



**RICHMOND**  
THE AMERICAN INTERNATIONAL  
**UNIVERSITY**  
IN LONDON

**Richmond Business School**

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	Certificate in Fashion Business
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Fashion Buying and Merchandising with Condé Nast
<b>Course Code:</b>	MKT 6300
<b>Course Leader:</b>	Sabine Spangenberg
<b>Student Engagement Hours:</b>	120 (standard 3- credit BA course)
Lectures:	45
Seminar / Tutorials:	75
Independent / Guided Learning:	120
<b>Semester:</b>	Fall, Spring, Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

**Course Description:**

This course creatively engages with contemporary issues of fashion buying and merchandising. Students are offered insight into the local, national and global market places with an entrepreneurial outlook and a critical perspective. The course emphasises the practical relationship between creative ideas and commercial practice that is central to successful fashion business. The course places a special focus on the sourcing and range planning aspects in order to achieve the company's positioning and budget objectives. The course is delivered in affiliation with Conde Nast College London and offers a field trip to Paris (additional cost).

**Prerequisites:**

**Course is not regularly open to Richmond degree students**

**Aims and Objectives:**

The course aims to develop specific knowledge and understanding through theories of consumption, forecasting, pricing and management. A wide range of practical experiences will be aligned to fashion buying and supply chain management. The course will nurture independent study skills in research, analytical and evaluative techniques, and provide students with an informed critical perspective. It encourages an innovative and entrepreneurial outlook, a reaction to and initiation of commercial and creative opportunities in fashion retail merchandising by applying a range of transferable and professional skills with knowledge and cognitive abilities.

**Programme Outcomes:**

N/A

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

Upon completion of this course, a successful student should be able to

**Knowledge and Understanding**

1. Discuss the practice and theories relating to retail management and the buying process,
2. Explain the financial framework in which the fashion retail businesses operate,
3. Evaluate the structure, organisation and competitive strategies employed within the fashion industry with specific reference to supply chain management;
4. Discuss the role and significance fashion retail plays in contemporary society and the process of consumer consumption,
5. Apply the research process, and know how to design and evaluate retail research studies relevant to fashion business.

**Cognitive Skills**

1. Evaluate statements in terms of evidence,
2. Define terms adequately and generalise appropriately,
3. Research, synthesise and apply critical analysis to theoretical and contextual information,

4. Analyse and process information appropriate for fashion retail.

### **Practical and/or Professional Skills**

1. Demonstrate a high level of communication skills in the production of text, oral and visual outcomes, presented to a professional standard,
2. Create innovative commercial solutions within professional contexts.

### **Key Skills**

1. Participate and co-operate within independent, social and team and leadership roles,
2. Develop an entrepreneurial spirit; think laterally and consider fresh perspectives to evaluate, explore and identify new possibilities and alternatives in creating commercial opportunities and in problem-solving.

### **Indicative Content:**

- Fashion Retail Strategies
- The Fashion Consumer
- Research for Fashion
- Fashion Forecasting
- Fashion Retail Pricing
- Fashion Buying Process
- Supply Chain
- Supply Chain Management
- Fashion Merchandising

### **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/policies/>

### **Teaching Methodology:**

This course conducts an effective and flexible teaching approach in accordance with students' learning progress throughout the course. Lectures will be engaged to demonstrate essential, sufficient and structured information of each topic. Every lecture slot is followed by one seminar scheduled for group discussions/presentations. Students are strongly encouraged to study reading lists ahead of lectures and preview group exercises ahead of seminars. The course will make use of facilities at Conde Nast College and use the field trip for teaching purposes.

**Indicative Text(s):**

Boardman, R., Parker-Strak, R. et al (2020) Fashion Buying and merchandising: The Fashion Buyer in a Digital Society, Oxon: Routledge.

Goworek, H (2007) Fashion Buying Oxford: Blackwell Science

Hebrero, M. (2015) Fashion Buying and merchandising: From mass market to luxury retail, London: CreateSpace Independent Publishing Platform.

Jackson, T and Shaw, D (2009) Mastering Fashion Buying And Merchandising Management Basingstoke: Palgrave.

Jackson, T and Shaw, D (2006) The Fashion Handbook, London: Routledge

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Title change, course description, Aims and Objectives, teaching Method, Indicative Text	1 <sup>st</sup> Dec 20	