



MODULE SPECIFICATION

Part 1: Information			
Module Title	Retail and Fashion Marketing: Design and Delivery		
Module Code	UMKDR6-15-M	Level	M
For implementation from	January 2019/20		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Bristol Business School	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	MSc Marketing , MSC Marketing Communications		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>Retailing is fundamentally important to the UK, European and World Wide economy It is necessary to understand the fundamental constructs of retail marketing because as consumers we use retail services on a daily basis. This course will examine the retailing fashion industry from its beginnings to researchers' predictions for the future understanding needed to operate in what is a dynamic and ever-changing global industry. This module will provide students with understanding and a broad range of skills in the key functional areas of business and yet provide them with specialist knowledge in the area of Retail and Fashion Marketing.</p> <p>Areas of specialist knowledge will be covered including; the importance of brand building and brand marketing, and explore specialist aspects of fashion marketing, such as sustainable fashion marketing, digital fashion marketing, customer relationship management, international fashion marketing, creative retailing and developing marketing strategies for retail and fashion brands.</p> <p>As well as individual work there will be opportunities for collaboration with other students on Group projects, and potentially the opportunity to interact with Fashion industry professionals through guest speakers.</p> <p>In this module you will cover:</p> <ol style="list-style-type: none"> 1. Fashion marketing and the micro and macro marketing environment 2. Retail/fashion theories and strategic approaches 	

<ol style="list-style-type: none"> 3. Forecasting fashion. The product mix, Target marketing and Range planning 4. Fashion Marketing Communications including theoretical models and strategic approaches 5. Customer service and the consumer experience 6. Brand management and the brand narrative within a local and global context 7. Critical Perspectives in Ethical, Corporate Responsibility and Sustainable Fashion 					
<p>Learning in the module will be achieved through a combination of class-based activity and independent study. The classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine formal lecturing with a wide range of participative activities including case studies, problem-solving activities and group discussion. The sessions require a significant amount of preparation by the students in advance and they are issued with a course handout detailing the overall aims of the module together with expected reading and questions to be addressed.</p>					
Part 3: Assessment					
<p>Students will be expected to identify a specific project focus within the field of Retail/Fashion marketing, and to relate this to existing scholarship in retail and fashion studies as well as to industry case studies, strategies and reports.</p> <p>Component A is a 20-minute group presentation focused on the evaluation and critique of a fashion brand/event/campaign.</p> <p>Component B is a 2000-word individual report designing a marketing and communications strategy, building on the evaluation and critique of the chosen brand/event as detailed in Component A.</p> <p>Formative assessment and feedback will be provided in weekly workshop sessions during which students will develop their ideas for both Components A and B.</p>					
Identify final timetabled piece of assessment (component and element)	Component B				
% Weighting between components A and B (Standard modules only)	<table border="1" style="width: 100%;"> <tr> <td style="text-align: center;">A:</td> <td style="text-align: center;">B:</td> </tr> <tr> <td style="text-align: center;">40%</td> <td style="text-align: center;">60%</td> </tr> </table>	A:	B:	40%	60%
A:	B:				
40%	60%				
First Sit					
Component A Description of each element	Element weighting				
1. Group presentation (20 minutes)	100%				
Component B Description of each element					
1. Individual report (2000 words)	100%				
Referral (further attendance at taught classes is not required)					
Component A (controlled conditions) Description of each element	Element weighting				
1. Individual presentation (10 minutes Recorded PowerPoint virtual presentation) with 250 word reflection on group skills	100%				
Component B Description of each element					
1. Individual Report (2000 words)	100%				

Part 4: Learning Outcomes & KIS Data																					
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <p>Apply marketing and branding concepts and theories in a retail/fashion context. (Component A&B)</p> <p>Evaluate and explain the factors that influence retail/fashion marketing development including the product mix, range planning and targeting (Component A)</p> <p>Demonstrate knowledge of planning and management of a retail/fashion brand/event (Component B)</p> <p>Design a marketing and communications strategy for a retail/fashion brand/event (Component B)</p> <p>Demonstrate a critical awareness of fashion product development, relevant industry technologies in a local/global context (Component A&B)</p> <p>Develop group working skills (A)</p>																				
Key Information Sets Information (KIS)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: left;">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="text-align: center;">15</td> </tr> <tr> <th style="text-align: center;">Hours to be allocated</th> <th style="text-align: center;">Scheduled learning and teaching study hours</th> <th style="text-align: center;">Independent study hours</th> <th style="text-align: center;">Placement study hours</th> <th style="text-align: center;">Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">24</td> <td style="text-align: center;">126</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	24	126	0	150
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test</p>																				
Total Assessment	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">60%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">40%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	60%	Practical exam assessment percentage	40%		100%										
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Reading List	https://rl.talis.com/3/uwe/lists/08BF3796-C471-D912-F194-1E4AD16149F1.html																				

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First CAP Approval Date	<i>Date of first CAP approval</i>			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	<i>1</i>	<i>Link to RIA</i>