

Module code: MOD009493	Version: 1 Date Amended: 06/Sep/2023
-------------------------------	--

1. Module Title
Fundamentals of Fashion Marketing

2a. Module Leader
Lauren Fried

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Fashion Communication and Branding		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module will equip you with the fundamental principles of fashion marketing. This module takes an explorative approach to the creation, development and delivery tactics and strategies around the omni-channel approach of contemporary fashion enterprise. Throughout this module, you will be introduced to the foundational and central concepts of fashion marketing management, so that you are able to practice the varied aspects of marketing and contextualise its relations to communication and branding.

Through a series of lectures, seminars, workshops, demonstrations, and case studies, you will develop an informed awareness of the local and global fashion marketing environment. You will become aware of the marketing and communications mix; and understand the process chain of concept, design, production, distribution, and marketing, as well as sales. You will learn how to design consumer-centric marketing strategies, and you will be introduced to the role of marketing audits and marketing plans, in order to consider how brands define and identify a target market.

By the end of this module, you will have gained a broad perspective of the fashion industry and will be able to establish the progression of contemporary fashion marketing within its cultural and sociological contexts, preparing you for further developments at Level 5 and beyond.

6b. Outline Content

- Define marketing and the marketing process.
- The macro and microenvironments.
- Marketing Mix – the 10 Ps of marketing.
- Consumer-driven marketing strategies.
- Segmentation, Targeting and Positioning.
- Drafting a competitive Marketing Plan
- Omni-Channel Marketing
- Ethics and Social Responsibility in the context of fashion marketing.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Apple Mac Computer Suites; Current version of Adobe Creative Suite - Master Edition, including Illustrator, InDesign, Photoshop, Dreamweaver

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate knowledge and understanding of the local and global marketing process and the fundamental skills and knowledge that underpin successful fashion design and related areas.
2	Knowledge and Understanding	Demonstrate knowledge and understanding of the roles of fashion marketing, branding and communication within the fashion design industry.
3	Intellectual, practical, affective and transferrable skills	Apply analytical techniques and resolve fashion problems.
4	Intellectual, practical, affective and transferrable skills	Apply fashion marketing skills and knowledge to a basic level.
5	Intellectual, practical, affective and transferrable skills	Use information technology to communicate visual and verbal ideas relating to fashion design and fashion marketing, branding and communication to a basic level.
6	Intellectual, practical, affective and transferrable skills	Demonstrate effective oral and written communication skills.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-6	1 x 1 hr lecture for 12 weeks
Other teacher managed learning	24	1-6	1 x 2 hr seminar for 12 weeks
Student managed learning	264	1-6	264 hours of student managed learning including: Group and independent research, peer group work, project development, workshops, study skills and specialist workshops, preparation for seminars and lectures, assessment preparation.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1, 2, 3, 6	30 (%)	Fine Grade	30 (%)
Fashion Brand Marketing Case Study (1,800 words equivalent)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	70 (%)	Fine Grade	30 (%)
Review of a Brand Awareness Strategy (4,200 words equivalent)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]