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London South Bank University

Module Guide Fashion Events and Promotion SEMESTER 2



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BA (Hons) Fashion Promotion with Marketing Level 5

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	Core reading: WARC.....	Error! Bookmark not defined.

1. MODULE DETAILS

Module Title:	Fashion Events and Promotion
Module Level:	Level 5
Module Reference Number:	CIN_5_FEP.1
Credit Value:	20
Student Study Hours:	
Contact Hours:	48
Student Managed Learning Hours:	152
Pre-requisite Learning (If applicable):	None
Co-requisite Modules (If applicable):	None
Course(s):	BA (Hons) Fashion Promotion and Marketing
Year and Semester	Level 5, Semester 2
Module Coordinator:	Ronke Fashola
MC Contact Details:	fasholr@lsbu.ac.uk
Subject Area:	Creative Industries
Summary of Assessment Method:	<i>Formative Assessment:</i> Formative assessment is given at review points during the module. <i>Summative Assessment:</i> CW1 Fashion Event: 50% and CW2. Presentation: 50%

2. SHORT DESCRIPTION

Meticulously planned fashion events are firmly locked into the promotional mix to support designers and brands to provide healthy returns on their investments. This module investigates the planning, management and promotional activities associated with fashion events such as fashion shows, fashion weeks, press days, trade shows, “pop up” shops, photo-calls, launches, exhibitions and virtual events, directed at both industry professionals and the public. Students explore the use of spectacle and multi-sensory environments to communicate messages in ways that can affect the audience on emotional, psychological and physical levels, together with the vast array of social media, PR and promotional strategies used to attract and support them.

Students are encouraged to promote their work and/or the work of their peers through planning and managing their own fashion event at the culmination of the module.

3. AIMS OF THE MODULE

The module aims to:

- Introduce students to the significance of fashion events within the practice of fashion promotion
- Examine the concept of “Experience Marketing” and the use of spectacle in fashion promotion to attract and engage specific target audiences

- Familiarize students with noteworthy events in the fashion calendar and the differences between 'trade' and public events

Instil professional, industry-standard working practices through getting students to work collaboratively to tight deadlines, using effective organisation and management strategies in event planning, production and promotion

4. LEARNING OUTCOMES

On completion of this module a student will be able to:

Knowledge and Understanding:

- Apply knowledge and understanding of contemporary principles, processes and technologies in fashion event planning and management in a practical context

Intellectual Skills:

- Demonstrate a professional approach to working within a production team that supports the need to be flexible, manage expectations and be open to change and new ideas.

Practical Skills:

- Develop the ability to act creatively and entrepreneurially to research, generate and realise ambitious ideas to co-produce and/or manage an event in response to the requirements and time constraints of a professional project brief.
- Develop the ability to pitch ideas successfully

Transferable Skills:

- Build and maintain effective collaborative relationships with others from a range of backgrounds, cultures and disciplines both internally and externally to the organisation, demonstrating effective networking potential.
- Developing interpersonal skills in effective persuasion and presentation within a collaborative group context.

5. ASSESSMENT AND SUBMISSION DETAILS

Formative Assessment:

Formative assessment is given at review points during the module.

Summative Assessment:

1A. Fashion Event & Support : 50% *This will commence later in the year*

- A group event. Showcasing your and management responsibilities of the sub-production team and overall effectiveness during the event. Successfully selling and promoting commercial products to the public and contribute to your final portfolio with professional visual evidence. Students will be required to network and support each other throughout this project.

1A Fashion Event & Support : 50%

*****Replacement Assessment due to Convid19. Spitalfields market will now be replaced with an ETSY shopping page OR ECOMMERCE SHOPPING PAGE**

A group internet shop set up.

You are to produce 1 page on Etsy demonstrating your brand identity, product knowledge and visual aesthetics of your brand and product. This should be fully supported with clear marketing strategy and evidence of social media messaging to communicate the brand to the public.

1B . A creative visual report and research folder evidencing your journey

2,000 words.

Students will be expected to include:

- Introduction
- Conclusion
- Bibliography
- Evidence of your planning process throughout
- Evidence of primary and secondary research
- Clear understanding of your brands needs
- Experimentation and creative ideas development
- Additional digital techniques; including graphic, photographic and editing skills
- Clear referencing of work and use of images

1. Presentation Recorded and Digitally uploaded : 50%

A 6-7 min. individual presentation detailing the creative production and management responsibilities of the student and evaluating their overall effectiveness during the event. 1,000 words equivalent. Min of 15 SLIDES/ Max 25 slides. Pls see wk 8 PPT for details

6. FEEDBACK

Feedback will normally be given to students **15 working days** after the final submission of an assignment or as advised by their module leader.

If for any reason beyond our control (e.g. staff illness or bereavement) feedback cannot be returned within that timeframe, students will be informed by the course director of the fact and be presented with an alternative timeframe.

7. INTRODUCTION TO STUDYING IN SEMESTER 1

7.1 Indicative Content

Planning, management and promotional activities for fashion events including: fashion shows, fashion weeks, press days, trade shows, “pop up” shops, photo-calls, launches, exhibitions and virtual events

Public, private and trade events

Consumer profiling and audience perception

Spectacle and multi-sensory environments

Social media, PR and promotional strategies

Effective team working

Professional networking

Planning high impact (group) presentations

7.2 Types of Classes

Contact hours includes the following:
(please click on the checkboxes as appropriate)

- | | |
|---|--|
| <input checked="" type="checkbox"/> Lectures | <input checked="" type="checkbox"/> Group Work: |
| <input type="checkbox"/> Seminars | <input checked="" type="checkbox"/> Tutorial: |
| <input type="checkbox"/> Laboratory | <input checked="" type="checkbox"/> Workshops |
| <input checked="" type="checkbox"/> Practical | <input checked="" type="checkbox"/> VLE Activities |

Indicatively, teaching may include a weekly:

1 hour lecture and / or group tutorial

2 hours of supervised collaborative practice in production teams

7.3 Importance of Student Self-Managed Learning Time

The importance of self-managed learning cannot be under-estimated. You will be expected to undertake individual work, or work independently in your group. You will also be expected to undertake study (e.g. reading books and articles) and prepare tasks for forthcoming sessions.

7.4 Employability

This module encourages transferable skills highly sought after in the creative industries, including the ability to work collaboratively with others to realise a project outcome, network effectively and work to tight time constraints and budgets in highly entrepreneurial and creative ways.

8. THE SEMESTER 2 PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Session Breakdown – Semester 2

ALL TEACHING WILL TAKE PLACE ON WEDNESDAY. PLEASE CHECK YOUR TIMETABLE

<p>Week 1 29th January 2020</p>	<p>Briefing: Module Briefing Timeline and Critical Path Aims, Objectives and Getting Started</p> <p>Workshop: Fashion Events part 1. Critical Thinking through the catwalk. You will work in your small groups to unpick the latest catwalks and understand how to critically think.</p>
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	<p>Weekly Plan / Semester Outline Group Formations / Effective Team work Initial Planning stages</p> <p>READING: SUCCESSFUL EVENT MANAGEMENT: A PRACTICAL HANDBOOK PAPERBACK by Anton Shone, Bryn Parry</p>
<p>Week 2 5th February 2020</p>	<p>Lecture: Instore vs Outdoor – Motives of events Types of events and Digital Disturbance</p> <p>Workshop: What’s needed and why? Refining the business plan, customer profile and branding</p> <p>READING: Event planning and management: principles, planning and practice by Ruth Dowson, David Basset</p>
<p>Week 3 February 2020</p>	<p>Lecture: Finance, breaking even and Budgets Money manifestation Payment process decided</p> <p>Workshop: Range Planning. Final Product Design, Negotiating and Buying Products</p> <p>READING: EVENTS MANAGEMENT: AN INTERNATIONAL APPROACH PAPERBACK by Nicole Ferdinand, Paul Kitchin ,Paul James Kitchin</p>
<p>Week 4 19th February 2020</p>	<p>Lecture: Promotional Strategy Planning</p> <p>Workshop: Effective PR. Group planning concepts and ideas Video content and Photography</p> <p>LAB Session: Promotional Material Design Part 1 – Promotional packs to print</p> <p>Reading: Promoting Fashion by Barbara Graham and Caline Anouti</p>
<p>Week 5 26th February 2020</p>	<p>Lecture: External Visiting Lecturer or Industry Expert</p> <p>Seminar & Debate: Story telling on Social media/ digital packs Social. Economic. Political. Developmental</p> <p>LAB Session:</p>

	<p>Promotional Material Design Part 2 – Promotional packs to print</p> <p>READING: DIGITAL MARKETING STRATEGY: AN INTEGRATED APPROACH TO ONLINE MARKETING PAPERBACK by Simon Kingsnorth (Author)</p>
<p>Week 6 4th March 2020</p>	<p>Lecture: Exhibition</p> <p>Workshop: Assignment to correspond with exhibition</p>
<p>Week 7 11th March 2020</p>	<p>Group Feedback – Peer to Peer feedback</p> <p>Lecture: Capturing an audience Passion Points for consumers</p> <p>LAB Session: Workbook Presentation</p> <p>Reading: Promoting Fashion by Barbara Graham and Caline Anouti</p>
<p>Week 8 18th March 2020</p>	<p>Lecture: Fashion Shows. Where is the future? 3D and Augmented reality</p> <p>Workshop: Fashion Visit To Brand</p> <p>Stock Purchase deadline</p> <p>Reading: Fashion: backstage to runway by Paul Cunningham</p>
<p>Week 9 25th March 2020</p>	<p>Workshop: External visiting lecturer Stall Layout and Planning with Visiting Visual Merchandiser Brand Launch</p> <p>LAB Session: Written Work Layout and blog pages</p>

<p>Week 10 1st April 2020</p>	<p>External visit to location for research</p> <p>PM LAB Session: Promotional Material Design Part 1 – Promotional packs to print</p>
	<p>8th APRIL – DRAFT DIGITAL PRESENTATION UPLOAD FOR FEEDBACK. 4-5 SLIDES.</p> <p>EASTER BREAK 6th APRIL 2019 – 20TH APRIL 2019</p>
<p>Week 11 29th April 2019</p>	<p>Prep for Spitalfields – Trading 30th April – 3rd May. Rota to be established</p> <p>DIGITAL PRESENTATION UPLOAD</p>
<p>Week 12 4TH MAY 6th May 2020</p>	<p>ETSY PAGE READY & LIVE Tutorials for written work</p>
<p>Week 13 13th May 2019 Submitted via Turnitin by 23:59pm</p>	<p>REPORT UPLOAD and RESEARCH FOLDER UPLOADED</p> <p>WRITTEN ASSESSMENT SUBMISSION</p>
	<p>05-Jun-2020 Semester 2 ends</p> <p>Summer Term ends 46 Fri 12-Jun-2020 Deadline for Submission of Extenuating Circumstances Claims for Semester 2 only</p>

9. [LEARNING RESOURCES](#)

Please note that the module guide, lecture presentations and other supporting materials will be available on Moodle.

KEY RESOURCE:

Core Reading:

Breward, C. (2004) *Fashioning London: Clothing and the modern Metropolis*, Oxford and New York: Berg

Mores, C. (2006) *From Fiorucci to the Guerilla Stores: Shop Displays in Architecture, Marketing and Communications*, Marsilio: Venice

Valaseca, E (2010) *Runway Uncovered: The Making of a Fashion Show*, Barcelona: Promopress

Optional Reading:

Guerin, P. (2005) *Creative Fashion Presentations*, London: Fairchild

McRobbie, A. (2003) *British Fashion Design: Rag Trade or Image Industry?* London: Routledge



Event planning and management: principles, planning and practice

Book - by Ruth Dowson; David Bassett - 2018 - Core ▾



Fashion switch: the new rules of the fashion business

Book - by Joanne Yulan Jong - 2017 - Core ▾



The psychology of fashion

Book - by Carolyn Mair - 2018 - Core ▾



Fashion: backstage to runway

Book - by Paul Cunningham - 2019 - Core ▾



Digital marketing strategy: an integrated approach to online marketing

Book - by Simon Kingsnorth - 2016 - Core ▾

