



Fashion Retail Marketing

Fashion Retail Marketing

7.5 credits

Ladok Code: 52FR01

Version: 2.0

Established by: The Teaching Committee 2013-10-23

Valid from: Autumn 2013

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., Birtwistle, G. & Moore, C. (red.) (2004). *International retail marketing: a case study approach*. Oxford: Butterworth-Heinemann.

Anderson, C. (2008). *The long tail: why the future of business is selling less of more*. New York: Hyperion.

Articles

Bagdare, S. & Jain, R. (2013). Measuring retail customer experience. *International Journal of Retail & Distribution Management*. 41(10), pp. 790-804

Trautrim, A., Grant, D. Fernie, J & Harrison, T. (2009). Optimizing on-shelf availability for customer service and profit. *Journal Of Business Logistics*. 30(2)

Brun, A. & Castelli, C., (2008). Supply chain strategy in the fashion industry: Developing a portfolio model depending on product, retail channel and brand. *International Journal of Production Economics*. 116(2), pp. 169–181

Law, D., Wong, C. & Yip, J. (2012). How does visual merchandising affect consumer affective response? *European Journal of Marketing*. 46(1/2), pp. 112-133

Angelina R.W. Jones, Gloria Williams (2012). Perceptions of fair trade labelling and certification: three case studies. *Journal of Fashion Marketing and Management*. 16(2), pp. 246 - 265

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.