

Fashion Brand Management, an international perspective **Varumärkesbyggande i modesektorn, ett internationellt perspektiv**

7.5 credits

7.5 högskolepoäng

Ladok Code: AE2FB1

Version: 1.0

Established by: Committee for Education in Business and Working Life 2017-08-28

Valid from: Autumn 2017

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Textile Management (A1F)

Disciplinary Domain: Social sciences

Prerequisites:

Subject Area: Leadership, Organisation and Management

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

Content

The course deals with theories about how work with strategic brand management can contribute to creating, building, sustaining, growing and extending brands. Also legal aspects of brands and models for financial valuation of brands are brought up. The general theories about brand management, presented in the course, are discussed primarily regarding how they are applied by textile- and fashion companies. Brand managers work tasks in textile- and fashion companies are brought up. Further the course deals with the relation between the brand and the material design of the products carrying the brand, when it comes to different segments of goods from fast fashion to luxury goods. The implications of relating brand building to cultural categorizations like gender, age, class and ethnicity are discussed. The possibility to use cultural innovation theory to work with identity and positioning of a brand is especially focused. In the course also critical discussions on how brand management can relate to challenges like the need for sustainable development, an increasing digitalization and brand resistance among consumers are parts of the content.

Learning Outcomes

After having completed this course, students must be able to:

Knowledge and understanding

- 1.1 Discuss the meaning of the concept brand and give examples of definitions of other concepts used in research or management literature in the area of brand management.
- 1.2 Identify strategies for textile- and fashion brands' identity creation, positioning and growth, regarding different segments of goods, from fast fashion to luxury goods.
- 1.3 Exemplify how textile- and fashion brands handle the relation between the brand and the material design of the products carrying the brand.

Skills and abilities

- 2.1 Suggest how cultural innovation theory can be used for branding by a textile- and fashion company.
- 2.2 Use concepts included in theories about brand management for an in-depth critical discussion about some aspect of brand management in the textile- and fashion sector.

Evaluation ability and approach

- 3.1 Evaluate if the own suggestion for how cultural innovation theory can be used for branding by a textile- and fashion company raises any legal aspects on brands, and if so determine which legal aspects, and suggest how they should be handled.
- 3.2 Evaluate the possibilities for textile- and fashion companies to handle the challenges that are brought up in the course through strategic brand management.

Forms of Teaching

Teaching in the course consists of lectures and seminars. The course is conducted in English.

Forms of Examination

The course is examined through 1) participation in seminars and written assignments in connection to seminars, of which one is a peer-review of a fellow student's work 2) work in groups, which is accounted for through a written assignment 3) individual written assignment which is an essay with an in-depth discussion about some aspect of brand management in the textile and fashion sector.

1) Seminars and peer-review 1.0 hp Assessed with U/G (Fail/Pass)

2) Written group assignment 3.0 hp Assessed with U/G (Fail/Pass)

3) Individual written assignment, essay 3,5 hp Assessed with ECTS-grades F-A

To pass the whole course G (Pass) is required for Examination 1 and 2, and as a minimum the grade E is required for Examination 3. The grade for Examination 3 determines the level of the grade for the whole course.

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

Literature and Other Teaching Materials

Books:

Bertilsson, Jon & Tarnovskaya, Veronika (eds.) (2017). *Brand theories: perspectives on brands and branding*. 1 uppl.

Holt, Douglas B. & Cameron, Douglas (2010). *Cultural strategy: using innovative ideologies to build breakthrough brands*. Oxford: Oxford University Press

Kapferer, Jean Noël (2012). *The new strategic brand management: advanced insights and strategic thinking*. 5. ed. London: Kogan Page

Artiklar:

Holt, Douglas (2002) Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding In: *Journal of consumer research* 29(1) 70-90

Ulver-Sneistrup, Sofia; Askegaard, Søren & Brogård Kristensen, Dorte (2011). The new work ethics of consumption and the paradox of mundane brand resistance. In: *Journal of Consumer Culture* 11(2) 215–238

More literature may be added in connection to lectures or seminars.

Student Influence and Evaluation

Miscellaneous