



Unit Title	Brand Buying and Promotion
FHEQ Level	4
Unit Code	FBM18105
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	75
Supervised access to resources	45	Preparation for Assessment	60
		Unsupervised Access to Resources	75
Total	90		210

Unit Description

This unit is about buying brands rather than independent contracting. If you are buying for a department store you are likely to be responsible for the sourcing of a portfolio of brands suitable to a given market sector and identified consumer profiles.

In order to select, present and manage a portfolio of brands, an understanding of brand DNA, brand adjacencies and brand touch points is vital to appeal to a target market without risking style repetition or sales cannibalisation.

Students will learn about the differences in pricing architecture, margins and price positioning compared to that in own brand buying and will see this in the context of building a portfolio of complementary brands.

This unit will involve an exploration of brands through case studies covering different specialist types of branding and retailing including e-commerce, lifestyle brands and luxury brands. Through comparative shop reporting methods, students will identify a gap in the market for a new brand within a chosen sector and present a proposal for evidence of the diagnostic research skills launch through the 7Ps of marketing including: people, product, pricing, place, process, promotion, physical evidence.

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

- Brand buying considerations
- The branded buying cycle
- Global retailing trends
- Pricing architecture
- Brand adjacencies
- Space Planning and DPP (Direct Product Profitability) Building and managing a brand portfolio
- Brand positioning
- Brand DNA and differentiation
- Case studies; e-commerce, luxury and lifestyle brands
- Gap in the market identification
- Ansoff matrix
- Effective questionnaires and focus groups
- Brand licensing & protecting intellectual property rights
- The 7 P's
- Group working
- CAD skill; Illustrator and Indesign

Unit Aims

- To introduce students to brand buying and the differences as well as the similarities to own brand buying
- To develop understanding of the brand theory through case studies including brand DNA, brand ethos, emotional touch points and brand positioning
- To introduce students to the processes involved in gap analysis in view of an opportunity for a new brand or brand extension within a chosen sector

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: ORIGINATE

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

Demonstrate enquiry into what makes good practice - both creatively and academically

Related Principle: ORIGINATE

Learning and Teaching Methods

- Briefings
- Lectures
- Project work
- Seminars
- Group work
- Online activity
- Individual Presentations and critiques
- Group presentations and critiques
- Self-directed independent study

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks- Portfolio of evidence to include:

Comparative brand report, comparative chart and gap in the market rationale (1500 word or equivalent)

Group brand/sub brand launch proposal covering the 7Ps

This unit is assessed holistically (100% of the unit).

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.

- Application of research methodologies in relation to market sector research and comparative report writing (LO1)
- Demonstration of synthesis and evaluation to develop a gap in the market rationale (LO2)
- Application of technical skills in visual communication of brand identity, brand ethos and brand DNA (LO5)
- Demonstration of effective oral communication and pitching skills (LO5)
- Apply critical ability and creative solutions to devise a final group strategy (LO6)

Essential Reading list

1. Dillon, Susan (2011). *The Fundamentals of Fashion Management*. AVA Publishing.
2. Easey, M. (2009). *Fashion Marketing*. 3rd Edition. Blackwell Publishing; United Kingdom.

3. Humberstone, F. (2015) *How to Style Your Brand; Everything You Need to Know to Create a Distinctive Brand Identity*. Coper Beach Press, Singapore.
4. Kaled, H. (2011). *Fashion Branding Unraveled*. Fairchild Publishing; New York.
5. Whitaker, J. (2011). *The Department Store. History Design Display*. The Vendrom Press; London.
6. Whitaker, J. (2011). *The World of Department Stores*. The Vendrom Press; London.
7. Young, Antony (2010). *Brand Media Strategy*. Palgrave Macmillan.

Unit Relevant Websites

The WGSN news and information service <http://www.wgsn-edu.com/edu/>

The Business of Fashion <https://www.businessoffashion.com/>

LSN Global <https://www.lsn-global.com/>

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

Edited <https://www.edited.com/>

Style.com <http://www.style.com>