



<b>Unit Title</b>	<b>Experiential Retailing</b>
<b>FHEQ Level</b>	UG 2 - FHEQ Level 5
<b>Unit Code</b>	FPR18204
<b>Credit Value</b>	30
<b>Unit Type</b>	Subject

<b>Learning Hours</b>			
<b>Staff – Student Contact Hours</b>		<b>Independent Study Hours</b>	
Classes	40	Independent Study	95
Supervised access to resources	35	Preparation for Assessment	60
		Unsupervised Access to Resources	70
<b>Total</b>			<b>300</b>

### Unit Description

This unit explores how the fashion industry uses new media and subtle marketing to reach identified target audiences. Exploring current industry practices and evolving marketing techniques to create a fusion between the physical and digital worlds.

To mirror industry, students will act as brand consultants and use diagnostic research skills to gain a detailed understanding of a chosen market sector. Students will use secondary research to identify a brand that is currently failing within the international market place.

Primary research methodologies will be employed to give a detailed understanding as to why a particular brand is losing market share and must devise a plan that will re-launch and turn around this retailer's performance.

Students will produce a professional market research report to inform a creative marketing strategy to include the broader marketing mix but in particular experiential retailing methods.

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

- Market Research Strategies, quantitative and qualitative research.
- PESTEL analysis
- Demographic and ethnographic shifts
- Market performance, market share and KPI's
- Shop reporting
- Competitor analysis
- Price/Style matrix
- 7 P's of Marketing
- Analysis of Forecast / Marketing and Retailing Predictions.
- Omni channel Retailing
- Retailing environments
- Campaign Planning/ strategy.
- Customer Profiling.
- Visual Merchandising

## Unit Aims

Exploring diagnostic market research methodologies

Application of fashion market research techniques

Exploration of brand environments.

Understanding the Marketing Mix

Understanding the promotional campaign

Understanding visual merchandising as part of the promotional mix

## Unit Learning Outcomes

*(to be selected from the Mini Manual)*

### 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 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

**Related Principle: ORIGINATE**

### LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, 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 7 Employability**

Demonstrate 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**

- 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**

*Brief description of assessment methods*

<b>Assessment tasks</b>	<b>Weighting (%) (one grade or multi-grade unit)</b>
Portfolio of evidence to include:	100%
Individual diagnostic report	
Group campaign proposal	

## **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 range of appropriate research methodologies (LO1)

Demonstration of advanced synthesis and evaluation (LO1, LO2)

Critical understanding of end user, audience and relevant consumer typologies (LO5)

Application of innovative design thinking to produce innovative solutions (LO2, LO6)

Demonstration of sophisticated application of professional engagement/collaborative working (LO7)

## Essential Reading list

1. Craik, Jennifer (2009). Fashion: The key Concepts. Berg.
2. Diamond, Jay (2011). Retail Advertising and Promotion. Fairchild Publications.
3. Dillon, Susan (2011). The Fundamentals of Fashion Management. AVA Publishing.
4. Easey, Mike (Etd) (2009). Fashion Marketing, Third Edition. Blackwell Publishing.
5. Gladwell, Malcolm (2002) The Tipping Point Abacus
6. Johnson, Michael (2016) Branding: In Five and a Half Steps Thames and Hudson Ltd
7. Klien, Naomi (2010). No Logo 10th Anniversary Edition. Fourth Estate.
8. Kotler, Phillip (2008) Principles if Marketing Financial Times/ Prentice Hall
9. Meadows, Toby (2009). How to Set Up and Run a Fashion Label. Laurence King.
10. Meerman Scott, David. (2013). The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases and Viral Marketing, to Reach Buyers Directly. John Wiley and Sons. (4th edition).
11. Ryan, Damian (2014). The Best Digital Campaigns in the World II. Kogan Page London.
12. Ryan, Damian (2014). Understanding Digital Marketing. Kogan Page London.
13. Schmitt, Bernard (2009). Marketing Aesthetics. Free Press.
14. Ward, Eric & French, Gareth. (2013). Ultimate Guide to Link Building: How to Build Backlinks, Authority and Credibility for Your Website, and Increase Click Traffic and Search Ranking. Entrepreneur Magazine's Ultimate Guides.

### Unit Relevant Websites

<http://www.fashioninganethicalindustry.org>

<http://www.firstview.com>

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

<http://www.style.com>

[www.pausemag.co.uk](http://www.pausemag.co.uk)

<http://www.lsnglobal.com>

<http://www.mintel.com>

[www.creativereview.com](http://www.creativereview.com)

[www.campaign.com](http://www.campaign.com)