



RICHMOND
THE AMERICAN INTERNATIONAL
UNIVERSITY
IN LONDON

Richmond Business School

Course:	MKT 5405 Fashion Marketing and Retail
Semester:	
Instructor:	
Class Location:	Virtual Classroom
Class Meeting Time:	Tuesdays, 10:30am–11:50am and asynchronous online
Office:	Virtual Office
Office Hours:	Before 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 covers the fundamentals of fashion and the basic principles that govern all fashion movement and change. It examines the history, development, organization and operation of merchandising and marketing activities, trends in industries engaged in producing fashion, purchasing of fashion merchandise, foreign, domestic and local markets, and the distribution and promotion of fashion.

Prerequisites:

MKT 5200

Aims and Objectives:

The course aims at exposing students to the many facets of fashion business and making students aware of the real world of the fashion industry. To understand what is fashion and why is it unique. It will review the effects of the industrial revolution on production of fashion goods. The Course will explore the principles and theories of fashion and the influences of European and American culture on fashion. It engages with concepts as diverse as market research, knowing the customer, and the 4 Ps of marketing.

Learning Outcomes:

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

Knowledge and Understanding

1. Understand some of the driving forces in consumer behaviour of fashion
2. Identify and explore external factors that impact the fashion industry and the marketing performance of fashion companies in the global context
3. Demonstrate the ability to identify the different players and segments of the fashion industry
4. Demonstrate an understanding of the supply chain of the fashion industry and assess the importance of the interrelationship of primary, secondary and tertiary segments of the fashion industry.

Cognitive Skills

1. Apply appropriate evaluation techniques and methods in order to support informed decision making and provide coherent recommendations.
2. Critically assess the differences in countries environments, and the competitive environment in a global fashion marketing context.

Practical and/or Professional Skills

1. Develop and deliver coherent and compelling presentations on operations topics to specialist and non–specialist audiences.

Key Skills

1. Source and utilise relevant information from a range of sources to support critical analysis and problem solving.
2. Take responsibility for initiating and controlling own work and learning experience, demonstrating a high degree of personal effectiveness in order to manage their own professional development.

Indicative Content

- Introduction and background to the changing global fashion market
- Fashion marketing, management theory and concepts within fashion–related organizations
- The Fashion Consumer
- Formation and implementation of business strategy within a fashion business context
- Fashion communications in store
- Fashion sourcing, buying and range planning

- Fashion branding – Creative branding approaches for the fashion business
- Fashion Merchandising
- Ethical issues and strategies

Threshold Criteria (for Grade C)

- Students must demonstrate an individual analysis to theoretical and contextual information
- Students must engage in group presentations and peer learnings; demonstrate communication and teamwork skills
- Students have demonstrated an understanding of the key theories and the application of the key items listed in the indicative content section
- Students have to demonstrate critical thinking skills

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 fashion marketing and retail, with a review of the syllabus and assignments.
Introduction and background to the changing global fashion market.

Lecture #2:

The history, development, organization, and operation of merchandising and marketing activities.

A review of the effects of the industrial revolution on production of fashion goods.
Fashion Branding; Creative Branding Approaches for the Fashion Business.

Lecture #3:

Understanding the driving forces in consumer behaviour in the fashion industry.
Fashion Merchandising; Fashion sourcing, buying, and range planning.

Lecture #4:

The concepts of fashion market research and the 4 Ps of marketing.
Identifying and exploring external factors that impact the fashion industry and the marketing performance of fashion companies in the global context.

Lecture #5:

The fashion consumer and fashion communications in store.
An exploration of the principles and theories of fashion and the influences of European and American culture on fashion.

Lecture #6:

Understanding the supply chain of the fashion industry and assessing the importance of the interrelationship of primary, secondary, and tertiary segments of the fashion industry.

Lecture #7:

Fashion, trend, and color forecasting.

SPRING BREAK

Lecture #8:

Trends in industries engaged in producing fashion, purchasing of fashion merchandise, foreign, domestic and local markets, and the distribution and promotion of fashion.

Lecture #9:

Assessing the differences in country environments, and the competitive environment in a global fashion marketing context.

Lecture #10:

Identifying the different players and segments of the fashion industry.

Lecture #11:

Formation and implementation of business strategy within a fashion business context.

Lecture #12:

Fashion management theory, and concepts within fashion–related organizations.

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:

Fiona Armstrong–Gibbs and Tamsin McLaren, *Marketing Fashion Footwear: The Business of Shoes*, Bloomsbury, London, England, 2017.

We have a short loan copy of this at Richmond. Call No: 685.3100688 ARM.

<https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=59582>

The following pages are scanned and available on Digital Content Store: 6-29, 30-53, 180-201, 202-231.

Martin Christopher, *Logistics and Supply Chain Management*, Fifth Edition, Financial Times/Pearson, Harlow, England, 2016.

E-Book is available at:

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=59771&query_desc=kw%2Cwrdl%3A%20Logistics%20and%20Supply%20Chain%20Management

James Clark, *Fashion Merchandising: Principles and Practice*, Palgrave Macmillan, London, England, 2015.

We have a short loan copy of this at Richmond.

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=56001&query_desc=kw%2Cwrdl%3A%20Fashion%20Merchandising%3A%20Principles%20and%20Practice

Free online link to the PDF:

<https://recom.specialdeals.club/?book=1137413875>

Jay Diamond, Ellen Diamond, and Sheri Diamond Litt, *Fashion Retailing: A Multi–Channel Approach*, Third Edition, Bloomsbury Publishing, London, England, 2015.

We have a short loan copy of this at Richmond.

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=57179&query_desc=kw%2Cwrdl%3A%20Fashion%20retailing%20%3A%20a%20multi-channel%20approach

The following pages are scanned and available on Digital Content Store: 32-66.

Chris Fill, *Marketing Communications: Brands, Experiences and Participation*, Sixth Edition, Pearson, Harrow, England, 2013.

We have a short loan copy of this at Richmond.

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=55563&query_desc=kw%2Cwrdl%3A%20Fill%2C%20Marketing%20Cmmunications

Free online link to the PDF:

<https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/Marketing-Communications-Course-Taster.pdf>

John Gattorna, *Dynamic Supply Chains: How To Design, Build and Manage People–Centric Value Networks*, Third Edition, Financial Times/Pearson, Harlow, England, 2015.

The link to the ebook is:

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=59792&query_desc=kw%2Cwrdl%3A%20Gattorna%2C%20Dynamic%20Supply%20Chains

Helen Goworek and Peter McGoldrick, *Retail Marketing Management: Principles and Practice*, Pearson, Harlow, England, 2015.

The link to the ebook is:

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=59783&query_desc=kw%2Cwrdl%3A%20McGoldrick%2C%20Retail%20Marketing%20Management

Tim Jackson and David Shaw, *Mastering Fashion Marketing*, Palgrave Macmillan, Basingstoke, England, 2009.

The link to the ebook is:

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=58972&query_desc=kw%2Cwrdl%3A%20Shaw%2C%20Mastering%20Fashion%20Marketing

Matt MacNabb, *A Secret History of Brands: The Dark and Twisted Beginnings of the Brand Names We Know and Love*, Pen & Sword History, Barnsley, England, 2017.

The link to the ebook is:

<https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=60865>

Naresh K. Malhotra, Dan Nunan, and David F. Birks, *Marketing Research: An Applied Approach*, Fifth Edition, Pearson, Harrow, England, 2017.

The link to the ebook is:

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=59928&query_desc=kw%2Cwrdl%3A%20Birks%2C%20Marketing%20Research

Malcolm McDonald and Hugh Wilson, *Marketing Plans: How to Prepare Them, How to Profit From Them*, Eighth Edition, John Wiley and Sons, London, England, 2016.

The link to the ebook is:

https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=61755&query_desc=kw%2Cwrdl%3A%20Wilson%2C%20Marketing%20Plans

David Shaw and Dimitri Koumbis, *Fashion Buying: From Trend Forecasting to Shop Floor*, Bloomsbury Publishing, London, England, 2013.

We have a short loan copy of this at Richmond.

<https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=58559>

Free online link to the PDF:

<http://jointhemediacom/server1.php?asin=1474252923>

The following pages are scanned and available on Digital Content Store: 1-31, 33-60, 63-93.

Please include the following statement at the end of the Academic Content Section of the Syllabus:

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.