



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

**School of Business and Economics**

<b>Course:</b>	<b>MKT 6225 Ethical Fashion and Sustainability</b>
<b>Semester:</b>	
<b>Instructor:</b>	
<b>Class Location:</b>	<b>Online and Richmond Campus, Taylor Library Room</b>
<b>Class Meeting Time:</b>	<b>Tuesdays, 13.30-14.50/and asynchronous online</b>
<b>Office:</b>	<b>N/A</b>
<b>Office Hours:</b>	<b>N/A</b>
<b>Phone:</b>	<b>02073688601</b>
<b>Email:</b>	<b>FFOULKESF@Richmond.ac.uk</b>
<b>VLE (Virtual Learning Environment:</b>	<b>Blackboard is accessed via the portal</b>
	<b>(<a href="https://my.richmond.ac.uk/">https://my.richmond.ac.uk/</a>)</b>

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>). 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:**

Course Description: This course focuses on analysing ethical considerations within the fashion industry, whilst also exploring changes in practice, communication and consumerism and the diversity of stakeholders in the supply-chain of this industry toward sustainability movements.

This course will give students an overview of ethics and sustainability in the fashion industry, ranging from textile fibre production to the globalisation of fast fashion. The course considers the growing demand from consumers that the fashion items they choose have been produced ethically. The course also focuses on the needs of stakeholders who look for sustainability in the creation of shared value. Ethical sourcing is increasingly becoming the norm for the fashion industry and it has changed the way of fashion production and consumerism.

**Prerequisites:**

MKT5200

**Aims and Objectives:**

- To develop specific knowledge of changes toward the sustainability in the global supply chain for textiles and apparel
- To recognize the diverse products, markets, and professions in the textile and apparel industry, within the context of ethics and sustainability
- To comprehend the broad concepts of sustainability
- To apply the concepts of sustainability to textile items in relation to their local and global manufacture, use, and disposal
- To identify ethical issues in the global supply chain, and distinguish between 'greenwash', and good sustainability practices

**Learning Outcomes:**

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

**Knowledge and Understanding**

- Understand of the consumers role and influence in the supply-chain of fashion industry
- Attribute and understand motivation and drivers of ethical consumer behaviour
- Apply marketing theories to inform future practice of ethics dissemination
- Recognise the impact, roles and responsibilities of supply-chain stakeholders
- Demonstrate knowledge of current methods of ethics communication

**Cognitive Skills**

- Critically appraise the current ethical issues in fashion industry
- Apply the research process, and know how to integrate the sustainability and ethical concerns into research studies relevant to the fashion industry.
- To make use of independent study skills in research, analytical and evaluative techniques, with an informed critical perspective
- Research, synthesise and apply critical analysis to theoretical and contextual information for sustainable fashion

**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**

- Communicate the analysis of the ethics in the textiles and fashion supply chain practice
- Research independently the role of ethics in fashion practice and theory
- Develop effective methods of communicating ethics
- Challenge traditional and contemporary management of fashion and textiles, as well as of new approaches and processes in fashion and textiles

Programme outcomes are listed in the programme specifications found at <http://www.richmond.ac.uk/programme-and-course-specifications/>

### Teaching Methods

This course conducts an effective and flexible teaching approach in accordance with students' learning progress throughout the semester. Weekly 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 which are relevant to weekly topics.

Students are strongly encouraged to study reading lists ahead of lectures and preview group exercises ahead of seminars.

Indicative Content:

- Ethics in the Fashion Supply Chain (procurement, production, design,...)
- Traditional and contemporary management of fashion
- Slow Fashion
- Supermarket Fashion and Fast Fashion
- Ethics in the Communication and Marketing
- Stakeholder Ethical Demands
- Ethical Fashion Consumers
- Alternative Motivations; Governments, Institutions and Agencies.

### Assessment Criteria

The course will be assessed as follows:-

Academic Presentation (week 7)	20%
Investigative Essay, 2,500 words (week 11) via Blackboard Ultra	40%
Open Book Examination, 2,000 words (2 hrs in week 14)	40%

All assessment criteria conform with Assessment Norms outlined below and found at <https://my.richmond.ac.uk/myacademics/default.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.

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**

*Routledge Handbook of Sustainability and Fashion*, ed. by K. Fletcher and M. Tham (Routledge, 2016)

*The Handbook of Fashion Studies*, ed. by S. Black et. al. (Bloomsbury Academic, 2017)

### **Recommended Texts**

Black, S., *The Sustainability Fashion Handbook* (Thames and Hudson, 2012)

Brooks, A., *Clothing Poverty: The Hidden World of Fashion and Second-hand Shops* (Zed Books, 2015)

Brown, S., and M. McQuaid, *Scraps: Fashion, Textiles and Creative Reuse* (Cooper Hewitt, 2017)

Brown, S., *Eco Fashion* (Laurence King, 2010)

Burns, L.D., *The Business of fashion: Designing. Manufacturing and Marketing* (Fairchild, 2002)

Button, T., *A Life Less Throwaway* (Harper Thorsons, 2018)

*Fashion Design for Living*, ed. by Alison Gwilt (Routledge, 2014)

Fletcher, K., *Craft of Use: Post-growth Fashion* (Routledge, 2016)

Fletcher, K., *Sustainable Fashion and Textiles: Design Journeys* (Routledge, 2014)

Fletcher, K., and Linda Grose, *Fashion and Sustainability: Design for Change* (Laurence King, 2012)

Gardetti, M.A. and Ana L. Torres, *Sustainability in Fashion and Textiles: Values, Design, Production and Consumption* (Greenleaf publishing, 2017)

Gwilt, A., *A Practical Guide to Sustainable Fashion* (Fairchild, 2014)

Hethorn, J. and Ulasewicz, *Sustainable Fashion – What's Next?* (New York: Fairchild, 2015, 2nd edition)

Jackson, T., & D. Shaw, *Mastering Fashion Marketing* (Palgrave MacMillan, 2009)

Lo C.K.Y., *Sustainability in Luxury Fashion Business* (Springer Series in Fashion Business, 2018)

Minney, S., *Slow fashion, Aesthetics Meets Ethics* (New Internationalist, 2016)

Minney, S., *Naked Fashion: The New Sustainable Fashion Revolution* (Oxford, 2011)

Rinaldi, F. R. and Salvo Testa, *The Responsible Fashion Company: Integrating Ethics and Aesthetics in the Value Chain* (Routledge, 2017)

Rissanen, T. & H. McQuillan, *Zero Waste Fashion Design* (Fairchild, 2016)

Siegle, L., *To Die For: Is Fashion Wearing Out the World* (Fourth Estate, 2011)

Soloman, M. and N.. Rabolt, *Consumer Behaviour in Fashion* (Prentice Hall, 2003)

Strahle, J., *Green Fashion Retail* (Springer Series in Fashion Business, 2018)

Subramanian S. Muthu and M. A. Gardetti, *Green Fashion: volume 1* (Environmental Footprints and Eco-design of Products and Processes) (Springer, 2016)

*Sustainability in Fashion: A Cradle to Upcycle Approach*, ed. by Claudia E. Henninger et.al. (Palgrave MacMillan, 2017)

Szmydke-Cacciapalle, P., *Making Jeans Green: Linking Sustainability, Business and Fashion* (Routledge Studies in Sustainability, 2018)

Thomas, D., *Deluxe, How Luxury Lost its Lustre* (Penguin, 2008)

Thomas, S., *Fashion Ethics* (Routledge, 2016)

Tungate, M., *Fashion Brands: Branding Style from Armani to Zara* (Kogan Page, 2008)

### **Journals and magazines**

Drapers Record

Fashion Theory

Journal of Business Ethics,

Journal of Design History

Utopian Studies

WWD, Harpers Bazaar, Vogue, Elle

### **Web sites**

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

<https://fashionunited.uk/>

<https://www.ellenmacarthurfoundation.org/>

### **Course Schedule Summary of Week by Week: TUESDAYS 19 JANUARY – 26 APRIL 2021**

#### **DATE**

#### **TOPICS**

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Week 1 Introduction to topics, concepts and sources plus projects for assessment.

Topic – Covid-19 & Climate Change: Authorities and Activism

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Week 2 Ethical and sustainable fashion in the context of changing global issues since the 1970s.

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Week 3 The fashion industry: domestic and global issues.

Changes to production, consumption and management since the 1970s.

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Week 4    Fibers to textiles: ethical issues and sustainability.  
                  ‘Natural’ materials to faux: problems and solutions

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Week 5    Ethics and diversity in the fashion industry?

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Week 6    The role of design and designers in sustainable fashion.

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Week 7                    **MID TERM ASSESSMENT - PRESENTATIONS**

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Week                    **TUTORIAL WEEK**

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Week 8            Corporate responsibility: supply chains, production and retail.

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Week 9            From capital to regional cities.  
                  Global to local and ecommerce.

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Week 10          Greenwash and marketing strategies: from influencers to philanthropy?  
                  Are consumers a force for change towards ethical production and retail?

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Week 11          Communicating Fashion: collections and the digital world.

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**Essay submission**

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Week 12          Circular fashion and the lifecycle of garments and accessories.  
                  Use, upcycling, recycling, exchange, waste and disposal.

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Week 13            Technology and future predictions: challenges and solutions?  
                  Course summary and revision for exam.

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**EXAM WEEK**

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**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.