



Unit Title	Fashion Retail and Public Relations
FHEQ Level	Level 4
Unit Code	FPR18102
Credit Value	30 Credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	90
Supervised access to resources	30	Preparation for Assessment	20
		Unsupervised Access to Resources	100
Total			300

Unit Description

This unit introduces students to the ever-changing retail landscape. Students will become acquainted with the concept of omni-channel retailing and show rooming as e-commerce emerges as a growing mode of purchase to meet the behaviour of today's consumer.

Brands are having to adapt to become more innovative in the way they launch products, promote themselves and utilise retail environments to engage customers with the brand experience. In this domain, fashion promotion and brand communication have a crucial role to play.

Students will use market research and diagnostic methodologies to identify specific brands, consumers and the relationship between them. The unit will include an exploration of the full marketing mix and will allow students to propose creative solutions for the launch and promotion of a given brand.

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

- **The fashion market** place
- Market levels
- Market segmentation
- Multi-platform retailing

- Multi-platform advertising
- 7 'P's of promotion
- PESTEL analysis
- SWOT analysis
- Brand theory
- Programs to include InDesign, Illustrator, Photoshop and PremierPro/Final Cut Pro

Unit Aims

- Explore the main concepts of the current fashion retail landscape
- Understand market segmentation in terms of product area and consumer profiling
- Understand and analyse changing ethical standards relating to brand promise and authenticity
- Explore the creation of campaigns in terms of targeting identified consumer groups
- Communicate through physical and digital media

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 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: **COLLABORATE**

LO 5 Presentation /Storytelling For Influence

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

Related Principle: **ADVOCATE**

LO 7 Employability

Evidence nurturing professional transferrable 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

This unit will be delivered using a combination of:

- Briefings
- Lectures
- Project work

- Seminars
- Workshops
- Group work
- Online activity
- Individual Presentations and critiques
- Group presentations and critiques
- Self-directed independent study

Assessment methods and tasks

Assessment tasks- portfolio of evidence to include:	This unit is assessed holistically (100%) of the unit
Diagnostic Retail and PR Report	
Promotional Film	

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.

1. Application of research methodologies (LO1)
2. Demonstration of synthesis and evaluation (LO1, LO2)
3. Application of basic technical skills in visual communication (LO4)
4. Application of academic conventions and referencing methods (LO4)
5. Understanding of end user, audience and relevant consumer typologies (LO5)
6. Demonstration of application of professional engagement/collaborative working (LO7)

Essential Reading list

1. Bingham, Neil R. (2005) *The new boutique: fashion and design*. London: Merrell, 2005.
2. Galindo, Michelle (2012) *Fashion worlds: contemporary retail spaces* [Salenstein]: Braun, c2012.
3. Gaynor Lea-Greenwood (2012) *Fashion Marketing Communications* John Wiley & Sons; 1 edition (14 Dec. 2012)
4. Hanisch, Ruth (2006) *Absolutely fabulous! : architecture and fashion*. Munich : Prestel, 2006
5. Posner, Harriet (2015) *Marketing Fashion, Second Edition: Strategy, Branding and Promotion* Laurence King Publishing; 2 edition (17 Aug. 2015)

Digital Resources

<http://www.wgsn-edu.com/edu/>
LNS Global
<https://www.lnsnglobal.com/>

<http://www.trendwatching.com>
<http://www.fashiontrendsetter.com>
<http://www.fuk.co.uk/>
<http://www.showstudio.com>
<http://www.vogue.co.uk>
<http://www.hintmag.com>
www.urbanjunkies.com
www.ypulse.com
www.fashionista.com
www.psfk.com
www.coolhunting.com
www.thesartorialist.com
www.ashadedviewonfashion.com
www.dezeen.com
www.trendhunter.com
www.trendcentral.com
www.wwd.com
<http://www.businessoffashion.com/>
<http://www.prshots.com>
<http://www.searchingforstyle.com>