

Fashion Brand Management

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7.5 credits

7.5 högskolepoäng

Ladok Code: 52FB02

Version: 2.0

Established by: The Teaching Committee 2013-06-04

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

The course focuses on the building of brands and marketing within the fashion and textile industry and consists of two parts: general brand management with a focus on the history and theory of brands and understanding the concept of brands, and another part that applies theories through vision and leadership.

- Brands throughout history and the value of brands in the fashion industry
- Overview of the fashion industry
- Analysis of the role of brands in businesses
- Marketing activities and customer relations at strategic and operational level

Learning Outcomes

After completing and passing the course, students should be able to:

- Describe how a brand is developed and defined in relation to the fashion industry and the importance of a brand
- Analyse the role of communication and the effect on a brand
- Analyse and describe how leadership and vision in creating, building and maintaining a brand relate to one another

Forms of Teaching

Teaching consists of independent work, group work, lectures and practical exercises. Teaching will take place through the medium of 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: Fail (U)/Pass (G)

Written examination 4.5 credits, Grading scale: EC

Each examination will be offered on 5 occasions, at least 3 of which will be within the space of one year. Offered examination sessions refer to scheduled exams or resits, or the stated date for written or verbal accounts.

Grading scale: Grading for the entire course according to the ECTS scale will be based on the individual elements and require a G (pass) grade for project work and verbal presentation. The course is assessed using the grades A, B, C, D, E, Fx or F.

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

Literature and Other Teaching Materials

Gordon Kendall, T.(2009). *Fashion Brand Merchandising*. New York: Fairchild Books. (ISBN 978-1-56367-561-4)

Schroeder, J, and Salzer-Mörling, M. (2006). *Brand Cultures*. London: Routledge

Kawamura, Yunia (2005). *Fashion-ology: An Introduction to Fashion Studies*. Oxford: Berg. (Dress, Body, Culture)

Student Influence and Evaluation

Miscellaneous

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