



**London  
South Bank**  
University

EST 1892

## Module Guide

# FASHION PROMOTION IN CONTEXT

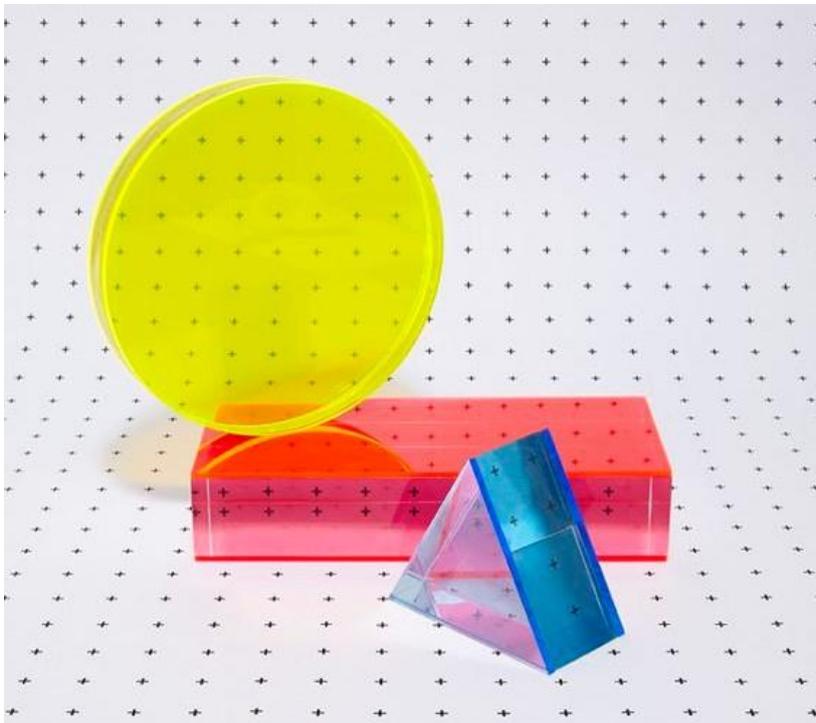


Image: <https://trendland.com/money-talks-by-anna-lomax-and-catherine-losing/>

**BA (Hons) Fashion Promotion with  
Marketing**

**Level 4**

## Table of Contents

1.	Module Details .....	3
2.	Short Description .....	3
3.	Aims of the Module .....	3
4.	Learning Outcomes .....	3
5.	Assessment and Submission Details .....	4
6.	Feedback .....	4
7.	Introduction to Studying the Module .....	5
7.1	Overview of the Main Content .....	5
7.2	Overview of Types of Classes .....	5
7.3	Importance of Student Self-Managed Learning Time .....	5
7.4	Employability .....	5
8.	The Semester 2 Programme of Teaching, Learning and Assessment .....	5
9.	Learning Resources and Core Reading .....	8

## 1. MODULE DETAILS

<b>Module Title:</b>	Fashion Promotion in Context
<b>Module Level:</b>	Level 4
<b>Module Reference Number:</b>	
<b>Credit Value:</b>	20
<b>Student Study Hours:</b>	200
<b>Contact Hours:</b>	48
<b>Student Managed Learning Hours:</b>	152
<b>Pre-requisite Learning (If applicable):</b>	None
<b>Co-requisite Modules (If applicable):</b>	None
<b>Course(s):</b>	BA (Hons) Fashion Promotion with Marketing
<b>Year and Semester</b>	Level 4, Semester 1
<b>Module Coordinator:</b>	Ronke Fashola
<b>Subject Area:</b>	Creative Industries
<b>Summary of Assessment Method:</b>	100% summative assessment

## 2. SHORT DESCRIPTION

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, students are 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.

## 3. AIMS OF THE MODULE

The module aims to introduce students to:

- Key areas of fashion contextual studies in fashion promotion
- The role of the fashion promoter and how this is located within the context of fashion, retail and product development
- A number of key histories and theories in relation to design, media and communication

## 4. LEARNING OUTCOMES

On completion of this module, students will be able to:

### **Knowledge and Understanding:**

- Identify key areas of practice relating to fashion promotion and locate those practices within a broader industry context.

### **Intellectual Skills:**

- Apply a number of key theories in design, media and communications to conduct research, develop insights and communicate informed opinions.

**Practical Skills:**

- Produce a referenced piece of academic writing, using appropriate imagery.

**Transferable Skills:**

- Present written ideas effectively and to an appropriate standard

## 5. ASSESSMENT AND SUBMISSION DETAILS

You will receive one mark for this module (100% summative assessment). All work is marked and moderated by a second marker.

**FORMATIVE ASSESSMENT - Wednesday 6<sup>th</sup> November 2019**

This is an opportunity for students to receive feedback on their work so far for this module. Your tutor, at the start of the module, will confirm the date of your Formative Assessment. This will ensure that you have plenty of time to prepare. You will be expected to show your work to date at this stage. You will receive verbal feedback on the day to help you move forwards and complete the module.

**SUMMATIVE ASSESSMENT - Wednesday 11<sup>th</sup> December 2019**

(week 12)

Students will submit via Turnitin an academically written document in the form of a magazine consisting of a minimum of 2000 words. +/- 10% .

This should include relevant images and have a highly creative and exciting layout.

Students will be expected to include;

Introduction, creative visual body of work, referencing and a short bibliography.

**Investigate ONE fashion retailer and explore innovation and technology through**

Visual Merchandising

Advertising / Public Relations

Fashion Campaigns - Photography / Film / Animation / Celebrity

- **How well are they doing in each of these areas?**
- **What current campaigns / stories are they doing?**
- **How can you incorporate innovation and technology to improve your brands?**

**You should consider the layout of your essay and subjects discussed throughout your classes to develop your written work.**

You must ensure you make it as visually engaging (Think outside the box) . You should think about your fashion retailer and how you could visually represent them as a brand, through appropriate layout choices (colour, font face, page design).

You should explore what your retailer is currently doing in your chosen area, providing specific examples. Photographs could make a great addition to your piece, if taken to a high quality.

You must show an;

- Introduction
- Bibliography
- Evidence of Primary and Secondary research throughout. If necessary within an Appendix. Refer to example below.

Appendix A:



Figure 1 - The Ruins of Ancient Rome

Ruins of Ancient Rome:  
The Roman Forum dates back to the 7th century BCE and was paved for the first time in ca. 600 BC. The Forum served as a meeting place for the people of Rome. It was built after the fighting between two Roman emperors, Romulus and Titus Tatius, was halted.

## 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

This module is designed to provide you with the necessary set of transferable skills to enable you to work in a number of promotional settings. Across the weeks you will build the following skill set:

- Locating studio practices within a wider industry context
- The role of the fashion promoter in 'telling the stories' of fashion in:

#### **Fashion Promotional Mix**

**Fashion retailing**

**Visual merchandising**

**Advertising**

**Public relations**

**Celebrity endorsement**

**Fashion shows and events**

**Fashion photography, film and animation**

**Strategic brand collaborations**

**Editorial and fashion**

**Publications today vs tomorrow**

**A number of social, cultural, aesthetic, political, technological and historical contexts that surround fashion promotional practices**

**A number of key theories in relation to design, media and communication**

**Conducting research, developing insight and communicating informed opinions**

**Presenting written ideas effectively and to an appropriate academic standard**

### 7.2 Types of Classes

Depending on the subject matter under consideration, the class will take a variety of forms:

- Lectures
- Seminars
- Group Work
- Tutorials
- VLE learning

### 7.3 Importance of Student Self-Managed Learning Time

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

### 7.4 Employability

This module provides practical knowledge in key areas of fashion promotion, allowing students to locate their practices within an industry context and enabling student to develop transferable skills in written / visual communications.

## 8. THE SEMESTER 1 PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT **Session Breakdown - Semester 1**

WEDNESDAY	LECTURE CONTENT, WORKSHOP ACTIVITY and CORE READING
<p><b>Week 1</b> <b>25<sup>th</sup> September</b></p>	<p><b>Lecture:</b> Module Briefing, Timetable, Aims and Objectives</p> <p><b>Workshop:</b> Storytelling Activity - in pairs</p> <p><b>Reading:</b> Cope, J. and Maloney, D. (2016) <i>Fashion Promotion in Practice</i>, Fairchild Books</p> <p>Moore, G. (2012) <i>Fashion Promotion: Building a Brand through Marketing and Communication</i>. AVA Publishing.</p>
<p><b>Week 2</b> <b>2<sup>nd</sup> October</b></p>	<p><b>Lecture:</b></p> <ul style="list-style-type: none"> <li>• What makes a brand unique?</li> <li>• An introduction to Ethical and Sustainable Fashion</li> </ul> <p><b>Workshop:</b> Mapping out your Ideas</p> <p><b>Reading:</b> Cope, J. and Maloney, D. (2016) <i>Fashion Promotion in Practice</i>, Fairchild Books</p> <p>Mbonu, E. (2014). <i>Fashion Design Research</i>. Laurence King.</p> <p>Flynn, J &amp; Foster, I. (2009) <i>Research Methods for the Fashion Industry</i>. Fairchild Books; New York.</p> <p>Dawson, C. (2009). <i>Introduction to Research Methods; A practical guide for anyone undertaking a research project</i>. How to Books Ltd.</p>
<p><b>Week 3</b> <b>9<sup>th</sup>October</b></p>	<p><b>Activity:</b> Research Trip</p> <p><b>To Do:</b> students are to use the worksheet provided to successfully complete the Inspiration Trail day.</p> <p><b>Students must then prepare a short presentation (minimum 4 slides) to present back to peers and tutor next week.</b></p>
<p><b>Week 4</b> <b>16<sup>th</sup> October</b></p>	<p><b>To Do:</b> students to present back following their Inspiration research trip</p> <p><b>Lecture:</b> Development of Advertising and PR / AIDA path to purchase / Planning for Promotion</p> <p><b>Activity:</b> The Planning Journey</p> <p><b>Reading:</b> Cope, J. and Maloney, D. (2016) <i>Fashion Promotion in Practice</i>, Fairchild Books</p> <p>Ryan, D. (2014) <i>Understanding Digital Marketing</i>. Kogan Page.</p>
<p><b>Week 5</b> <b>23<sup>rd</sup> October</b></p>	<p><b>Lecture: Music vs Fashion vs Film – The big debate</b></p>

	<p><b>Activity:</b> Mapping out your Essay Structure</p> <p><b>Reading:</b> Greetham, B. (2018) <i>How to Write Better Essays</i>. Palgrave Macmillan Publishing.</p>
<p><b>Week 6</b> <b>30th October</b></p>	<p><b>Tutorial and workshop week</b> Independent study / Group and one to one catch up sessions</p> <p>Students are to use the time to prepare for their Formative Assessment next week</p>
<p><b>Week 7</b> <b>6th November</b></p>	<p><b>FORMATIVE ASSESSMENT</b> see schedule for times</p>
<p><b>Week 8</b> <b>13th November</b></p>	<p><b>Lecture:</b> Celebrity and Collaborations <b>Lecture:</b> Shows and Events – Conceptual Thinking</p> <p><b>Reading:</b> Cope, J. and Maloney, D. (2016) <i>Fashion Promotion in Practice</i>, Fairchild Books</p> <p>Moore, G. (2012) <i>Fashion Promotion: Building a Brand through Marketing and Communication</i>. AVA Publishing.</p>
<p><b>Week 9</b> <b>20th November</b></p>	<p><b>Lecture:</b> Attracting our Attention - Visual Merchandising</p> <p><b>Workshop:</b> VM activity at the shops - using worksheet provided</p> <p><b>Reading:</b> Cope, J. and Maloney, D. (2016) <i>Fashion Promotion in Practice</i>, Fairchild Books</p> <p>Morgan, T. (2016) <i>Visual Merchandising: Window and In Store Displays for Retail</i>. Laurence King Publishing.</p>
<p><b>Week 10</b> <b>27th November</b></p>	<p><b>Lecture:</b> The new publications today and tomorrow <b>Workshop:</b> Blogs, Vlogs, Podcasts, Print &amp; Digital activity</p> <p>What made you think? Group research</p> <p><b>Reading:</b> Cope, J. and Maloney, D. (2016) <i>Fashion Promotion in Practice</i>, Fairchild Books</p> <p>Moore, G. (2012) <i>Fashion Promotion: Building a Brand through Marketing and Communication</i>. AVA Publishing.</p>

<b>Week 11</b> <b>4<sup>th</sup> December</b>	<b>Session:</b> tutorials and rounding your work up ready for hand in.
<b>Week 12</b> <b>11<sup>th</sup> December</b>	<b>SUMMATIVE ASSESSMENT</b> no work will be accepted to Turnitin later than 23.59pm.

## 9. LEARNING RESOURCES

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

### **KEY RESOURCE:**

#### **WARC: Hundreds of current articles and practice papers on branding**

WARC (The World Advertising Research Council) is a database of articles and briefing papers on advertising with sub-sections on branding. It is an extensive resource and can be accessed via the database section of the library catalogue.

Remember: when referencing WARC you have to put the author and date of the article. Just putting WARC is not enough. Reference WARC briefings with the author and year in your essays (Young, 2011) and then in your bibliography reference as follows:

Young, L. (2011) 'How to Use Brand Positioning', *Warc Best Practice Papers*, July. (accessed at: [www.warc.com](http://www.warc.com), 7/01/2013)

If the source you are using is an article on WARC, then in the text you use author and year (Bulla, 2012) and then in your bibliography:

Bulla, B. (2012) 'Crowdsourcing: Crowd Control', *Admap*, July/August. (accessed at: [www.warc.com](http://www.warc.com), 7/1/2013)