

## **Fashion Brand Management**

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7.5 credits

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**Ladok Code:** 52FB02

**Version:** 3.0

**Established by:** The Teaching Committee 2014-05-20

**Valid from:** Autumn 2014

**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

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### **Content**

- The development of fashion brands, both historically and in contemporary society.
- The role of brands in contemporary society and in industry, from a cultural perspective.
- Fashion brand management-the organisation and development of brand-related activities, with a focus on fashion brands within different segments, from fast fashion to luxury brands.
- The role of the brand in the development of the fashion company and in relation to the company's business concept.
- The communication and positioning of the brand.

### **Learning Outcomes**

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

- Account for how a brand is defined and developed, with a focus on the fashion sector.
- Account for the significance of the brand within the fashion sector.
- Analyse and account for how leadership and visions, business concepts and strategies come together in the creation, building and maintenance of the brand, and what is specific to the fashion sector.
- Analyse and account for communication strategies for the identity and positioning of the brand.
- Develop brand strategies and communication plans for brands within the fashion sector.

### **Forms of Teaching**

The teaching consists of lectures, group exercises, seminars with literature review and practical exercises, as well as independent work.

The language of instruction is 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 individual examination 4.5 credits, Grading scale: EC

Grading scale: Grading for the entire course according to the ECTS scale will be based on the individual element 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**

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 additional 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**

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