

Level 6

Fashion Buying (Marketing) (W23044) - Single Honours

Module Code	Module Title	Credit Value	
FBUY3400	Project	60	
FBUY3411	Sourcing & Supply	30	
FBUY3415	Fashion Management	30	

Fashion Buying (Design) (W23044) - Single Honours

Module Code	Module Title	Credit Value
FBUY3411	Sourcing & Supply	30
FBUY3407	Major Project	60
FBUY3408	Product Development & Merchandising	30

Module Title: Industrial Placement

Module Code: SANA2400

Module Leader: Mark Bradshaw

About the Module:

The Industrial Placement year, although not compulsory, is strongly recommended for the student as it exposes him/her to real experience related to their vocational study.

The Placement Year consists of a total of 40 to 44 weeks in one or more firms in the textile, clothing or related industry. During this time the student will normally engage fully with the firm in a role which is approved by the relevant Course Leader, and which bears career-related responsibilities. The student will receive two visits from an appointed Visiting Tutor, who ensure that the student's experience is within the terms agreed with the employing firm. As evidence of the effectiveness of the placement, the student will write a prescribed assignment which reflects on his/her experiences during the time in the industry and will be assessed on a pass/fail basis. Once undertaken, the Placement year must be successfully completed. This process will be guided by a designated tutor who will visit the student twice during the year to monitor the validity of the experience and the progress of the student.

At a time of uncertainty in the industry, it is envisaged that a student may not necessarily be able to complete the full time requirements of this module, in which case the Subject Assessment Board may exceptionally accept as fulfilling the requirements of this module a minimum of 26 weeks within one or more companies.

Assessment: Coursework

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Module Title: Project

Module Code: FBUY3400

Module Leader: Mark Bradshaw

About the Module:

This module is the culmination of the students studies undertaken to date and will develop and explore the skills and experience gained both in their subject specialism and the key underpinning area of Retail Buying. The project will take the form of a published dissertation based on original research and/or a development of known theories or development and implementation of design. It is supported through lectures on

- a. different types of research methods;
- b. different types of data collection, measurement, recording, analysis and reporting methods and tools;
- c. information selection, presentation, citation and referencing.

Students are required have to defend their choice of research tools.

Assessment: Project

Module Title: Fashion Management

Module Code: FBUY 3415

Module Leader: Kaye Herriott

About the Module:

As consumer & markets evolve retailers have to adapt to remain successful. The degree of change can be minimal or could involve a complete change. For example Chelsea Girl to River Island, Tom Ford's re launch of Gucci or Christopher Bailey launch of Burberry's 'Ready to Wear' collection.

This module builds upon the knowledge delivered in level 4 & 5 and is designed to encapsulate a variety of skills the student has learnt across marketing, retailing or Buying expertise.

The first part of this module is based on research to review and establish new innovations in global retailing, visual merchandising, promotional techniques and new directions in consumer demand. The impact of external events on retailing will also be considered. Visits to major cities i.e. London / Paris will be encouraged to broaden the scope of research.

From this research the student will then recreate a strategy for a relaunch of a particular store or brand. This could include new market positioning, new direction towards consumers and in store concepts from the product direction to the design of the interior space

Assessment: Building research portfolios, Creation of blogs, Reports , Peer assessment , Mood boards, Concept maps

Module Title: Sourcing & Supply

Module Code: FBUY 3411

Module Leader: Julia Ling

About the Module:

This module focuses on the global sourcing of a textile product and examines some of the multitude of issues faced by buyers and merchandisers. Set within a commercial context, students will select a textile product, together with a specific type of retail outlet in the UK. Having identified a country of origin students will consider aspects such as how to source a textile product, flexibility of supply and quick-response, managing quality, international distribution and supply chains, international political legislation and other issues which have to be taken into consideration. Within the sourcing process relevant technical aspects will be considered such as the importance of specifications, the management of quality and the measurement of supplier performance. Responsible sourcing and Corporate Social Responsibility are a key part of this module.

The issues related to the supply of textile products will also be investigated by the study of supply chain management and the use case studies to identify contemporary practice in retail organisations.

Assessment: Coursework

Module Title: Major Project

Module Code: FBUY 3407

Module Leader: Pippa Clarkson

About the Module:

This module will examine and bring together all pre-acquired skills from throughout the course into a major buying project. The module will include all areas of the buying process from market and customer research, through to theme creation, product development, range building and wardrobe creation of a range of 20 - 25 styles before moving into the pattern cutting and 3D resolution of 2 Prototypes from the range.

Emphasis will be on the student identifying a specific market level and product range, which they wish to base their project work around. Students will need to apply realistic resolutions to problems, which has been informed from research outcomes and a true identification of the target customer and their needs. The marketing mix of the range will also form an important part of the project work and relevant proposals and visuals will be explored by utilising and further developing professional visual communication and presentation skills.

To accompany this piece of major piece of work, students will complete a critical and theoretical research and written project of approximately 3,000 - 5,000 words, directly linked to their design/marketing research area.

Assessment: Market research, Comparative shops, Design projects, 2DCapsule collection & making up. Extended essay.

Module Title: Product Development & Merchandising

Module Code: FBUY 3408

Module Leader: Philippa Clarkson

About the Module:

This module runs alongside the major project at level three and is designed to develop students portfolios and product development/merchandising skills. The module will be based around any national and international competition briefs which are addressing product development skills. Students will execute research, market identification, product development/design and range creation. Following the design/product development brief(s), ranges developed will be utilised and explored and develop visual merchandising schemes in accordance to market level and customer research and profile. This module is a 2D exercise only and affords students the experience of developing a portfolio, design development, entering high profile competitions and a fuller participation in the role of a buyer by following the process through merchandising.

Assessment: Research, market identification, design development & presentation of range