



Module Specification

Retail and Fashion

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Part 1: Information

Module title: Retail and Fashion

Module code: UMKDWP-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

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: Focuses on marketing and brand strategy in the fashion and lifestyle industry. Explore how brands become distinctive and desirable, discovering how they identify their unique selling points to position themselves in the market. The module explores how brands communicate with consumers through innovative ideas, strategic delivery, and visual communication. The fashion industries sustainability credentials are explored to include the interconnectedness of sustainability, business

and technology, and the changing nature of consumption and consumer behaviour for fashion.

Features: Not applicable

Educational aims: Provide students with understanding and a broad range of skills in the key functional areas of business and provide them with specialist knowledge in Retail and Fashion Marketing

Outline syllabus: 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 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.

Part 3: Teaching and learning methods

Teaching and learning methods: 2 hours per week in a seminar format, plus online recorded material.

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

MO1 Apply marketing, branding concepts and theories to a retail/fashion specific context

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

MO3 Demonstrate knowledge of planning and management of a retail/fashion brand/event

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/E04000EA-1AFF-11AC-7467-B404CFBC8C06.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/E04000EA-1AFF-11AC-7467-B404CFBC8C06.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: First sit: A 2000-word Group Project. Designing a Marketing and Communications strategy. Groups will produce a report to demonstrate the application of marketing, branding concepts and theories to a retail/fashion specific context.

The resit assessment consists of:

- i. A reflective statement of no more than 500 words .
- ii. A 1500 word Group Project designing a marketing and communications strategy, building on the evaluation and critique of the chosen brand/event.

Both should be submitted in one document.

Assessment tasks:

Project (First Sit)

Description: A 2000-word group project designing a marketing and communications strategy, building on the evaluation and critique of a chosen retail or fashion brand/event.

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3

Project (Resit)

Description: Retail and Fashion Marketing Project. Groups of one are permitted.

The resit assignment consists of:

- i . A reflective statement of no more than 500 words.

- ii. A 1500 word group project designing a marketing and communications strategy, building on the evaluation and critique of the chosen brand/event.

These should be submitted in a single document.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24