THE UNIVERSITY OF MANCHESTER
Programme Unit Specification

1. GENERAL INFORMATION

Title	Fashion Promotion
Unit code	MATS 10172
Credit rating	10 credits
Level	1st year
Semester(s)	2
Pre-requisite units	MATS 10391
Co-requisite units	MATS 10112, MATS 10330 (DMFR only), MATS14000 (FTR-C) only
School responsible	Materials (Textiles & Paper Group)
Member of staff responsible	Ms Rachel Studd & Dr Liz Barnes
Other staff involved	Dr Wendy Moody, Mr Nick Clarke, Dr Pammi Sinha, Ms Helen McCormick, Dr Delia Vazquez

2. AIMS

A key aim is to encourage students to critically examine fashion retail promotions, trend analysis and trend translation, and apply the theories and ideas from a variety of disciplines to the design of fashion retail fashion show. The practical application of theory and devising 'real world' solutions is an important aim of the unit.

3. BRIEF DESCRIPTION OF THE UNIT

- The importance and purpose of fashion promotion.
- Fashion retail promotion: academic and commercial applications.
- Trend analysis: the importance and purpose of trend analysis.
- Trend Translation: the value and methods of trend translation adopted by fashion retailers.
- Trend Communication methods
- Practical Event Co-ordination and Management of putting on a fashion retail show
- Team Building and Group Work

4. INTENDED LEARNING OUTCOMES *(include unit-specific and contribution to programme)*

Category of outcome	***On completion of this unit, students should be able to:***
Knowledge and understanding	• Understand theories relating to the marketing mix, SWOT analysis and positioning • Explain how trends are analysed and forecast and then adapted into the retail environment • Identify the practical components of fashion retail promotion and trend analysis and the role these play in determining consumers' expectations and actions.

Intellectual skills	• Analyse a retailer using planning tools such as 4Ps, SWOT and positioning • Carry out research into the key market and financial facts for a retailer • Draw conclusions and make recommendations based on retailer analysis • Analyse and evaluate various academic theories related to fashion retail promotion and trend analysis. • To develop and synthesise applied and theoretical approaches to trend analysis and trend translation
Practical skills	• Plan, sketch, articulate and communicate the results of fashion retail promotion, trend analysis and trend translation investigated during workshops and lectures. • Create a mood board to demonstrate trend translation • Plan, manage and deliver a promotional style fashion show
Transferable skills and personal qualities	• Communicate effectively within a group environment • Appreciation of team building • Use creative presentation skills

5. LEARNING AND TEACHING PROCESSES (*methods of delivery*)

Lectures, group activities, problem based learning and practical activities

6. ASSESSMENT

100% Assessment

Overall Fashion Promotion Assessment		
Course Work	**Marks**	**Deadlines**
Retail Report (Individual) 4000 words	35%	Week 3 Friday Textiles Reception 12 pm
2 Trend Boards (Group)	20%	Week 7 Wednesday B41
2 pages – (Individual) Retail Executive Summary Trend Executive Summary Trend Translation Trend Definition for Show Concept	15%	Week 7 Wednesday B41
Overall Fashion Show (Group)	30%	Week 12 C16 Live!

Date of current version	January 2009

7. READING LIST

General Reference Texts

Brannon, E. L., 2000, Fashion Forecasting, Fairchild Publishing, New York, USA.

Brassington, F, & Pettitt, S, 2006. Principles of Marketing, 4th Edition, Prentice Hall, London, UK
Diamond and Diamond (1999) Fashion Advertising and Promotion, Fairchild Publications, NY.
Easey, M., (2009) Fashion Marketing, 3rd Edition, Wiley-Blackwell, Oxford, UK.
Guerin, P., (1987) Creative Fashion Presentations.
Jackson and Shaw (2001) Fashion Buying and Fashion Merchandising Management.
Perna, R. (1987) Fashion Forecasting: a mystery of method?, Fairchild Publishing, New York, USA.
Varley, R., (2006) Retail Product Management: Buying and Merchandising, 2nd edition, Routledge, London.

Journals and Reports

Drapers
Mintel and Keynote Reports – accessed via university library page
http://www.library.manchester.ac.uk/
Keynote Report, (2004), Clothing Intelligence, Keynote Publications LTD, Middx, UK.
Mintel, (2003) Retail Intelligence: Teenage Shopping Habits. Mintel International Group Ltd, London, UK.
Mintel, (2004) Retail Intelligence: Clothing Retailing. Mintel International Group Ltd, London, UK.

Websites:

www.wgsn-edu.com; www.diesel.com; www.guardian.co.uk; www.londonfashionweek.co.uk; www.financialtimes.com; www.fornarina.com; www.arcadiagroup.co.uk; www.hm.com; www.manchester.ac.uk/librarypages/electronicresources/databases/mintel;