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| Unit Title | Market, Trend and Gap Analysis |
| FHEQ Level | 6 – Term 1 |
| Unit Code | FBM18302 |
| Credit Value | 30 |
| Unit Type | Subject |

| Learning Hours | | | |
|--------------------------------------|-----------|----------------------------------|------------|
| Staff – Student Contact Hours | | Independent Study Hours | |
| Classes | 60 | Independent Study | 100 |
| Supervised access to resources | | Preparation for Assessment | 60 |
| | | Unsupervised Access to Resources | 80 |
| Total | 60 | | 240 |

Unit Description

This unit gives students the opportunity to put into practice all the research, diagnostic, and analytical skills they have learned over the previous two levels of learning. Students will undertake self-directed research into a gap in the market for a new product, brand or brand extension.

Quantitative and qualitative primary and secondary research will be instrumental in the identification of a market opportunity that is currently untapped and the student must be able to present a well-supported case for why this idea has commercial viability in today's increasingly competitive marketplace. Students will explore developing retail trends to understand innovation within the current market to strategise a cutting edge gap in the market in their final major project.

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

- Report writing
- Primary and secondary research
- Infographics
- PESTEL evaluation

- Demographic and ethnographic research
- Concept generation
- Competitor research and analysis
- New Business Platforms; Physical vs Online
- Ansoff Matrix
- Funding options
- Porter's five Forces
- The professional pitch
- 7Ps initial visual proposals
- USP
- SWOT

Unit Aims

- To deepen diagnostic research methodologies using suitable resources and techniques
- To identify a gap in the market through selection of well supported and convincing evidence
- To evaluate a potential consumer market for new product or brand launch
- To apply relevant market research communication methodologies to analyse the potential impediments to entering an existing or new market

Unit Learning Outcomes

LO 1 Research/Inspiration

Select and evaluate 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

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

LO 7 Employability

Effectively employ professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

Learning and Teaching Methods

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

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks, a portfolio of evidence to include:

- Market research report and research file
- Competitor analysis
- Brand pitch & concept presentation

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.

- Demonstrate an ability to conduct, critically evaluate and synthesise market research to inform gap analysis for a brand extension, new brand or product launch (LO1)
- Application of design thinking and concept ideation in response to marketing theory and forecasting methodologies (LO2)
- Apply business acumen and subject knowledge to critically evaluate competitive forces and proposal feasibility (LO6)
- Demonstrate effective oral communication and pitching skills to present brand proposition and concepts (LO5)

- Application of technical skills in visual communication to present research and initial proposal in digital, physical and pitch formats (LO4)
- Understanding of end user, audience and relevant consumer typologies (LO5)
- Application of academic conventions and referencing methods (LO4)
- Demonstration of professional planning, engagement and working to deadlines (LO7)

Essential Reading list

1. Bradley, N. (2013). *Marketing Research: Tools and Techniques*. 3rd Edition. Oxford University Press; United Kingdom.
2. Donnellan, J. (2014). *Merchandise, Buying and Management*. 4th Edition. Fairchild Books, Bloomsbury Publishing; London.
3. Kathy K. Mullet, Nancy O. Bryant Leslie Davis Burns (2016) *The Business of Fashion; Designing, Manufacturing and Marketing*. Fairchild Books 5th edition. United Kingdom
4. Leach, R. (2011). *The Fashion Resource Book: Research for Design*. Thames & Hudson; London.
5. Mbonu, E. (2014). *Fashion Design Research*. Laurence King Publishing; London.
6. Porter, M. (2004). *Competitive Strategy: Techniques for Analysing Industries and Competitors*. Free Press; New York.

Unit Relevant Websites

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

LSN Global <https://www.lsnglobal.com/>

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

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