

## Fashion Brand Management

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7.5 credits

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**Ladok Code:** 52FB01

**Version:** 1.0

**Established by:** Research Board 2010-09-22

**Valid from:** Autumn 2010

**Education Cycle:** Second cycle

**Main Field of Study (Progressive Specialisation):** Fashion Management (A1N)

**Disciplinary Domain:** Social sciences

**Prerequisites:** Bachelor's Degree in Engineering, Management, Economics, Media or Design, and verified knowledge of English corresponding to English B in the Swedish Upper Secondary School or equivalent knowledge.

**Subject Area:** Leadership, Organisation and Management

**Grading Scale:** ECTS-credits

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### Content

The course consists of two parts. Generic brand management, which focus on history and theory of the brand and brand management, the second part focuses on the applied theories through leadership and vision.

### Learning Outcomes

OBS Ny text skall in här! /Annika

After this course students will have gained an understanding:

- In developing and defining brand values in relations to the fashion industry and the importance it plays
- In the various communications and branding tools eg. "the brand bible" and it's purpose and importance within the brand promise
- The role of leadership and vision in creating, building and sustaining fashion brands and businesses

### Forms of Teaching

The course consists of lectures, case studies and research paper presentations. Teaching is done in English. Students will require having a high level of written and spoken English.

The language of instruction is English.

### Forms of Examination

The course will be examined through the following examination elements:

#### *Project and oral presentation*

Learning outcomes:

Credits: 3

Grading scale: Fail (U) or Pass (G)

#### *Written examination*

Learning outcomes:

Credits: 4.5

Grading scale: ECTS-credits

with regard to the given learning outcomes.

Course work is assessed with the grades A, B, C, D, E, Fx, or F (ECTS-grade scale). The final course grade is based on the weighted average of the grades attained in each examination.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

## **Literature and Other Teaching Materials**

### **Mandatory reading**

Gordon T Kendall. Fashion Brand Merchandising. New York: Fairchild Books. 2009 (ISBN 978-1-56367-561-4)  
Schroeder, J, and Salzer-Mörling, M. 2006. Brand Cultures. London: Routledge

Additional articles and handouts are provided by the teacher.

### **Student Influence and Evaluation**

The students' opinions are collected systematically and regularly through written course evaluations once the course is completed. One time per semester, student representatives, together with the Director of Studies and Programme Directors, evaluate completed courses.

For addition materials, please refer to the University's policy on course evaluation and documents established by the Department Board, the Director of Studies and the Course Director.

### **Miscellaneous**

This course is primarily a programme course in the Master Programme in Fashion Management with specialisation in Fashion Marketing.