THE UNIVERSITY OF MANCHESTER
Programme Unit Specification

1. GENERAL INFORMATION

Title	Fashion Merchandising
Unit code	MATS 20122
Credit rating	10 credits
Level	2nd year
Semester(s)	2
Pre-requisite units	None
Co-requisite units	None
School responsible	Materials (Textiles & Paper Group)
Member of staff responsible	Dr Liz Barnes
Other staff involved	None

2. AIMS

The programme unit aims to:
Provide a detailed overview of the scope of fashion merchandising and enhance understanding of the nature of fashion merchandising through consideration of theoretical and practical perspectives

3. BRIEF DESCRIPTION OF THE UNIT

Fashion merchandising is a key function of any modern fashion business. Modern technology has revolutionised the way in which information can be analysed and manipulated in order to inform decision making and merchandising is at the heart of this process. By providing the right information and insight fashion businesses are able to make creatively motivated, commercially driven creative decisions.
This unit explores the scope of fashion merchandising and the dynamics of the role in the fashion industry. The theoretical ideas underpinning the concept of fashion merchandising such as the fashion cycle, the classification of fashion products, demand curves, profitability and supply chain are explored in detail. Examinations of how these theoretical concepts are applied in fashion merchandising are also featured through the use of practical examples.

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 the theoretical concepts underpinning fashion merchandising • Apply their knowledge of fashion merchandising to practical situations
Intellectual skills	• Perform simple analysis of data relevant to fashion

	merchandise • Make links between theoretical concepts and practical applications in the field of fashion merchandising
Practical skills	• Apply the results of simple data analysis to make practical decisions
Transferable skills and personal qualities	• Demonstrate skills in numeracy relevant to the role of fashion merchandising • Consider the fashion process in an analytical way

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

Lectures, worked examples, enquiry based learning

6. ASSESSMENT

100% examination

Date of current version	September 2008

7. READING LIST

Jackson, T. & Shaw, D. (2001) **Mastering Fashion Buying & Merchandising Management** Palgrave, London

Easey, M. (2009) **Fashion Marketing** 3rd edition, Blackwell, Oxford

Goworek, H. (2007) **Fashion Buying** 2nd edition, Blackwell, Oxford

Hines, T. & Bruce, M. (2007) **Fashion Marketing** 2nd edition, Butterworth-Heinemann, Oxford

Varley, R. (2006) **Retail Product Management** 2nd edition, Routledge, London