

MODULE DESCRIPTOR

Module Title	Creative Marketing for Fashion
Course Title	BA Fashion Communication
School	☐ ASC ☒ ACI ☐ BEA ☐ BUS ☐ ENG ☐ HSC ☐ LSS
Division	
Parent Course (if applicable)	
Level	Level 5
Semester	Semester 2
Module Code (<i>showing level</i>)	CIN_5_CMF
JACS Code (completed by the QA)	
Credit Value	20 credit points
Student Study Hours	Contact hours: 48 Student managed learning hours: 152
Pre-requisite Learning	
Co-requisites	
Excluded combinations	
Module co-ordinator	TBC
Short Description (max. 100 words)	The students will familiarise themselves with key principles of fashion marketing and marketing communication tools and media. They will become familiar on how marketing communications can be used to

	support strategic objectives. Through a series of lectures, seminars and workshops, students will learn to identify strategic marketing opportunities. The new digital media landscape will be explored along with the opportunities that offers to reach consumers. As a result, students will learn how to develop innovative fashion marketing communication plans, set realistic and measurable goals and work with a budget.
Aims	The module aims to: • Introduce students to strategic fashion marketing communication planning and how to work with measurable goals budgets. • Familiarise students with key principles of fashion marketing & fashion marketing communication • Explore communication theories and strategies and cross-media communication plans • Enable students to explore the opportunities of tradition and new media to reach consumers • Facilitate students to conduct market analysis and identify innovative fashion communication opportunities
Learning Outcomes (4 to 6 outcomes)	Knowledge and Understanding A5.5 – Demonstrate knowledge of contemporary marketing concepts and principles and their application in practical settings. Intellectual Skills: B5.3 - Analyse the role of advertising planning in the brand building process and gather and interpret relevant data to form well-reasoned arguments relating to marketing issues Practical Skills: C5.1 - Communicate persuasively in writing and in person to deliver a rational and motivating message Transferable Skills: D5.3 - Demonstrating creative and strategic marketing skills
Employability	This module prepares student to devise strategic marketing plans that will function within an organisational setting and also to prepare students for freelance work.
Teaching and learning pattern	Contact hours includes the following: (please click on the checkboxes as appropriate) ☒ Lectures ☐ Group Work ☒ Seminars ☒ Tutorial ☐ Laboratory ☒ Workshops

	☐ Practical ☐ VLE Activities
Indicative content	Content: • Key principles of fashion marketing & fashion marketing communication; marketing communication tools; fashion marketing mix; the marketing environment • Situation analysis & market analysis; marketing strategy; segmentation, targeting and positioning process • Communication theories & strategies • Advertising strategy & creative communication; promotional mix • Cross-media communication strategies • Strategic marketing communication planning for fashion & creation of marketing plans • Working with budgets and KPIs • Evolving forms of marketing communication; new fashion marketing strategies and applications; the new digital marketing landscape • The future of marketing for fashion
Assessment method (Please give details – of components, weightings, sequence of components, final component)	Formative assessment: Verbal presentation Summative assessment: CW1: Practical Portfolio: 100% Development of an individual marketing plan
Mode of resit assessment (if applicable)	Formative assessment: Same as original where feasible Summative assessment: Same as original - unless otherwise agreed at Subject Area Board
Indicative Sources (Reading lists)	Core materials: 1. Juska, J. (2022) Integrated marketing communication: advertising and promotion in a digital world. Routledge 2. Kotler, P. Keller, K. L. & Chernev. A. (2022) Marketing management. Pearson Education 3. Luttrell, R. (2022). Social media: how to engage, share, and connect 4. Solomon, M. R. and Mrad, M. (2022). Fashion and luxury marketing. London: Sage. 5. Varley, R. Roncha, A. & Radclyffe-Thomas, N. and L. Gee. (2019) Fashion management: A strategic approach. London: Bloomsbury.

	Optional reading: 1. Moore, G. (2021) Fashion promotion: building a brand through marketing and communication. Bloomsbury Publishing 2. Kotler, P. (2021) Principles of marketing
Other Learning Resources	1. Mintel 2. WGSN 3. Business of Fashion 4. Business Week 5. Campaign - https://www.campaignlive.co.uk 6. Retail Week 7. Forbes