



Advanced Fashion Retail marketing and Communication

Avancerad detaljhandel och kommunikation inom modesektorn

7.5 credits

Ladok Code: AE2RC1

Version: 5.0

Established by: Committee for Education in Business and Working Life 2017-09-20

Valid from: Autumn 2017

Education Cycle: Second cycle

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

Disciplinary Domain: Social sciences

Prerequisites: Bachelor degree from business administration of industrial economy, textile technology, textile- or fashion design. Also English proficiency at level 6 is required. The grade "Pass" from the course Fashion Retail Marketing and communication 7,5 credits

Subject Area: Leadership, Organisation and Management

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

Content

The main parts of the course are a group project on application of visual communication and fashion retail marketing and an individual work on sustainable development within fashion retail with emphasis on ethical perspectives. The course is a progression from the course Fashion Retail Marketing and Communication and the progression is mainly in your ability to critically reflect around central topics and to estimate revenues, costs and use relevant key performance indicators. The course also addresses ethical aspects of different communication tools in fashion retailing and application of communication in different sales channels for sustainable development.

Learning Outcomes

After completing the course you should be able to:

Knowledge and understanding

- 1.1 exhibit deeper understanding of visual communication in fashion retailing,
- 1.2 exhibit knowledge about methods for analysing visual communication within fashion retail marketing,

Competence and skills

- 2.1 reflect around communication tools for different sales channels,
- 2.2 create concepts for fashion retail where visual communication, marketing and sales of fashion brands are integrated in different sales channels,
- 2.3 analyse trends, plan for purchasing collections and sales, and measure result and service outcome,

Judgement and approach

- 3.1 assess visual communication, sales and marketing within fashion retailing with regards to ethical, societal and environmental aspects.

Forms of Teaching

The teaching of the course consists of:

- lectures
- workshops
- seminars
- field studies

The language of instruction is English.

Forms of Examination

The course is examined on two modules:

Project work and report, 4,5 credits
Learning outcomes 1.1, 2.2, 2.3
Grading scale Pass/Fail

Individual report, 3.0 credits
Learning outcomes 1.2, 2.1, 3.1,
Grading scale: A-F

The grade of the course is determined by the grade on the “Individual report” and is set once all the parts are complete.

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 och Roberts, L. (2006). *Visual Communication: From Theory to Practice*, AVA Publishing: 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

Student Influence and Evaluation

The views of students will be canvassed systematically and regularly by means of written course assessments once courses are complete. For further information, please see the university policy on course assessments and documents prepared by the Faculty Board, Director of Studies and Course Coordinator.

Miscellaneous

The course is primarily given to students at the Textile Management, Textile Value Chain Management program.