

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

<b>Course</b>	<b>BACHELOR OF ARTS (HONOURS) FASHION MARKETING (UNIVERSITY OF NORTHAMPTON)</b>
Module Title	Fashion Consultancy
Module Syllabus no. (if any)	FSH3104 Pre-Requisites: FSH2108
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><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>✓ Analyse and evaluate the management, formulation and implementation of a Fashion consultancy project</li> <li>✓ Understand, synthesise and apply appropriate evaluation measures to a Fashion consultancy project.</li> <li>✓ Analyse the skills, knowledge and core competences needed by a Fashion Marketing professional</li> </ul> <p><b>Subject - specific Skills</b></p> <ul style="list-style-type: none"> <li>✓ Develop a consultancy project plan which has a clear strategic focus in response to the needs of a client.</li> <li>✓ Demonstrate an understanding of the importance of integrating the ideas and values of the client into a coherent strategy.</li> <li>✓ Develop a plan that has a clear strategic focus, in response their individual needs in relation to their chosen career destination.</li> </ul> <p><b>Key Skills</b></p> <ul style="list-style-type: none"> <li>✓ Work effectively in a group, in a dynamic and changing environment, to manage a fashion marketing consultancy project to the satisfaction of a client</li> <li>✓ Produce a written report, following academic convention that synthesises clearly theoretical perspectives and practical applications appropriate to the client needs.</li> <li>✓ Develop a portfolio of evidence illustrating the individuals knowledge, and core competencies as a Fashion Marketing Professional</li> </ul>
No. of teaching hours	Seminars and workshops: 48 hours Lectures: 24 hours Tutorial and group work development: 60 hours Student directed exploration and research: 168 hours Assessment hours:100 hours Total: 400 hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weighting	PJ1- Group practical project and Presentation/ 40%

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.

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	AS1- 1 x Individual Consultancy Report / 20% AS2- Individual portfolio and Presentation / 40%
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	<ul style="list-style-type: none"> <li>• Concept to customer - Virginia Grose, AVA Pub. SA, Distributed by Thames &amp; Hudson, 9782940411849</li> <li>• Marketing fashion - Harriet Posne, Laurence King, 9781856697231</li> <li>• The trend forecaster's handbook - Martin Raymond, Laurence King, 9781856697026</li> <li>• Fashion brands: branding style from Armani to Zara - Mark Tungate, Kogan Page, 9780749464479</li> <li>• Fashion: Pearson New International Edition: From Concept to Consumer - Gini Frings, Pearson, 9781292053059</li> </ul>
Additional reference texts (if any)	-
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	The Fashion Marketing Consultancy module will be delivered using current case studies. Materials and topics will be sourced from both the academic and practitioner domains. The issue covered in this module will reflect current practice within the industry. At the time of writing the following content would be appropriate.
2	Current Fashion Trends Employers are demanding graduates who can show sector specific knowledge and self awareness. Business awareness and professional level skills and experience are all key to gaining an entry level job within the creative industry sector. Students will be encouraged to explore current industry practice and structure and challenges and how marketing can aid organizations in achieving their strategic goals.
3	An overview of the current fashion trends in the U K and globally developed at level 5 will be reviewed and updated. The Consultancy Process
4	Client consultant relationships
5	Communication style and communication flexing Negotiation techniques
6	Personal Development Planning, Self Marketing and career aspirations
7	Developing a vision and bold statement and career plan. Identifying distinct competences and experience
8	Self presentation and marketing materials beyond a CV.

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