

FASHION MARKETING AT FALMOUTH

WELCOME TO BA(HONS) FASHION MARKETING AT FALMOUTH.

Your offer

Please remember that if you have been made a conditional offer to study at Falmouth, your place is subject to meeting those conditions. Conditional means that we are waiting to receive your results, or some more information, before your place is finalised. You can see any conditions in [UCAS Track](#). If you have any questions, please contact Rachel Chaplin on 01326 253654 or rachel.chaplin@falmouth.ac.uk

First week of term

Your first week will commence with a meeting on **Monday 14 September 2015 at 10am** in the **Marketing Studio, Design Centre** on the **Penryn Campus**.

There will be a local trip during induction week to enable us to get to know each other and explore a bit of Cornwall. Transport for this will be provided. There will be an option to go surfing during the day which will carry an additional cost of approximately £20. **Please let us know if you will be taking part by emailing FTIAdmin@falmouth.ac.uk by 31 August 2015.**

MyTimetable

<https://mytimetable.falmouth.ac.uk/> available from 1 September 2015

This is the link to MyTimetable, your online academic calendar which shows all scheduled learning activities and your course timetable. It will be available from 1 September 2015, however, timetables can be subject to change. To keep up to date, we recommend that you export the feed to your chosen device (mobile, tablet, laptop or desktop). An induction will be offered on the use of MyTimetable during freshers' week. Students will have access to their individual student timetables, where appropriate, once they have completed their online enrolment and IT induction.

Study trips

There will be a 4 day study trip to London during London Fashion Week in mid February 2016, which we hope all students can attend. The cost will be confirmed at the beginning of term but is estimated to be around £200.

We run overseas study visits from time to time, for example, to important international trade fairs such as Première Vision in Paris or to New York to visit studios. This will not take place in your first year, but you may like to know it's a possibility at some point during your three years. Trips like this are optional and we work hard to secure the best deals for accommodation and travel.

Project: Sketchbook

Please complete the following project by the first day of term.

Aim

To start to become more aware of basic fashion, textile and marketing terms, business structure, cultural influences, methods of visual and written communication. The aim is that on Day 1 of the course you are better equipped to be the Creative Strategist you wish to be.

This research project is designed to equip you with some basic marketing knowledge so that you'll know what's being referred to during the course. Some of you will already be familiar with a range of marketing terminology through your own research or your previous course, while some of you have yet to discover the complexities of the marketing industry. This is your chance to gain an insight prior to launch in September.

Create a sketchbook.

This should be compiled of written and visual information. Be as creative as you wish but consider your audience. It should be a combination of clear communication and engaging visuals. Bring your sketchbook with you in September. This will be a useful reference book as the course progresses.

Ideas for your sketchbook:

- Fashion trends / Catwalk report
- Current fashion colour stories / Fabric/material swatches
- Street styles
- Fashion Ad campaigns
- Editorials – with outstanding styling
- Cultural events, festivals and exhibitions
- Fashion Industry News; the “fashion grapevine”
- Shopping – Fashion retail's latest hotspot
- Bloggers and Online Features

Include notations to your visual research, this can be factual or your personal commentary on the subject matter.

Pick out a particular current fashion story from your sketchbook, a subject that has sparked your interest, something that excites you and be prepared to talk about it to your fellow students upon your arrival at Falmouth. We may not get to hear everyone's presentation but it is good practice for future assignments.

Reading

This is a suggested reading list in order to prepare you for the forthcoming year. There is no requirement to buy all of these books as they will be available in the library.

Posner, H., 2011. *Marketing fashion*. Laurence King.

Bradley, N., 2013. *Marketing research: tools and techniques*. 3rd ed. Oxford University Press.

Jobber, D. & Ellis-Chadwick, F., 2013. *Principles and practice of marketing*. 7th ed. London: McGraw Hill.

Blythe, J., 2013. *Consumer behavior*. 2nd ed. Sage.

Fill, C., 2013. *Marketing communications: brands, experiences and participation*. 6th ed. Harlow: Pearson.

Lea-Greenwood, G., 2013. *Fashion marketing communications*. Wiley & Sons.

De Soto, D., 2014. *Know your onions: graphic design, how to think like a creative, act like a businessman and design like a god*. BIS.

Dieffenbacher, F., 2013. *Fashion thinking: creative approaches to the design process*. AVA Academia.

Gaimster, J., 2011. *Visual research methods in fashion*. Berg.

Seivewright, S., 2012. *Research and design: basics fashion design 01*.

Bailey, S. & Baker, J., 2014. *Visual merchandising for fashion (basics fashion management)*.

Gestalten, 2013. *Brand spaces: branded architecture and the future of retail design*.

Williams, K., Laing, J. & Frost, W., 2013. *Fashion, design and events*. Routledge.

Ingledeu, J., 2011. *The A-Z of visual ideas: how to solve any creative brief*. Laurence King.

Baron, K., 2012. *Stylists: new fashion visionaries*. Laurence King.

Chartered Institute of Marketing Affiliated Membership

Joining the CIM as an affiliate member allows you access to a wealth of networks and resources and initiates your professional journey as a marketer. Upon arrival there will be a presentation from the CIM Network Manager to explain the benefits of CIM membership. Affiliate membership costs £50 and is paid directly to CIM.

Material list

It is vitally important that you have the equipment listed below by the beginning of term as you will be using it in your first week. All drawing equipment can be purchased from the campus shop, except for drawing boards.

- Portable memory device (USB stick for example) of at least 32MB that is Mac compatible for University laptops
- Plastic or cardboard A1 size portfolio or folder. You will use this to store all of your studio work

Exhibitions

We would like you to visit exhibitions and a range of retail outlets during the holidays, consider using photography to capture your observations. You may want to look at displays, graphic communication, campaign photography, window display, interior layouts & product offerings, customer service and promotional activity. Catalogue your findings in a sketchbook. Please see the Project for further details.

Our student mentors are now on Facebook. Check out the Fashion group:
<https://www.facebook.com/groups/fashiondesignfashionmarketingp.s.d.falmouth15.18/> If you are not on Facebook you can still speak to a student mentor. Email your name and the course you are starting to studentmentorenquiries@falmouth.ac.uk and we will be in touch with you.

During the coming weeks, you will be emailed important information for new students. If you will be away, please ask someone else to check your emails regularly and reply on your behalf.

We look forward to meeting you in September.

Yours sincerely

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