

<b>Unit Title</b>	<b>Major Project Research</b>
<b>FHEQ Level</b>	Level 6
<b>Unit Code</b>	FPR18302
<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	25	Independent Study	80
Supervised access to resources	35	Preparation for Assessment	40
		Unsupervised Access to Resources	120
<b>Total</b>			<b>300</b>

### Unit Description

This focus of the unit is the research, development and experimental processes that underpin the self-directed project, Major Project in the final year.

Using industry knowledge, current market research and trend analysis students will propose a self-directed project within the area of Fashion Promotion. This unit requires that students identify a gap in the market for a product, brand extension or service currently untapped. This requires identification of new consumers, new purchasing habits and/or behavioural trends.

Students will use design thinking and the full range of skills developed in levels 4 and 5 to close the gap in terms two and three. In this unit they will provide evidence of the gap and lay the foundations for the launch, product and creative marketing strategy to be implemented.

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

- Gap in the Market Research & Analysis
- Competitor Research

- Macro and Micro Trend Research
- Demographics and Ethnographic Trends
- Psychographics
- Pricing Architecture Evaluation
- Consumer Tribes and Behaviour
- Project Formulation
- Sustainability
- Ansoff Matrix
- Proposal Writing
- Brand development, analysis and refinement
- Strategy proposal and Pitch

### Unit Aims

Negotiate with tutors to formulate a Project Proposal and Statement of Intent

Investigate and analyse current market shifts for an identified audience

Identify entrepreneurial gaps in the current or emerging markets

Employ a series of exploratory and feasibility studies in order to create the case for a Gap in the Market proposal.

### Unit Learning Outcomes

*(to be selected from the Mini Manual)*

#### 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**

#### 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 8 Professional Identity

Align your professional identity as a practitioner with a viable career context.

**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*

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Portfolio of Evidence to include:	
Project Proposal / statement of intent.	100%
Research and Gap Analysis Report	
Pitch Presentation	

## 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 depth and breadth of primary and secondary research methodologies (LO1)

Demonstration of advanced synthesis and evaluation (LO1, LO2)

Application of knowledge and understanding of effective, targeted visual communication (LO5)

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

Systematic application of academic conventions and referencing methods (LO4)

Demonstration of effective oral communication and pitching skills (LO5, LO8)

## Essential Reading list

1. Barry, Pete. (2012). The Advertising Concept Book: Think Now, Design Later. 2<sup>nd</sup> Edition. Thames and Hudson.

2. Bragg, Andrew (2005) Developing New Business Ideas : A Step-By-Step Guide To Creating New Business Ideas Worth Backing Financial Times Prentice Hall
3. Burtenshaw, Ken & Mahon, Nick. (2011). The Fundamentals of Creative Advertising. 2<sup>nd</sup> Edition. AVA Publishing.
4. Flynn, Judy Z. & Foster, Irene M (2009). Research Methods for the Fashion Industry. Fairchild Publishing.
5. Godin, Seth (2006) Small Is The New Big : And 183 Other Riffs, Rants, And Remarkable Business Ideas Penguin
6. Moore, Gwyneth. (2012). Fashion Promotion: Building a Brand Through Marketing and Communication. AVA Publishing. Solomon, Robert. (2008). The Art of Client Service: 58 Things Every Advertising and Marketing Professional Should Know. 2<sup>nd</sup> Edition. Kaplan Trade.

### **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)

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

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

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