

**Module Specifications**

**Year/Level:** 5  
**Programme:** Fashion and Fashion Business

<b>Module:</b>	Fashion: Critical Contexts 2	<b>Module Code:</b>	5FTC2218	<b>Credits:</b>	30
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**Module Description:**

**Mandatory**

Building upon knowledge and study skills established at Level 4, this module encourages students to see the study of critical contexts as a vital tool to further innovative and well-informed practice in fashion. Students will consider a range of theoretical positions and contextual ideas that inform recent and contemporary practice, and use these as a framework to reflect critically upon their own work. By the end of the module, students will be able to form an informed and self-aware critical perspective on key issues facing contemporary fashion, while locating their own practice within cultural and professional contexts. Key areas include various cultural perspectives and theoretical traditions that have shaped contemporary practice in fashion design, business and communication. To complement discipline specific studies, the module will enable students to develop their analytical skills through a variety of theoretical approaches.

<b>Module:</b>	Strategic Sales, Marketing and E-Comm	<b>Module Code:</b>	5FTC2219	<b>Credits:</b>	30
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**Module Description:**

**Mandatory**

The aims of this module are to enable students to develop an understanding of the importance of the connection between the Sales, Ecommerce and Marketing departments and what the roles of key personnel are within a global fashion business. Students will be introduced to the tools utilised within these departments in order to understand how to maximise product exposure and sales via digital platforms. Exploring the creative roles behind sales and marketing strategies will also be key, alongside the financials of budget management and utilising data to aid decision making across the business. How buyers and merchandisers work within brands to select product and visuals appropriate for the Ecommerce/digital platforms and related consumer. Through a variety of classroom and/or online based learning activities including lectures, seminars, tutorials and industry specialists, students will begin to develop their own areas of interest and how these apply within a given fashion business. By the end of the module, students will be able to form an informed and self-aware critical perspective on key issues facing contemporary fashion, while locating their own practice within cultural and professional contexts. Key areas include various cultural perspectives and theoretical traditions that have shaped contemporary practice in fashion design, business and communication. To complement discipline specific studies, the module will enable students to develop their analytical skills through a variety of theoretical approaches.

<b>Module:</b>	Buying and Merchandising	<b>Module Code:</b>	5FTC2220	<b>Credits:</b>	15
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**Module Description:**

**Mandatory**

Students will acquire essential knowledge about the role and function of the Fashion Buyer and Merchandiser. This will include an introduction to the principles of strategic business theories and practices used commercially within these roles. Students will be introduced to the 'language' of these key roles and their functions and how they operate within specific fashion market sectors. Students will begin to develop an understanding of contemporary issues facing the global fashion industry via these roles in particular within the areas of consumer and market, product development and viability through to supply chain and finance. The module will provide students with the ability to learn from academic and industry specialists in the field of fashion business and will participate in external education trips to support their learning. As part of an inclusive and accessible curriculum, students will learn via a series of in person face-to-face sessions and online via digital technologies including a series of lecturers, seminars and interactive group activities.

<b>Module:</b>	Concept to Customer for Global Markets	<b>Module Code:</b>	5FTC2221	<b>Credits:</b>	30
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**Module Description:**

**Mandatory**

Through case study analysis, primary and secondary research and visual report writing, students will be able to contextualise the business of fashion. The module provides a more in-depth understanding of theories and practices that support the discipline. Emphasis will be on developing students' fashion business knowledge, their analytical, communication, problem solving and evaluation skills that all form vital functions to support a variety of key fashion business roles. This module will further address the importance of the concept to customer route via the understanding of a critical path within a global fashion industry. The inherent processes and strategies required within the remit of fashion business the students will continue to learn about the connection between departments and current job roles within the industry to help them begin to develop their own areas of interest within the industry. Through a combination of internal assignments and/or external live projects, students will begin to apply their learnt skills in a professional setting, typically used within the global fashion industry.

<b>Module:</b>	Advanced Fashion Product Development	<b>Module Code:</b>	5FTC2222	<b>Credits:</b>	15
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**Module Description:**

**Mandatory**

This module focuses on producing technical industry relevant documents and artefacts building mastery of traditional skills, digital skills and 3D technologies. A deeper understanding of how the varying processes relate to one another and to the supply chain and how these choices determine cost to customer and market level. Students will work across a broad range of materials and processes considering functional design choices to formulate self-directed technical and creative outcomes from design to market.