

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

<b>Course</b>	<b>BACHELOR OF ARTS (HONOURS) FASHION MARKETING (UNIVERSITY OF NORTHAMPTON)</b>
Module Title	Fashion Professional Practice
Module Syllabus no. (if any)	FSH2108 Pre-requisites: FSH1108
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> <li>✓ Identify and debate current issues impacting on organizations with the supply chain and retail in the Fashion Sector, in the UK and Global market place.</li> <li>✓ Analyse and evaluate the contribution of key industry events, business and marketing initiatives in the context of Fashion and related sectors.</li> <li>✓ Justify and evaluate the inter-personal and organisational relationships within the Fashion and related sectors.</li> </ul> <p>Subject - specific Skills</p> <ul style="list-style-type: none"> <li>✓ Develop and operationalise a marketing promotional plan for a fashion event, which has a clear strategic focus, in response to an identified organisation need</li> <li>✓ Identify and justify the need to work with supplier organisations, other agencies and a range of stakeholders to maximise the effectiveness and efficiency of businesses within the Fashion Industry.</li> <li>✓ Critique a chosen fashion industry event with the context of today's environment by presenting an overview of the event, its competitors, its market level and stakeholders.</li> </ul> <p>Key Skills</p> <ul style="list-style-type: none"> <li>✓ Identify and create appropriate documentation and presentation formats for different audiences academic and professional situations. (Managing the Learning Process, Communication Skills, Information Skills, Problem Solving, Use of IT)</li> <li>✓ Work effectively in a group or individually to investigate relevant communication issues, using analytical, enquiring, creative and empathetic skills in order to facilitate the planning and management process (Group work skills. Managing the Learning Process, Communication Skills, Information Skills, Problem Solving, Use of IT)</li> </ul>
No. of teaching hours	Lectures/ seminars/ workshops / tutorials: 96 hours

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

## AMITY GLOBAL INSTITUTE

	<p>Independent study hours: 204 hours</p> <p>Group Practical Project and Presentation: 60 hours</p> <p>Individual Portfolio: 40 hours</p> <p>Total: 400 hours</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weighting	<p>PJ1- Group Practical Project &amp; Presentation/ 60%</p> <p>PJ2- Individual Portfolio/ 40%</p>
Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	Please refer NILE at: <a href="https://nile.northampton.ac.uk">https://nile.northampton.ac.uk</a>
Recommended Text	The Design agenda: a guide to successful design management -Rachel Cooper, Mike Press, Wiley, 0471941069
Additional reference texts (if any)	<ul style="list-style-type: none"> <li>• The trend forecaster's handbook - Martin Raymond, Basil Blackwell, 0631154043</li> <li>• Marketing fashion - Harriet Posner, Laurence King, 9781856697231</li> <li>• Fashion brands: branding style from Armani to Zara - Mark Tungate, Kogan Page, 9780749464479</li> <li>• Concept to customer - Virginia Grose, AVA Pub. SA, Distributed by Thames &amp; Hudson, 9782940411849</li> <li>• Fashion: Pearson New International Edition: From Concept to Consumer - Gini Frings, Pearson, 9781292053059</li> </ul>
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	<p>Current Industry Practice and Structure</p> <p>Understanding of the nature and structure of the global fashion industry, the economic, social and environmental drivers impacting on the development of a sustainable future for UK and Global fashion.</p>
2	<p>The impact of the sustainable Fashion agenda on the role and operation of key stakeholders in the clothing, textile and retail sectors will be explored. The supply chain operation of the value through to luxury, charity and retail organizations will be studied to illustrate the evolution and key changes within the industry structure. The conflict of economic considerations and environmental and social impact of fashion consumption will be considered in relation to the prevailing business environment.</p> <p>The impact of technology both within manufacture, supply chain management, retailing and consumption of fashion will be explored.</p>
3	<p>Understanding of the Process and procedures within the Fashion Industry.</p> <p>The evolution and development of the visual elements, experiential activities and instillations within the Fashion calendar will be explored. The role of events within the marketing of designers and brands at different lifecycle stages will be highlighted.</p>
4	An understanding of the different, roles and responsibilities within a range of the organisations that

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

## AMITY GLOBAL INSTITUTE

	make up the fashion industry - Design studios and consultancies, manufacturing and processing companies, retail organisations, advertising, promotions and marketing organisations, publishing, media and cultural organisations. The need for specialist organisations and the value
5	The consulting process, from initial contact - brief taking, preliminary analysis of the issues, evaluation of opportunity cost and fit with current portfolio and expertise, proposal development and documentation. Factors influencing the analysis of decisions- cognitive style of the decision-maker, the need to justify decisions, complexity and significance of the decision, experience of the parties involved. Project management techniques - critical path analysis, project budgeting and Gantt charts.
6	Interpersonal and Organisational Relationship Management The nature and structure of the management roles in the organisations and the needs of the relationship - interpersonal roles, informational roles, decisional roles: Mintzberg.
7	The need to understand dimensions of perception, approaches to problem solving and tasks as a means to effective communication, negotiation and persuasion - Decision Theory
8	The needed to understand situational influences and constraints Critical path analysis, project budgeting.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.