

Module code: MOD009496		Version: 2 Date Amended: 05/Jul/2024	
------------------------	--	---	--

1. Module Title			
Advanced Integrated Fashion Communication			

2a. Module Leader			
Tamzin Byrne			

2b. School			
Cambridge School of Art			

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

3a. Level			
5			

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 builds upon and enhances your skills in taking a strategic approach to analysing, developing, creating, and managing fashion marketing communication strategies, which you were introduced to at Level 4.

This module will help you to establish the differences in the relationship between Marketing Communication and Integrated Communication, and will give you the tools needed to apply an advanced, practical framework for the design, implementation, and evaluation of strategic options for fashion enterprises, through the creation and delivery of holistic campaigns that are efficient, effective, and measurable.

Through a series of lectures, seminars, workshops, and talks, you will develop the ability to create and deliver strategic campaigns that offer a clear impact on your target audience and a return on investment (ROI). By the end of this module, you will be able to examine, produce, and innovate processes of Marketing Communication, and be able to critically evaluate the development of a range of areas of integrated communication within a variety of contemporary fashion enterprises.

6b. Outline Content

- Marketing Communication
- Technology and Integrated Communication
- The Communications Cycle
- The Strategic Promotional Mix
- Fashion Communications: Developing Integrated Plans
- Public Relations and Sponsorship
- Branding & Retail Formats & Communication Strategies

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; Adobe creative suite; Trend and industry applications and databases, e.g. WGSN and Mintel; Photography Studio; Media Services Equipment Loans

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	Evaluate the development of fashion brands, analysing their strategic viewpoint for growth applying theories and frameworks relative to the industry.
2	Knowledge and Understanding	Initiate and generate ideas and concepts with reference to cultural, theoretical and business contexts.
3	Intellectual, practical, affective and transferrable skills	Respond through submitted work constructive responses to developmental feedback and criticism.
4	Intellectual, practical, affective and transferrable skills	Experiment with a range of media in exploring a range of communication processes, evaluating options and making informed decisions.
5	Intellectual, practical, affective and transferrable skills	Utilise relevant information technology to undertake project work and research.
6	Intellectual, practical, affective and transferrable skills	Develop self-directed learning under supervision.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	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	Seminars: 24 Hours. 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					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	2, 3, 4	50 (%)	Fine Grade	30 (%)
Industry Case Study (2,500 words equivalent)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1, 5, 6	50 (%)	Fine Grade	30 (%)
Integrated Fashion Communication Strategy and Campaign (2,500 words equivalent)					

<p>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*).</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment as specified above</p> <p>(b) pass any pass/fail elements</p> <p>[* 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]</p>
--