

**COURSE DESCRIPTIONS**  
**FASHION MERCHANDISING & RETAIL**  
**LONDON, ENGLAND**

**Fashion promotion in practice**

This module introduces the multifaceted nature of fashion promotion in the broader context of marketing, clarifying the role of the promotional mix and exploring how practitioners use research insights to plan and deliver campaign strategies from concept to realisation. Project briefs will encourage you to visualise and communicate concepts and ideas through contemporary image-making practices such as photography, illustration, graphic design and typography. Lectures are supported by group tutorials and technical workshops in image-making and design, enabling you to realise a practical outcome through appropriate research, visualisation, experimentation and testing.

**Brands, branding and social media**

In this module you will explore the success for use of social media through the building of an online community of your own conception. You will learn how to manage social media and online communities from both a practical and theoretical perspective. You will also develop a broad understanding of social behaviour online, including potential societal and commercial value to business and social enterprises. You will gain the skills to work in a marketing department offering social media marketing or for a specialist community management company as a designer, producer or moderator.

**Marketing in a digital world**

In this module you will explore the success for use of social media through the building of an online community of your own conception. You will learn how to manage social media and online communities from both a practical and theoretical perspective. You will also develop a broad understanding of social behaviour online, including potential societal and commercial value to business and social enterprises. You will gain the skills to work in a marketing department offering social media marketing or for a specialist community management company as a designer,

**Principles of marketing**

This module will introduce you to the nature and scope of marketing. It will provide you with basic principles including marketing environment, the marketing mix, marketing research and buyer behaviour. The module will provide you with a foundation of the principles, theories and frameworks needed across a range of marketing roles and provide you with the basic knowledge needed for your next three years of study.

### **Fashion promotion in context**

The global fashion industry is a vibrant, dynamic and ever-changing marketplace and this module seeks to situate the roles of the fashion promoter within a broader industry context. Key areas of Fashion Promotion are introduced alongside the new technologies, events and activities that have shaped them. Through a series of lectures and seminars, you will be encouraged to explore and critically evaluate core areas of contemporary practice; from fashion retailing, visual merchandising, advertising, public relations, celebrity endorsements, fashion shows and events to the production of fashion films and animations, strategic brand collaborations, editorial and fashion publications.

### **Visual communication**

This module explores how the fashion industry uses new media to reach identified target audiences and you will produce a strategic multi-platform campaign. Lectures further explore the sweep of marketing activities inherent in successful promotional planning and the contemporary techniques and technologies employed to realise them. Supported by a number of technical workshops and group tutorials, you will work both independently and in small production teams to realise practical project briefs. The importance of effective communication (visual, verbal and non-verbal) is stressed throughout the module and you will learn a range of presentation and 'pitching' techniques to develop their ability to communicate creative concepts and practical outcomes successfully.

### **Fashion, retail and consumer trends**

This module explores insights into what consumers value now and what they will value next, in the context of fashion and retail. The importance of trend forecasting is introduced and you will learn the role of this specialist sector in predicting consumer behaviour and attitudes, influencing the collections of fashion designers, identifying predictive shopping behaviours and shaping the customers retail experience. Topics will encourage you to critically evaluate the changing ethical and moral standards within established and emerging fashion markets.

### **Negotiated project**

This module will support you in developing a personal body of work around developing interests and areas of specialist practice. Lectures and tutorials will encourage you to adopt a self-reflective and analytical approach to your studies and to explore your creative strengths and identify an area of fashion promotion that you would like to investigate during a period of work experience. Individual project proposals will be developed with the course team in line with placement opportunities and working with appropriate industry mentors. You will be required to produce a body of practical work, either individually or collaboratively, to showcase your skills and talents, together with personal promotional materials to help secure industry placements or mentorship in a field relating to your personal career aspirations.

### **Fashion events and promotion**

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. You will 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. You will be encouraged to promote your work and the work of your peers through planning and managing your own fashion event at the culmination of the module.

### **The consumer behaviour analyst**

You'll look at the role of the consumer behavior analyst, considering the behavioural concepts and theories of individuals and groups when they select, use and dispose of products, services or experiences to satisfy their needs and desires. Understanding consumer behavior is an important element of marketing, with major behavioural changes happening in the marketplace thanks to ecommerce and globalisation. It underpins your learning in other units thanks to its interdisciplinary nature, which includes areas such as psychology and sociology.

### **The communications manager**

You'll examine the role of marketing communications management within the business setting, looking at the wide range of techniques need to plan, control and evaluate marketing communications objectives.

### **Fashion, Editorial and Advertising photography**

In this module you'll explore the use of digital photography in fashion, editorial and advertising contexts. You'll generate a project and create a portfolio of images, of a conceptual and technical quality suitable for one of these contexts. Skills appropriate for commercial uses of photography will be delivered through workshops in medium format digital cameras, digital post production, and output for web and print portfolios. On completion of the project you'll present your portfolio of work to a panel in the format of a portfolio review.

### **Enterprising futures: personal and professional practice**

This module focuses on enterprise and employability, encouraging you to find your strengths, recognise your potential and maximise your opportunities for connecting with industry professionals. You will be supported in a process of critical self-reflection from which you will develop a personal and professional strategy around a series of aims and objectives. Maximising work placements, industry mentorships and professional networking opportunities are encouraged and you will demonstrate a strategic, resourceful and professional approach to advancing your skills and building valuable industry links.

### **Brand management**

You'll learn to solve management problems by studying the key theories, frameworks and models of current brand marketing. This module prepares you for a career in brand management by using a practical approach to applying complex theories. You'll be assessed in a variety of different ways, such as exams, group work and written reports.

### **Marketing strategy and planning**

On this module, you'll learn how to apply your previous marketing learning to make sense of an unfamiliar commercial setting and the strategic position of one brand. You'll consider competitive advantage and value creation in the context of a hierarchy of strategies, before considering its application through marketing planning. Working on the chosen brand, you'll plan and conduct research, develop and deliver insight, and create a marketing strategy that can help the brand succeed.

### **Final major project**

Using current market research, sector knowledge and insights developed from the Extended Research Project, in this module you will negotiate and develop a Final Major Project. Lectures and tutorials will encourage you to be entrepreneurial and strategic in developing project proposals that are relevant to personal career ambitions in fashion promotion and that seek to remain at the forefront of creative

innovation. You will be encouraged to revise and refresh self-promotional materials that are relevant to your specialist areas of practice and devise a collaborative strategy with your peers to launch you and your work to appropriate industry audiences. This might take the form of a collaborative exhibition, pitching for business start-up / incubator funding or a multitude of entrepreneurial and enterprising activities that support a successful and purposeful transition into industry.