------------|-----|-----|-----|-----|
| Live industry project | X   | X   | X   | X   |

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

## 5. Indicative resources

This is dependent on your Project. Your tutor(s) will give you more appropriate reading material.

Csikszentmihalyi, M (2022) Flow: the psychology of optimal experience. Harper Perennial.

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

D'Souza, S. (2023). Effective Business Networking: What The Best Networkers Know, Say and Do. Harlow: Pearson/Prentice Hall.

Faddell, T (2022) Build: An Unorthodox Guide to Making Things Worth Making. Bantam.

McDaniel, L. & Gates, R. (2012) Marketing Research, 9th ed, international student version, Chichester: John Wiley

Carlstrom, E (2023) Collaborative Leadership and Innovation: management, strategy and creativity. Routledge.

Osterwalder, A., Pigneur, Y. and Clark, T (2014) Value Proposition Design: How to Create Products and Services Customers Want. Wiley.

Osterwalder, A. *et al.* (2020) *The Invincible Company : How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models*. Hoboken, NJ: Wiley.

## Relevant Web/Database sources

Bloomsbury Fashion Central <https://www.bloomsburyfashioncentral.com/>  
Business Insights Global  
<https://link.gale.com/apps/menu?userGroupName=regents&prodId=MENU&aty=shibboleth>  
Common Objective <https://www.commonobjective.co/>  
Drapers online <https://www.drapersonline.com/>  
Euromonitor <https://www.portal.euromonitor.com/>  
Fashion Monitor <https://www.fashionmonitor.com/home>  
Ibis World <https://services.ibisworld.com/>  
Sage <https://methods.sagepub.com/>  
Statista <https://www.statista.com/homepage>  
The Business of Fashion: [www.businessoffashion.com](http://www.businessoffashion.com)  
The Economist <https://www.economist.com/>  
The Financial Times: <https://www.ft.com/luxury-goods>  
WARC <https://www.warc.com/>  
WGSN <https://www.wgsn.com/en>