



Unit Title	Range Planning for Brands
FHEQ Level	5
Unit Code	EFBM181
Credit Value	15
Unit Type	Elective

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	20	Independent Study	47.5
Supervised access to resources	17.5	Preparation for Assessment	30
		Unsupervised Access to Resources	45
Total	37.5		150

Unit Description

This unit introduces students to essential industry practice tracking the path of a product from concept to consumer. Taking part in workshop scenarios simulating product development design meetings through to range planning pitches, students will see how individual head office roles interconnect through the product development process.

Students will be introduced to the concept of range planning considering the importance of a balanced product range from Design, Buying and Merchandising viewpoints. Students will learn about key range planning considerations including, past sales, consumer profile changes, future trend forecasts, assortment planning, pricing architecture and margin targets. They will learn how market savvy buyers avoid style, colour and sales cannibalisation. Understanding the challenges and demands of each of these key industry roles will aid students in considering their own career paths.

In line with the opportunity for broadening awareness of opportunities outside your area of immediate interest, students will have the opportunity for self-diagnosis, evaluating their own interests, hard and soft skills, strengths, weaknesses and career ambitions. They will evaluate their personal brand and develop organisational skills as well as personal presentation skills. Students will create personal promotional materials using a variety of media to help secure a work placement that is relevant to their career aspirations

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Product Development Timeline
- Product sampling
- Critical Path introduction
- Retail head office structures
- Internal and external communication
- Range planning considerations, systems and methods
- The consumer - psychographic profiling
- Assortment planning- price, style, fabric/colour, sizes
- Pricing architecture and margin achievement
- Boston Matrix theory
- Product and Trend lifecycles
- Verbal and vocal communication skills
- Effective CVs
- Assertiveness and Negotiation skills
- Online personal profiling

Unit Aims

- To introduce students to the purpose of particular industry roles fostering collaboration across fashion specialisms
- Provide knowledge and skills for the range planning process applicable to various scales of businesses
- Enhance understanding of possible career avenues to support placement and employment planning
- Raise awareness of personal branding and its importance within the competitive employment market

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Analyse conceptions of diverse practice and use this to inform a course of action

Related Principle: ORIGINATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice

Related Principle: CULTIVATE

Learning and Teaching Methods

Workshops and Seminars will form the main structure of the learning and teaching methods for this unit, designed to emulate an industry scenario through reviews and meeting mock ups.

These will be combined with:

- Lectures
- Project work
- Online activity
- Individual Presentations and critiques
- Self-directed independent study
- Mock Interview

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks, Portfolio of evidence including;

Product Development pack

Range plan case study

Personal DNA pack – including online platform evidence

This unit is assessed holistically (100% of the unit) **(pass/fail)**

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Applications of research methodologies relevant to key industry roles (LO1)
- Demonstration of synthesis and evaluation in relation to product development and range planning methods (LO3)
- Application of knowledge and understanding of effective visual communication to create a realistic product development pack (LO5)
- Demonstration of knowledge relevant to fashion industry roles to inform placement planning (LO6)
- Application of technical skills to present personal branding and identity (LO8)

Essential Reading list

Clark, J. (2015). *Fashion Merchandising: Principles and Practice*. Palgrave Publishing; London.

Cottrell, S. (2010). *Skills for Success; The Personal Development Planning Handbook*. Palgrave Macmillan; London.

Fashionary (2018). *The Fashion Business Manual: An Illustrated Guide to Building a Fashion Brand*. 1st Edition. Fashionary International Limited

Finnan, S. (2011). *How to prepare for a career in Fashion*. Adelita Ltd; Finland.

Maun, R. (2012). *Job Hunting 3.0: Secrets and Skills to sell yourself effectively in the Modern Age*. Marshall Cavendish; London.

Mills, C. (2013). *You're Hired: How to Write a Brilliant C.V.* Trotman Publishing; United Kingdom.

Stephens-Frings, G. (2014). *Fashion From Concept to Consumer*. Pearson New International Edition; United Kingdom.

Unit Relevant Websites

<http://www.wgsn-edu.com/edu/>

<http://www.style.com>

<https://www.lsniglobal.com/>

<http://www.mintel.com/>