UNIVERSITY OF BORÅS

Fashion Retail Marketing
Fashion Retail Marketing
7.5 credits
7.5 högskolepoäng

Ladok Code: 52FR01
Version: 1.1
Established by: The Teaching Committee 2011-08-18
Valid from: Autumn 2011

Education Cycle: Second cycle
Main Field of Study (Progressive Specialisation): Fashion Management (A1N)
Disciplinary Domain: Social sciences
Prerequisites: Bachelor's Degree in Textile Technology, Textile Economics, 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

Content
Students will gain an insight into and analyse fashion stores' development, from the first department stores, such as Bloomingdales, to contemporary online retailers. The areas covered include everything from luxury brands to subcultures. Through applied seminars, students will be taught to convert the theories learnt on the course to actual cases.

Learning Outcomes
The aim of the course is for students to develop their opportunities and creativity within fashion with the purpose of gathering insight and knowledge in the marketing and sale of clothing through different sales channels.
After completing and passing the course, students should be able to:

- Analyse trends and create a forecast and plan for buying in collections, plan sales and measure outcomes and service.
- Describe the basic principles of fashion sales now and in the future.
- Visually present collections.

Forms of Teaching
Teaching consists of independent work, lectures and practical exercises. Teaching is conducted in English.

Forms of Examination
The following examinations will form part of this course with respect to the stated learning objectives:

- Project work and verbal account, 3.0 credits Grading scale: EC
- Written report 3.0 credits, Grading scale: Individual knowledge test 1.5 credits Grading scale: EC
  Grading scale: EC, i.e. the course, is assessed using the grades A, B, C, D, E, Fx or F (ECTS grading scale). Grades are based on the weighted average of the grades awarded for the examination elements of the course.

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

Literature and Other Teaching Materials

- Bruce, M., Moore, C. & Birtwistle, G. International Retail Marketing, Elsevier Butterworth-Heinemann , Oxford England

- Chris Anderson, Long Tail Economy – Why the Future of Business is Selling Less of More, Hyperion Books, New York

Student Influence and Evaluation

Students' views are systematically and regularly compiled by means of written evaluations of courses.

Miscellaneous

The course is primarily a programme course for a Master's programme in Textile Management with specialisation in Fashion Management.