

Fashion Retail Marketing and Communication **Fashion retail marknadsföring och kommunikation**

7.5 credits

Ladok Code: AE2FR1

Version: 5.0

Established by: Committee for Education in Business and Working Life 2017-01-18

Valid from: Spring 2017

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Textile Management (A1N)

Disciplinary Domain: Social sciences

Prerequisites: Bachelor's degree in business or industrial engineering and management, textile technology, textile or fashion design.

Subject Area: Leadership, Organisation and Management

Grading Scale: Seven-degree grading scale (A-F)

Content

Visual communication and marketing are crucial to how a brand is perceived and positioned. The ability to choose and combine images and text and thus convey the right message to the outside world is a unique art form that is necessary to understand and have knowledge about when it comes to fashion retail trade. Fashion retail trade includes various sales channels, which can be independent retailers, chains, independent chains, department stores, as well as Internet commerce. In the course, the student is allowed to develop his/her own competence in fashion marketing as well as his/her visual creative ability and put it in a fashion retail perspective.

Learning Outcomes

After completing the course, the student will be able to:

Knowledge and Understanding

- 1.1 describe the fundamental parts of visual communication for fashion retail,
- 1.2 describe the fundamental parts of fashion retail,
- 1.3 describe different means of communication and their applications in different sales channels,

Skills and Abilities

- 2.1 compose text and images for communication in the fashion retail sector,
- 2.2 apply methods for marketing and selling trademarks in different sales channels,
- 2.3 analyse trends and plan for purchasing collections and sales, and measure outcomes and service as well

Evaluation Ability and Approach

- 3.1 problematise around visual communication and marketing in the fashion retail sector from a sustainable development perspective.

Forms of Teaching

The course consists of:

- lectures
- workshops/labs
- seminars

The teaching language is partly, or fully, English

Forms of Examination

- Individual written assignment (IN1) 4 credits Learning objectives: 1.1, 1.2, 1.3, 3.1 Grading scale: A-F
- Project work with report and presentation (group work) (IN2) 3.5 credits Learning objectives 2.1, 2.2, 2.3 Scale: Pass/Fail
To obtain a grade of at least E, the student must have received the lowest grade of E in the individual submission and the grade Pass in the group task. The grade on the individual submission determines the grade for the entire course.

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

Literature and Other Teaching Materials

Baldwin, J and Roberts, L. *Visual Communication: From Theory to Practice*, AVA Publishing: 2006

Burns, L. D., Mullet, K. & Bryant, N.O. (2011). *The business of fashion: designing, manufacturing, and marketing*. 5th ed. New York: Fairchild Publications

Spillecke, Dennis (2012). *Retail Marketing and Branding - A Definitive Guide to Maximizing ROI*, 2nd E. John Wiley & Sons

The course literature is in English.

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås, in which the students' perspectives are to be collected. The course evaluation report is published and made available to participating and prospective students in accordance with the above guidelines and forms the basis for the future development of courses and educational programmes.

Course coordinators are responsible for conducting the evaluations as described above.

Miscellaneous

The course has international recruitment and is part of the Master's programme in Textile Management, the Master's programme in Textile Value Chain Management, and the Master's programme in Fashion Management and Marketing.

This syllabus is a translation from the Swedish original.