



Module Specification

Retail and Fashion Marketing Design and Delivery

Version: 2023-24, v2.0, 12 Jul 2023

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Part 1: Information

Module title: Retail and Fashion Marketing Design and Delivery

Module code: UMKDR6-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus:

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.

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.

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.

Part 3: Teaching and learning methods

Teaching and learning methods:

In this module you will cover:

Fashion marketing and the micro and macro marketing environment

Retail/fashion theories and strategic approaches

Forecasting fashion. The product mix, Target marketing and Range planning

Fashion Marketing Communications including theoretical models and strategic approaches

Customer service and the consumer experience

Brand management and the brand narrative within a local and global context

Critical Perspectives in Ethical, Corporate Responsibility and Sustainable Fashion

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Apply marketing and branding concepts and theories in a retail/fashion context.

MO2 Evaluate and explain the factors that influence retail/fashion marketing development including the product mix, range planning and targeting.

MO3 Design a marketing and communications strategy for a retail/fashion brand/event.

MO4 Demonstrate a critical awareness of fashion product development, relevant industry technologies in a local/global context.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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.

Task A is a 20-minute group presentation focused on the evaluation and critique of a fashion brand/event/campaign.

Task 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 task A.

Formative assessment and feedback will be provided in weekly workshop sessions during which students will develop their ideas for both tasks.

Assessment tasks:

Presentation (First Sit)

Description: Group Presentation (20 Minutes)

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4

Report (First Sit)

Description: Individual Report (2000 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Presentation (Resit)

Description: Presentation (Group of one allowed - in which case 20 minutes Recorded Power Point virtual presentation with 250 word reflection on group skills).

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4

Report (Resit)

Description: Individual Report (2000 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24