



RICHMOND
THE AMERICAN INTERNATIONAL
UNIVERSITY
IN LONDON

Richmond Business School

Course:	MKT 3200 Foundations of the Business of Fashion
Semester:	
Instructor:	
Class Location:	Virtual Classroom
Class Meeting Time:	Tuesdays, 12:00pm–1:20pm and asynchronous online
Office:	Virtual Office
Office Hours:	After class or by appointment
Phone:	+44 7801 798 388 (via free whatsapp or iphone facetime)
Email:	daleyj@richmond.ac.uk
VLE (Virtual Learning Environment:	Blackboard is accessed via the portal
	(https://my.richmond.ac.uk/)

This syllabus should be read in conjunction with the [Course Specification Document](#) from which it is derived, the relevant [Programme Specification](#), and the [University's policies](#) (all accessed via the University's website <http://www.richmond.ac.uk>). For Spring 2021, due to the ongoing Covid-19 pandemic, the University has put Emergency Regulations into place that supersede the existing Academic Policies. See [Emergency Regulations for Examination Boards](#) and [Emergency Regulations for Final Exams](#).

Course Description:

This course act as an foundation to the world of fashion from a business point of view. The course investigates the notion of what a customer is and separates this out from customers within the context of business-to-business relationships. The course further investigates issues of market segmentation, positioning, promotion and branding. The course ends with some fundamental discussions on the role of business strategy within the fashion business.

Prerequisites:

None.

Aims and Objectives:

- Provide students with insights into the diverse relationships between marketing and fashion.
- Explains the differences between consumer groups, their roles and their functions within the marketplace.
- Enable students to develop an interest in the field of fashion management.

Programme Outcomes:

A4, A5.

B5.

D4, D5.

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

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

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/programand-course-specifications.aspx>

Learning Outcomes:

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

Knowledge and understanding

1. Have a fundamental understanding of fashion business strategy and its development, to include identification of strategic directions and options.
2. Have a foundational understanding of the impacts and relationships between fashion business organisations and policy makers.

Cognitive skills

1. Critically analyse and evaluate a range of ideas, arguments or theories based in fashion business.

Key skills

1. Plan and manage your learning towards the achievement of established aims and objectives, including the recognition of knowledge limitations.
2. Engage in reflective, adaptive and collaborative learning through some group/team activity.

Indicative Content:

- Fashion consumption and the consumer
- Market segmentation in fashion
- Pricing concepts and promotion
- Notions of branding
- Building strategy in fashion
- Policy makers and institutions

Programme outcomes are listed in the programme specifications found at

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

Teaching Methods:

Teaching will be a combination of lectures, seminar discussions, and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended readings. Students are advised to supplement lecture notes by reading the relevant indicative reading(s). Seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organisation and in presenting information in a coherent and concise manner.

Assessment Criteria:

Assessment criteria will be discussed in detail during the first day of class. All assessments are required to be uploaded to Blackboard.

Type	Weight
Group Project #1, due 5:00pm, (London time), 16 February 2021	25%
Group Project #2, due 5:00pm, (London time), 23 March 2021	25%
Individual Project, due 5:00pm (London time), 19 April 2021	50%
Total	100%

All assessment criteria conform with Assessment Norms and Emergency Regulations <http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx> found at <https://www.richmond.ac.uk/policies/>.

Course Schedule Summary:

All required readings will be distributed during the first day of class.

All lectures will be delivered live via Blackboard Collaborate Ultra. It is the student's responsibility to visit Blackboard and enter the lecture before it begins. Students will not be sent individual lecture invitations or links. All lectures will be recorded. If students miss a live lecture, then, they are required to watch the recorded lecture, available on Blackboard.

Lecture #1:

Introduction to the business of fashion, with a review of the syllabus and assignments.

Lecture #2:

Consumer segmentation in the fashion industry

Lecture #3:

Market segmentation in fashion and how it affects business

Lecture #4:

The relationship between fashion segmentation and pricing

Lecture #5:

Pricing concepts and promotion

Lecture #6:

Overview of branding within the fashion industry

Lecture #7:

How branding affects business within the fashion industry

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Lecture #8:

Fashion branding case studies

Lecture #9:

Building strategy in fashion

Lecture #10:

Marketing strategy in luxury fashion versus fast fashion

Lecture #11:

Policy makers and institutions within the fashion industry

Lecture #12:

Ethics within the business of fashion. Overview of the MKT 3200 course.

This class follows the Late Submission of Coursework Policy and Feedback Norms outlined below and found at <https://www.richmond.ac.uk/policies/>

When conducting research (including class-wide projects, senior seminars and personal research) using data gathered from human participants, all students and faculty members should consider that ethical approval for their work may be needed. Please consult the Richmond Ethics Committee Guidelines and Processes at <https://www.richmond.ac.uk/faculty-research/>. Questions may be directed to researchethics@richmond.ac.uk.

Marking Scheme:

There will be variations within the grade band that will be recorded using +/- qualifiers.

Descriptor	Grade	GPA	Detailed Descriptor
Excellent	A	4.0	Grade A applies only to work which: <ul style="list-style-type: none"> • is of excellent to exceptional standard • demonstrates in-depth knowledge and understanding • demonstrates substantial work and original thought has been involved • makes use of very high quality analysis, synthesis, evaluation and critical appraisal • is organised and structured to a high standard
	A-	3.7	
Good	B+	3.3	Grade B applies to work which: <ul style="list-style-type: none"> • is of good to very good standard • demonstrates sound and good quality of knowledge and understanding • demonstrates good quality analysis, synthesis, evaluation and critical appraisal • indicates an increasing ability to incorporate meaning into the work and understand key theories, debates and criticisms • is well organised and structured
	B	3.0	
	B-	2.7	
Satisfactory	C+	2.3	Grade C applies to work which: <ul style="list-style-type: none"> • is adequate although undeveloped • fulfils the requirements of the project at a foundation level in terms of its quality, analysis and expression • limited level of research and understanding of key theories and debates • is organised and presented in a satisfactory form
	C	2.0	
Below Average	C-	1.7	<ul style="list-style-type: none"> • falls below the threshold criteria • demonstrates limited knowledge and understanding • demonstrates minimal attention to quality, range, and appropriateness of research • normally passing grade at course level
Minimal Achievement	D+	1.3	Grade D applies to work which: <ul style="list-style-type: none"> • is of a poor standard • has been produced without a proper understanding of the brief demonstrating confusion • is weak in content and shows little evidence of thought or application • relies on weak or superficial technique • incorporates insufficient research and/or inappropriate sources • is organised and presented poorly • normally passing grade at course level
	D	1.0	
	D-	0.7	
Fail	F	0	Grade F applies to work which: <ul style="list-style-type: none"> • is of very poor standard • has not been submitted or has been submitted beyond the project deadline • shows a complete lack of content, thought or application • makes no or insufficient use of analysis and relevant skills • is the product of academic misconduct • does not fulfil the brief • failing grade at all levels

Required Texts:

The Fashion System

By Roland Barthes

Free online link to the PDF:

<https://www.arenablock.com/block/4114619>

Also available at the Richmond Library; Call no: 391 BAR. It is on Short Loan for MKT 3200 students.

The Business of Fashion

By Leslie Davis Burns and Kathy K. Mullet

Also available at the Richmond Library:

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=58491&query_desc=kw%2Cwrdl%3A%20The%20Business%20of%20Fashion%20burns

Free online link to the PDF:

https://www.researchgate.net/publication/308632919_The_Business_of_Fashion_Designing_Manufacturing_and_Marketing_5th_edition

The Business of Fashion website:

Anyone with a university email address can get access.

Go to <https://www.businessoffashion.com/>

Register for an account first by clicking on the person icon (top right hand side) and sign up with your Richmond email address.

Then, activate the account via the link in the email they send you.

Once this is done, you need to follow this link to register your student status to gain access.

<https://www.businessoffashion.com/memberships/student/details>

If you have any problems, you can contact them directly via professional@businessoffashion.com.

For additional journals, please refer to our publication finder page:

<http://web.a.ebscohost.com/raiu/koha-ptfs.co.uk/pfi/search/basic?sid=f43a449f-ee41-4ca2-ae25-fde3601f42e7%40sdc-v-sessmgr03&vid=0&sdb=edspub&tid=3000EP>

Journals:

European Journal of Marketing

The Quarterly Review of Marketing

Journal of Marketing Management

Journal of International Marketing

International Marketing Review

Viewpoint Magazine

View Magazine

Journal of Fashion Marketing and Management

International Journal of Clothing Science and Technology

Supply Chain Management: An International Journal

Websites:

<http://www.greysweatsuitrevolution.com>

<http://www.exactitudes.com>

<http://www.theuniformproject.com>

www.fashion-era.com

www.businesscasestudies.co.uk

www.brandrepublic.com

www.WWD.com

www.fashionmag.com

www.pret-a-porter.com

<http://www.wgsn.com>

<http://iheartthreadbared.wordpress.com>

<http://muslimswearingthings.tumblr.com>

<http://www.counterfeitchrochet.org/index.html>

<http://jezebel.com/5175867/>

<http://www.trendwatching.com>

<http://www.coolhunting.com>

<http://www.ecouterre.com>

<http://www.treehugger.com>

<http://iheartthreadbared.wordpress.com>

www.ita.doc.gov/tradestats

www.worldbank.com

www.eiu.com

www.ciafactbook.com

www.infoexport.gc.ac

www.businessweek.com

Other sources of information:

Online Marketing Magazine:

Marketing (read for insightful articles and ADWATCH data)

Marketing Week (read for industry news)

Brand Republic (read for marketing from a branding perspective)

British Library:

Business & IP Centre (Business information for entrepreneurs)

Professional Organisations:

CIM - Chartered Institute of Marketing (The Marketer magazine)

Exhibitions:

The Digital Marketing Show, Landing at the ExCeL in London on 19th - 20th November 2014.

Museum:

The Museum of Brands, Packaging & Advertising, London

www.museumofbrands.com

Review: <http://www.theguardian.com/travel/2012/2ep/28/museum-of-brands-london-emma-kennedy>

REASONABLE CHANGES MAY BE MADE TO THE CONTENT OF THE SYLLABUS. STUDENTS WILL BE INFORMED IN WRITING OF ANY SUCH CHANGES.

All grades are subject to confirmation at the University Examination Board.

Academic Policies

<https://www.richmond.ac.uk/policies/>

For Spring 2021, due to the ongoing Covid-19 pandemic, the University has put Emergency Regulations into place that supersede the existing Academic Policies. See [Emergency Regulations for Examination Boards](#) and [Emergency Regulations for Final Exams](#).

Students must read and comply with all the requirements of the regulations and policies found at <https://www.richmond.ac.uk/policies/>. Students are expected to make themselves aware of the requirements of the Attendance Policy, the Lateness to Classes, Examinations Policy, the Late Submission of Coursework Policy and Exceeding Word Limit and Question Choice policy at the beginning of the semester.

Academic Dishonesty:

Academic dishonesty is *any action by which a student in any academic exercise seeks to: claim credit for the intellectual or artistic work of another person; or uses unauthorized materials or fabricated information; or engages in an unauthorized editing process.*

You can find a list of the actions that might lead to you committing academic dishonesty on the web pages. If you are not sure about what would constitute dishonesty after reading the full policy details you should ask for more information from the course instructor, your academic advisor, another member of academic staff, the Writing Centre, or Student Affairs.

Full details of Richmond's Academic Dishonesty policy are found at:

<https://www.richmond.ac.uk/policies/>

Students who are academically dishonest will receive a penalty for the work in question or the course as a whole (which may in turn impact upon their degree classification), depending on the importance of the work to the overall course grade and the judgment of the instructor and the relevant exam board.

Contract Cheating

Contract cheating is defined as the submission of course work written on behalf of the student by a third party, or the taking of an exam for a student by a third party, and is taken very seriously by the University. Students proven to have engaged in such practices will be dealt with according to the strongest possible penalty, which may include expulsion from the University.

The Richmond Attendance Policy

This course follows the University's Attendance Policy. Full details of Richmond's attendance and lateness policies are found at: <https://www.richmond.ac.uk/policies/>

Absence Recording:

Attendance is taken by instructors in on-line registers within the University's student records system during each course session and entered into the Self-Service record within 24 hours of each class.

Registers are updated as students add and drop courses, and attendance in all courses is taken from the first day the student registers for that course, including Add/Drop week.

Attendance is recorded at the beginning of the class session (see the University policy on Lateness to Classes). Any student not present in the class when attendance is taken is officially late for the session and must be marked as absent.

A student who enters within the first 20 minutes of a teaching session, but after attendance has been taken and an absence has been registered, is responsible for alerting the lecturer to their presence and negotiating a change to an attendance entry. Changing an entry is entirely at the discretion of the instructor.

Students may review their attendance record for their courses at any time in their Self-Service accounts and are expected to remain alert to the number of their absences.

Every absence from class, regardless of reason, is recorded as Unexcused.

The University is obliged to report to UK Visas and Immigration (UKVI) any student who is in the UK on a Tier 4 visa but who is not attending classes.

Late submission of academic work:

Any item of work submitted late will be subject to an automatic deduction of one increment on the letter grade scale (e.g. the grade will be reduced from B to B-, or from C- to D+) per day.

Any coursework submitted more than one week (seven days) after the original deadline will receive a grade of F.

Where there may be mitigating circumstances for the late submission the instructor must be informed in advance, by email, and evidence provided to the instructor *in writing* when the course work is submitted.

See the full late submission policy at <https://www.richmond.ac.uk/policies/>

Exceeding Word Limit and Question Choice:

The word limit is defined as the uppermost word limit in a range given to an assignment. Assessments are designed to enable the student to answer the assignment without going over the word limit. Penalties will be given for work that excessively exceeds the word limit. There is a 10% leeway before penalties apply.

See penalties and full policy at <https://www.richmond.ac.uk/policies/>

Feedback Norms:

The university has defined expectations as to the nature and timeliness of feedback on assigned work. Students should make themselves aware of these norms, and they are located on the portal at <https://www.richmond.ac.uk/policies/>.

Examination Regulations:

Guidance on examination regulations and expected behavior for students is on the Academic Registry page of the Student Portal (<https://my.richmond.ac.uk/registration/exams/default.aspx>). However, please note particularly the following University Policies:

Midterm exams are normally held during the designated weeks published in the academic calendar found at <https://www.richmond.ac.uk/programme-and-course-specifications/>. Any faculty member wishing to hold a midterm on a different date requires the approval of the Dean, and will inform students accordingly.

Final exams are held over a five-day period following the last day of classes in the Fall and Spring semesters. Exams are not held in the same timeslots as class sessions. The dates of the official exam period are published in advance in the official academic calendar (see link above). Students are responsible for remaining in London until the end of the official examination period – the university reserves the right to make any necessary changes to the schedule. Any such changes to the schedule will be centrally-administered by the Academic Registry and reported to students.

Students and instructors may not make private arrangements to reschedule any University exams. Requests for an opportunity to re-sit must be made by petitioning the Academic Progress Committee

<https://my.richmond.ac.uk/registration/forms/default.aspx> .

Final examinations in summer sessions take place on a single day following the last day of classes.

Students must bring their Richmond student ID card to every examination.

Academic support for studies:

The University Writing Center and Language Workshop are available to all students who want help with academic tasks. The University Mathematics Workshop is available to all students who need help with academic mathematics. Venues and times for these workshops are posted towards the end of the first week of the semester, and can be found under "Support for your studies" at:

https://my.richmond.ac.uk/registration/academic_advice/default.aspx

Library staff can help students with questions about research and/or accessing information. Book an appointment with a librarian (librarian@richmond.ac.uk).

Students with Additional Needs:

The University makes a variety of special provisions in exams and assessment for students with a diagnosed learning disability. Students must follow the requirements outlined at <https://www.richmond.ac.uk/study-abroad-at-richmond/students-with-additional-needs/> for these arrangements to be made, and it is important that this is done in good time. The student and their instructors are informed of the provisions after they are approved, and reminders are sent to students and invigilators shortly before the examinations.