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MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Fashion Marketing (University of Northampton)
Module Title	21st Century Fashion
Module Syllabus no. (if any)	FSH1108
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	On successful completion of the module students will be able to: Knowledge and Understanding ✓ Identify and define fashion and its role in society and business from a range of different theoretical perspectives, including social, environmental and economic considerations ✓ Identify the different stakeholders involved in the fashion sector. ✓ Understand the role of fashion trend forecasting. ✓ Understand fashion consumption trends and consumer behaviour Subject - specific Skills ✓ Demonstrate the ability to effectively differentiate fashion sectors by product and consumer requirements. ✓ Identify and evaluate the use of research in the fashion sector. ✓ Debate the current global movements impacting on the fashion sector; drawing from political, social, technological and economic trend in society today. Key Skills ✓ Identify and select appropriate information and visuals for inclusion in a written submission. (Learning to learn. Problem solving. Self-management. Communication skills.) ✓ Create a personal resource in the form of a learning portfolio showing development of independent and group working skills. ✓ Be able to present in a concise and professional manner.
No. of teaching hours	Lectures and Seminars/Workshops: 72 hours Tutorial and group work: 58 hours Assessment: 100 hours Independent exploration and research: 170 hours Total: 400 hours
Teaching Methods	Lecture and seminars will be supported by workshop sessions. In support of this, guest speakers in particular, will be used to discuss there own practice. Stakeholders with regional/ or sector specific interests will also form part of the guest speaker programme. Lecturing staff will initiate and supervise the group project, assisting students to manage the logisitics of the project, their individual and group / teamworking skills.
Assessment Methods and Weighting	PJ1- Group Practical Project and Presentation: 60%

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	PJ2- Individual Portfolio: 40%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended Text	• Visionaries: interviews with fashion designers - Susannah Frankel, V&A, 1851773703 • Imperfect beauty - Charlotte Cotton, Victoria and Albert Museum. Canon Photography Gallery, V&A, 1851773207 • British fashion designers - Hywel Davies, Laurence King, 9781856696333 • Fashion: from concept to consumer - Gini Stephens Frings, Prentice Hall, 0130335711
Additional reference texts (if any)	-
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	This module will focus on defining fashion and introducing an overview of fashion theory. This general discussion of various theoretical perspectives will be able to be developed in years two and three
2	Students will be exposed to a range of definitions of fashion and theorectical perspectives of fashion and the fashion industry today for example George B Sproales [1985]
3	COCO CHANEL
4	Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.
5	The role of fashion forecasting - major trends in lifestyle attitudes, culture
6	Their use in the prediction of changes in consumer demand will be investigated, this will be carried out through the use of legal, socio-economic and cultural analysis.
7	Descision making process in relation to the industry will be investigated and relevant models for forecasting will be evaluated. Promostyle.
8	WGSN Pedlars and Trend are examples of trend forecasters within the global industry whose work and processes will be investigated through this module.