



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

**Richmond Business School**

<b>Course:</b>	<b>MKT 5410, Psychology of Fashion and Luxury Goods</b>
<b>Semester:</b>	
<b>Instructor:</b>	
<b>Class Location:</b>	<b>Virtual Classroom</b>
<b>Class Meeting Time:</b>	<b>Tuesdays, 9:00am-11:50am + additional time</b>
<b>Office:</b>	<b>Virtual Classroom</b>
<b>Office Hours:</b>	<b>After class or by appointment</b>
<b>Phone:</b>	<b>+44 7801 798 388 via free iphone audio, whatsapp, viber</b>
<b>Email:</b>	<b>daleyj@richmond.ac.uk</b>

**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 [University Catalogue](#); and the relevant [Programme Specification](#) (all accessed via the admitted students section of the University's website <http://www.richmond.ac.uk>)

**Course Description:**

Consumer psychology within the context of the consumption of fashion and luxury products and services is complex and is influenced by many factors. A thorough analysis and understanding of these factors allows organizations to plan effective marketing activities suitable to their target markets. This course enables students to understand the importance of consumer behaviour in the process of marketing fashion and luxury goods and services.

**Prerequisites:**

MGT 3200

**Aims and Objectives:**

- To develop specific knowledge and understanding through consumer psychology and behaviour theories and a wide range of practical experiences aligned to fashion and luxury goods
- To nurture independent study skills in research, analytical and evaluative techniques, with an informed critical perspective;
- To encourage an innovative and entrepreneurial outlook, to react to and initiate commercial and creative opportunities in consumer behaviour by applying a range of transferable and professional skills with knowledge and cognitive abilities.

## **Programme Outcomes**

A1, A4 B2, B3,  
B5 C1, C2 D1,  
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/program-and-course-specifications.aspx>

## **Learning Outcomes:**

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

### **Knowledge and Understanding**

- Understand the nature of consumer behaviour and apply concepts and theories to fashion and luxury goods
- Discuss the importance of consumer behaviour for the effective implementation of the marketing concept
- Evaluate the models, theories, and concepts commonly used in exploring and understanding consumer psychology in fashion and luxury goods
- Apply a range of behavioural concepts and theories in order to understand or justify marketing activity

### **Cognitive Skills**

- Evaluate statements in terms of evidence,
- Define terms adequately and to generalise appropriately.
- Research, synthesise and apply critical analysis to theoretical and contextual information,
- Analyse and process information appropriate for fashion retail

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

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

### **Key Skills**

- Participate and co-operate within independent, social and team and leadership roles,
- 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:**

- Introduction to Fashion Concepts, Theories and Consumer Behaviour
- Cultural Influences on Consumer Behaviour
- Creation and Diffusion of Fashion and Consumer Culture
- Individual Consumer Dynamics: Motivations and Values
- Theories of Motivation in fashion. The Motivation Process, Strength and Direction
- Individual Consumer Dynamics: The Self
- Perspectives on the Self. Self–Concept. Consumption and Self–Concept. Sex Roles. Body Image
- Demographic Subcultures: Age, Race, and Ethnicity
- Consumer Spending and Economic Behaviour
- Psychographics: Personality, Attitudes, and Lifestyle
- Consumer Perceptions
- Individual and Household Decision Making
- Group Influence and Fashion Opinion Leadership
- Buying and Disposing: Situational Effects on Consumer Buying
- Ethics, Social Responsibility, and Environmental Issues
- The Role of Government and Business in Consumer Protection

**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/>

## Course Schedule Summary

For the Fall 2020 semester of MKT 5410: Psychology of Fashion and Luxury Goods, the following lectures/topics will be covered during these weeks:

Monday, 2 November 2020:

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- Introduction to Psychology of Fashion and Luxury Goods, with a review of the syllabus and assignments.
- Introduction to Fashion Concepts, Theories and Consumer Behaviour.

Week #2:

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- Ethics, Social Responsibility, and Environmental Issues.
- Buying and Disposing: Situational Effects on Consumer Buying;
- Cultural Influences on Consumer Behaviour
- Group Project #1 is due by 5:00pm (London time), Wednesday, 11 November 2020

Week #3:

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- Creation and Diffusion of Fashion and Consumer Culture;
- Psychographics: Personality, Attitudes, and Lifestyle
- Demographic Subcultures: Age, Race, and Ethnicity

Week #4:

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- Individual Consumer Dynamics: The Self; Individual and Household Decision Making
- Consumer Perceptions: Perspectives on the Self, Self–Concept, Consumption and Self–Concept, Sex Roles, Body Image;
- Group Project #2 is due by 5:00pm (London time), Wednesday, 25 November 2020

Week #5:

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- Individual Consumer Dynamics: Motivations and Values;
- Theories of Motivation in Fashion: The Motivation Process, Strength and Direction
- Individual Presentation is due by 5:00pm (London time), Wednesday, 2 December 2020. Your documentation for this presentation (per the rubric) is due (ie., only emailed to the professor) by the deadline of 5:00pm (London time), Wednesday, 2 December 2020; and you will be present it during class at 9:00am, Tuesday, 8 December 2020. Please refer to the rubric for details.

Week #6:

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- The Role of Government and Business in Consumer Protection
- Group Influence and Fashion Opinion Leadership;
- Consumer Spending and Economic Behaviour;
- Individual Project is due (on Blackboard) by 5:00pm (London time), Friday, 11 December 2021

**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 book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s). Weekly seminars will support and enhance student learning through the exploration and application of their understanding of Psychology of Fashion and Luxury Goods 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:**

Details of assessment criteria (with rubrics and deadlines) will be discussed during the first day of class.

Assessment	Weight
Group Project #1	17%
Group Project #2	17%
Individual Presentation	17%
Individual Project	49%
Total	100%

This course conforms to the Richmond University Standard Assessment Norms approved at Learning and Teaching Policy Committee found at:

<http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx>.

**This class follows the Late Submission of Coursework Policy and Feedback Norms outlined below and found at <https://my.richmond.ac.uk/myacademics/default.aspx>**

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

## Required Texts:

**The following articles are required reading. The articles are available through JSTOR and our virtual Richmond library.**

Greg M. Allenby, Lichung Jen and Robert P. Leone, "Economic Trends and Being Trendy: The Influence of Consumer Confidence on Retail Fashion Sales," *Journal of Business & Economic Statistics*, Vol. 14, No. 1 (January 1996), pp. 103–111.

Silvia Bellezza and Anat Keinan, "Brand Tourists: How Non-Core Users Enhance the Brand Image by Eliciting Pride," *Journal of Consumer Research*, Volume 41, Number 2, August 2014, pp. 397–417.

Michael Beverland and Sandra Luxton, "Managing Integrated Marketing Communication (IMC) through Strategic Decoupling: How Luxury Wine Firms Retain Brand Leadership while Appearing to Be Wedded to the Past," *Journal of Advertising*, Vol. 34, No. 4, Integrated Marketing Communication (IMC), Winter 2005, pp. 103–116.

Michal J. Carrington, Benjamin A. Neville and Gregory J. Whitwell, "Why Ethical Consumers Don't Walk Their Talk: Towards a Framework for Understanding the Gap between the Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers," *Journal of Business Ethics*, Vol. 97, No. 1, November 2010, pp. 139–158.

Haipeng (Allan) Chen, Sharon Ng and Akshay R. Rao, "Cultural Differences in Consumer Impatience," *Journal of Marketing Research*, Vol. 42, No. 3, August 2005, pp. 291–301.

Anyck Dauphin, Abdel-Rahmen El Lahga, Bernard Fortin and Guy Lacroix, "Are Children Decision-Makers within the Household?" *The Economic Journal*, Vol. 121, No. 553, June 2011, pp. 871–903.

Kamilla Hanslin and Anne Rindell, "Consumer-Brand Relationships in Step-Down Line Extensions of Luxury and Designer Brands," *Journal of Fashion Marketing and Management*, Vol. 18, Issue 2, pp. 145-168.

Nadine Hennigs, Klaus-Peter Wiedmann, Stefan Behrens, Christiane Klarmann, Juliane Carduck, "Brand Extensions," *Journal of Fashion Marketing and Management: An International Journal*, Volume 17, Issue 4, 2013, pp. 390–402.

Susan L. Henry, "Consumers, Commodities, and Choices: A General Model of Consumer Behavior," *Historical Archaeology*, Vol. 25, No. 2, 1991, pp. 3–14.

Jieun Kim and Jae-Eun Kim, "Making Customer Engagement Fun: Customer-Salesperson Interaction in Luxury Fashion Retailing," *Journal of Fashion Marketing and Management: An International Journal*, Volume 18, Issue 2, 2014, pp. 133–144.

Young Jee Han, Joseph C. Nunes and Xavier Drèze, "Signaling Status with Luxury Goods: The Role of Brand Prominence," *Journal of Marketing*, Vol. 74, No. 4, July 2010, pp. 15–30.

Linda Lisa, Maria Turunen, and Hanna Leipämaa–Leskinen, "Pre–Loved Luxury: Identifying the Meanings of Second–Hand Luxury Possessions," *Journal of Product & Brand Management*, Volume: 24 Issue: 1, 2015, pp. 57–65.

William H. Reynolds, "Cars and Clothing: Understanding Fashion Trends," *Journal of Marketing*, Vol. 32, No. 3, July 1968, pp. 44–49.

Marijke van der Veen, "When Is Food a Luxury?" *World Archaeology*, Vol. 34, No. 3, Luxury Foods, February 2003, pp. 405–427.

Yang Wan and S. Mattila Anna, "Do Affluent Customers Care when Luxury Brands Go Mass? The Role of Product Type and Status Seeking on Luxury Brand Attitude," *International Journal of Contemporary Hospitality Management*, Volume 26, Issue 4, 2014, pp. 526–543.

Yajin Wang and Vladas Griskevicius, "Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women," *Journal of Consumer Research*, Volume 40, Number 5, February 2014, pp. 834–854.

**The following five books are required reading for our class.**

**These five books are out of copyright and in the public domain; therefore, the entire book can be located and downloaded from the internet, from websites such as the following or on other websites:**

**<https://books.google.co.uk>**

**<https://openlibrary.org>**

**<https://archive.org>**

**When downloading the book, ensure that you are obtaining the exact publication year cited below.**

*The Theory of the Leisure Class*, by Thorstein Veblen, 1899.

*The Psychology of Clothing*, by George Van Ness Dearborn, 1918.

*The Psychology of Dress*, by Frank Alvah Parsons, 1920.

*The Psychology of Dress*, by Elizabeth Bergner Hurlock, 1929.

*The Psychology of Clothes*, by John Flügel, 1930.

For your convenience, I'm offering the following links to help you.

As all of these books are readily available online and free, I encourage all of you to read every book, not just the part for your own book review.

***The Theory of the Leisure Class*, by Thorstein Veblen, 1899:**

Link for EPUB download

[http://www.gutenberg.org/ebooks/833.epub.noimages?session\\_id=eb305375b33af80cf0e1ba343fff80fd63c8e01a](http://www.gutenberg.org/ebooks/833.epub.noimages?session_id=eb305375b33af80cf0e1ba343fff80fd63c8e01a)

***The Psychology of Clothing*, by George Van Ness Dearborn, 1918:**

Link to open library catalogue, PDF download option available

[https://openlibrary.org/works/OL7706788W/The\\_psychology\\_of\\_clothing](https://openlibrary.org/works/OL7706788W/The_psychology_of_clothing)

***The Psychology of Dress*, by Frank Alvah Parsons, 1920:**

Link to open library catalogue, PDF download option available

[https://openlibrary.org/works/OL7010441W/The\\_psychology\\_of\\_dress?edition=psychologyofdres00pars#edition-details](https://openlibrary.org/works/OL7010441W/The_psychology_of_dress?edition=psychologyofdres00pars#edition-details)

***The Psychology of Dress*, by Elizabeth Bergner Hurlock, 1929:**

Available via EBSCOhost; if you follow the link and scroll down the full table of contents is listed with links to the individual chapters.

<http://web.b.ebscohost.com/raiu.koha-ptfs.co.uk/ehost/detail/detail?vid=1&sid=f0eadc26-223f-40f7-8520-a9e15bcc904b%40pdc-v-sessmgr05&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=2008-15467-001&db=pzh>

***The Psychology of Clothes*, by John Flügel, 1930:**

This book is physically in the Richmond library. But, a softcopy can be found here:

<https://archive.org/details/in.ernet.dli.2015.34079>

**The following required textbooks are available through our Richmond library system.**

Glyn Atwal and Douglas Bryson, *Luxury Brands in Emerging Markets*, Palgrave Macmillan, Basingstoke, England, 2014.

This book is available as a complete ebook, here:

<http://raiu.koha-ptfs.co.uk/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=RichmondAI&isbn=9781137330536&uid=%5Eu>

Maxine Berg, *Luxury and Pleasure in Eighteenth-Century Britain*, Oxford University Press, Oxford, England, 2005.

This book is available as an ebook, here:

<https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=63095>

Radha Chadha and Paul Husband, *The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury*, Nicholas Brealey, London, England, 2006.

This book is available as an ebook, here:

<https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=60317>

Caroline Cox, *Luxury Fashion: A Global History of Heritage Brands*, Bloomsbury Publishing, London, England, 2013.

This book is unavailable as a complete ebook; however, 20% of this book has been scanned; available on the following two links:

<https://contentstore.cla.co.uk/secure/link?id=75ccfa24-11ed-ea11-80cd-005056af4099>

<https://contentstore.cla.co.uk/secure/link?id=7b6b56b4-12ed-ea11-80cd-005056af4099>

Jonathan Gabay, *Brand Psychology: Consumer Perceptions, Corporate Reputations*, Kogan Page, 2015.

This book is unavailable as a complete ebook; however, 20% of this book has been scanned; available on the following two links:

<https://contentstore.cla.co.uk/secure/link?id=8c77271e-1df8-ea11-80cd-005056af4099>

<https://contentstore.cla.co.uk/secure/link?id=955fed9a-20f8-ea11-80cd-005056af4099>

Joseph Hancock, Gjoko Muratovski, Veronica Manlow, and Anne Peirson-Smith, eds, *Global Fashion Brands: Style, Luxury, and History*, Intellect Publishing, Bristol, England, 2014.

This book is unavailable as a complete ebook; however, 20% of this book has been scanned; available on the following two links:

<https://contentstore.cla.co.uk/secure/link?id=f3936f0c-16ed-ea11-80cd-005056af4099>

<https://contentstore.cla.co.uk/secure/link?id=57d015bc-16ed-ea11-80cd-005056af4099>

Eundeok Kim, Ann Marie Fiore, and Hyejeong Kim, *Fashion Trends: Analysis and Forecasting*, Bloomsbury Publishing, London, England, 2011.

This book is unavailable as a complete ebook; however, 20% of this book has been scanned; available on the following two links:

<https://contentstore.cla.co.uk/secure/link?id=6650a695-8af2-ea11-80cd-005056af4099>

<https://contentstore.cla.co.uk/secure/link?id=712cc460-8cf2-ea11-80cd-005056af4099>

Sharron J. Lennon, *Social Psychology of Dress*, Bloomsbury Publishing, London, England, 2017.

This book is unavailable as a complete ebook; however, 20% of this book has been scanned; available on the following two links:

<https://contentstore.cla.co.uk/secure/link?id=c2382ca9-08ed-ea11-80cd-005056af4099>

<https://contentstore.cla.co.uk/secure/link?id=e4dc1509-09ed-ea11-80cd-005056af4099>

Carolyn Mair, *The Psychology of Fashion*, Routledge Publishing, London, England, 2018.

This book is available as a complete ebook, here:

<https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=63094>

Peter McNeil and Giorgio Riello, *Luxury: A Rich History*, Oxford University Press, Oxford, England, 2016.

This book is available as a complete ebook, here:

<https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=60766>

Patricia Mink Rath, *The Why of the Buy: Consumer Behavior and Fashion Marketing*, Bloomsbury Publishing, London, England, 2014.

This book is unavailable as a complete ebook; however, 20% of this book has been scanned; available on the following two links:

<https://contentstore.cla.co.uk/secure/link?id=5659749b-0ced-ea11-80cd-005056af4099>

<https://contentstore.cla.co.uk/secure/link?id=7c5d10c4-0eed-ea11-80cd-005056af4099>

Michael Solomon, Gary J. Bamossy, Soren T. Askegaard, and Margaret K. Hogg, *Consumer Behaviour: A European Perspective*, Sixth Edition, Pearson Higher Education, Harlow, England, 2016.

This book is available as a complete ebook, here:

<https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=59250>

Herb Sorensen, *Inside the Mind of the Shopper: The Science of Retailing*, Second Edition, Pearson Higher Education, Harlow, England, 2017.

This book is available as a complete ebook, here:

<https://library.richmond.ac.uk/cgi-bin/koha/opac-detail.pl?biblionumber=59770>

Syl Tang, *Disrobed: How Clothing Predicts Economic Cycles, Saves Lives, and Determines the Future*, Rowan and Littlefield, London, England, 2017.

This book is available as a complete ebook, here:

<http://raiu.koha->

[ptfs.co.uk/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=RichmondAI&isbn=9781442271005&uid=%5Eu](http://raiu.koha-ptfs.co.uk/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=RichmondAI&isbn=9781442271005&uid=%5Eu)

**The following books are not available through the Richmond library system as an ebook or as a scan; therefore, the only way for students to read the following books would be to buy their own copies.**

Sarah Bailey and Jonathan Baker, *Visual Merchandising for Fashion*, Bloomsbury Publishing, 2014. (Available at <https://books.google.co.uk>. Read the entire part available for free.)

Tanisha C. Ford, *Dressed in Dreams: A Black Girl's Love Letter to the Power of Fashion*, St. Martin's Press, 2019.

Michael Silverstein and Neil Fiske, *Trading Up: Why Consumers Want New Luxury Goods and How Companies Create Them*, Portfolio, New York, New York, United States, 2008.

Karen Pine, *Mind What You Wear: The Psychology of Fashion*, Published by Amazon/Kindle, 2014.

Note: free information about this book is available here:

<http://karenpine.com/research/fashion-psychology>

### **Additional Resources:**

Richmond offers peer tutoring as an additional resource alongside the professor's office hours, the university writing centre, mathematics advice centre, etc. With the peer tutoring programme, students can be paired with a tutor, free-of-charge. Sign up online via the peer tutor request form (<https://www.richmond.ac.uk/peer-tutor-request/>) and email any questions to [studentaffairs@richmond.ac.uk](mailto:studentaffairs@richmond.ac.uk).

Please note these additional resources that should be investigated for this course:

<https://academic-mintel-com.raiul.koha-ptfs.co.uk>

### **Journals:**

- Journal of Fashion Marketing and Management
- Journal of Retailing and Consumer Services
- Journal of Marketing Theory and Practice
- Fashion theory: The journal of dress, body and culture
- Journal of Marketing
- European Journal of Marketing
- Journal of Marketing Management
- Marketing Theory
- Harvard Business Review
- Journal of Macromarketing
- Marketing Letters
- Journal of Brand Management
- Journal of Product and Brand Management
- Consumption, Markets, and Culture
- Marketing Theory
- Journal of Consumer Research
- Journal of Marketing Management
- Journal of Consumer Marketing
- Advertising Age
- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Psychology and Marketing
- The Economist

**Websites:**

Advertising Age <http://www.adage.com>  
Advertising Standards Authority <http://www.asa.org.uk>  
BRAD <http://www.brad.co.uk>  
Brand Republic [www.brandrepublic.com/home](http://www.brandrepublic.com/home)  
Business Week [www.businessweek.com](http://www.businessweek.com)  
Chartered Institute of marketing <http://www.cim.co.uk>  
Chartered Institute of Public Relations [www.cipr.co.uk](http://www.cipr.co.uk)  
Economist Intelligence Unit [www.eiu.com](http://www.eiu.com)  
Emerald Insight Full Text [www.emeraldinsight.com/ft](http://www.emeraldinsight.com/ft)  
Emerald Insight Reviews [www.emeraldinsight.com/revs](http://www.emeraldinsight.com/revs)  
Euromonitor GMID [www.euromonitor.com.gmid](http://www.euromonitor.com.gmid)  
Fact book [www.ciafactbook.com](http://www.ciafactbook.com)  
FAME [www.fame.bvdep.com/ip](http://www.fame.bvdep.com/ip)  
FirstVIEW [www.firstview.com](http://www.firstview.com)  
Handbag.com [www.handbag.com](http://www.handbag.com)  
Just-Style [www.just-style.com](http://www.just-style.com)  
Institute of practitioners in advertising <http://www.ipa.co.uk>  
Lexis-Nexis <http://web.lexis-nexis.com/executive>  
London Fashion Week [www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)  
MAD.co.uk <http://www.mad.co.uk>  
Intel <http://reports.intel.com>  
Vogue.com [www.vogue.com](http://www.vogue.com)  
World bank [www.worldbank.com](http://www.worldbank.com)  
Worth Global Style Network <http://www.wgsn-edu.com>  
[www.fashioninformation.com](http://www.fashioninformation.com)  
[www.trendzine.co.uk](http://www.trendzine.co.uk)  
[www.fashiontrendsetter.com](http://www.fashiontrendsetter.com)  
[www.fashion-era.com/](http://www.fashion-era.com/)  
[www.fashionforecastservices.com](http://www.fashionforecastservices.com)  
[www.global-color.com](http://www.global-color.com)  
[www.modeinformation.com](http://www.modeinformation.com)  
[www.premierevision.fr](http://www.premierevision.fr)  
[www.themarketer.co.uk](http://www.themarketer.co.uk)  
[www.bauermedia.co.uk](http://www.bauermedia.co.uk)  
[www.brandchannel.com](http://www.brandchannel.com)  
[www.brandingmagazine.com](http://www.brandingmagazine.com)  
[www.brandrepublic.com/Campaign](http://www.brandrepublic.com/Campaign)  
[www.brandrepublic.com/mediaweek](http://www.brandrepublic.com/mediaweek)  
[www.broadcastnow.co.uk](http://www.broadcastnow.co.uk)  
[www.businessoffashion.com](http://www.businessoffashion.com)  
[www.businessweek.com](http://www.businessweek.com)  
[www.campaignlive.co.uk/news/wide/886782](http://www.campaignlive.co.uk/news/wide/886782)

www.campaignlive.co.uk/news/785296/Top-10-ad-agencies-2008  
www.campaignlive.co.uk/news/785868/Top-10-Media-Agencies-2008  
www.centaur.co.uk  
www.ciafactbook.com  
www.cim.co.uk/home.aspx  
www.davidmeermanscott.com/resources.htm  
www.forbes.com  
www.haymarket.com/home.aspx  
www.ipcmedia.com  
www.mad.co.uk/Home/Home.aspx  
www.marketingmagazine.co.uk  
www.marketingweek.co.uk  
www.mintel.com  
uk.nielsen.com/site/index.shtml  
www.prweek.com/uk  
www.uktvadverts.com/Home  
www.wgsn.com  
https://realtimeboard.com/examples/porters-five-forces/  
http://www.marketingteacher.com/about-marketing-teacher/

**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.**

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**Academic Policies (see also the [University Catalogue](#) and the policies detailed at: [https://my.richmond.ac.uk/Uniorg/policies\\_and\\_procedures/default.aspx](https://my.richmond.ac.uk/Uniorg/policies_and_procedures/default.aspx))**

Students must read and comply with all the requirements of the regulations and policies listed at the weblinks below. 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://my.richmond.ac.uk/myacademics/default.aspx>

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://my.richmond.ac.uk/myacademics/default.aspx>

### **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, and such a change will not be considered at any other time than on the actual date of the class.

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://my.richmond.ac.uk/myacademics/default.aspx>

### **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://my.richmond.ac.uk/myacademics/default.aspx>

### **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://my.richmond.ac.uk/myacademics/default.aspx>

### **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 in the relevant [University Catalogue](#). 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/procedures/SitePages/Home.aspx>

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