

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

We run overseas study visits from time to time and this year there will be a trip to New York in late February or early March 2016. It will be around £900 with some limitation on spaces. Bookings will be on a first come first served basis and we will be seeking a deposit of £400 by 5 October. More details will be given at the start of term.

Project

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

At the start of term you will be introduced to two key modules (in addition to on-going Histories & Theories studies). These modules are:

Fashion Performance Analysis - 20 Credits (led by Michelle Lawrence)

Key Learning Outcome:

Communicate verbally, visually and in written form your understanding of marketing, financial and corporate social responsibility performance in a fashion business context.

Reading:

Osterwalder, A. & Pigneur, Y., 2010. *Business model generation: a handbook for visionaries, game changers and challengers*. John Wiley & Sons.

Trends & Predictions – 20 Credits (led by Emma Goff)

Key Learning Outcome:

Develop, evaluate and communicate the creative and intellectual use of fashion marketing prediction techniques and apply to a range of contexts.

Reading:

Raymond, M., 2010. *The trend forecaster's handbook*. Laurence King.

Both these modules require research and innovative thinking, trying to understand the past and present in order to predict and propose a future.

In preparation for Year 2, your project brief is to conduct preliminary research and analysis of a fashion business, this can be any fashion business you like, ranging from garments to magazines to services, lifestyle, a celebrity or event. You can select any market level from luxury to mass market. Pick something or someone you are interested in.

Select a business that offers a comprehensive web site or achieves extensive media coverage to make your research easier but don't limit yourself to just one source. Cite at least ten different sources, both online and offline. These could be newspapers, magazines, websites, TV news. Use online resources such as WGSN, LSN Global, books, e-books or try searching keywords in Google Scholar.

Over the holidays create a comprehensive sketchbook that documents the past and present story of the business. Use drawing, photography, fabric swatches and other items, written words and so on to create a visual and written documentary of your chosen business. Make it really interesting to look at as well as read. Use at least 10 images, five of which should be original to you (i.e. your drawing or photography).

Think strategically and creatively. Some of the questions you might want to consider:

- **How big or successful is the business?**
You could measure this in all sorts of different ways, i.e. number of readers, subscribers, total sales, profit, number of countries in which the business

operates, number of employees, number of followers on social media, news coverage and so on

- **What is the secret of its success...or failure?**

Can you chart its journey up, down? Can you pin point why? Were there internal or external changes? Internal changes could be a takeover or collaboration with another person or business, more investment, new designer or marketer on board, better range, styling, celebrity endorsement. External could be economic, social or technological change (hint: a creatively presented PESTEL analysis might help)

- **How does the business generate income?**

This could be through direct sales of product, advertising revenue, subscription, Internet referrals, contracts for endorsement. Look for evidence if not actual figures

- **Why do customers, followers, readers love the brand?**

Please don't just regurgitate the marketing copy of the brand itself but try to unpick the emotional and rational benefits received. Try using techniques such as a really detailed Pen Portrait, Features & Benefits, Marketing Mix. What other businesses compete for the same customer?

- **What is the ethical stance of the brand?**

What clues are there to suggest that the business cares about the planet and people as well as profit? You could explore policies and working practices or charity connections. In your opinion is this just PR and “green wash” or is it genuine?

The aim of your research is to understand what makes the business work. How does it generate profit? What value does it deliver to customers? How considerate is it of other stakeholders? All of these concepts have been explored in Year 1 and will be examined at greater depth in Year 2. This research will directly inform your Year 2 studies and enable you to achieve successful outcomes at Level 5.

Deliverables in Academic Week 1 September 2015:

- **Sketchbook of business research as detailed above**
- **A pechakucha presentation**, which is a simple combination of 10 slides (images only) which change automatically in 20 seconds forcing you to present your spoken story of the business in no more than 3.3 minutes.

www.pechakucha.org

Reading

Reading list – Level 4 – Stage 1

The following books are recommended for Year 1 and you may be familiar with some of these books already. 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.

Ingledew, 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.

Reading list – Level 5 – Stage 2

Osterwalder, A. & Pigneur, Y., 2010. *Business model generation: a handbook for visionaries, game changers and challengers*. John Wiley & Sons.

Rinaldi, F. & Testa, S., 2014. *The responsible fashion company*. Greenleaf Publishing.

McKeown, M., 2012. *The strategy book*. Pearson.

Koumbis, D., 2014. *Fashion retailing: from managing to merchandising. basics fashion management*. Fairchild Books.

Raymond, M., 2010. *The trend forecaster's handbook*. Laurence King.

Scully, K. & Johnston Cobb, D., 2012. *Colour forecasting for fashion*. Laurence King.

Quinn, B., 2012. *Fashion futures*. Merrell.

Clark, J. & De La Haye, A., 2014. *Exhibiting fashion: before and after 1971*. New Haven and London: Yale University Press.

Braddock Clarke, S. & Harris, J., 2012. *Digital visions for fashion + textiles: made in code*. London: Thames & Hudson Ltd.

Craik, J., 2009. *Fashion: the key concepts*. Oxford: Berg.

Fukai, A., 2006. *Fashion: a history from the 18th to the 20th century*. Cologne: Taschen.

Hill, D., 2007. *As seen in "Vogue": a century of American fashion in advertising*.

Doole, I. & Lowe, R., 2012. *International marketing strategy*. Cengage learning EMEA.

Tungate, M., 2012. *Fashion brands: branding style from Armani to Zara*. Kogan Page.

Wheeler, A., 2012. *Designing brand identity: an essential guide for the whole branding team*. 4th Ed. Wiley & Sons.

Olins, W., 2014. *Brand new: the shape of brands to come*. Thames Hudson.

Hameide, K., 2011. *Fashion branding unraveled*. Fairchild Books.
Moore, G., 2012. *Fashion promotion, building a brand through marketing and communication. basics fashion management*. 6th Ed. AVA Academia.
Hofstede et al, 2010. *Cultures and organisations*. 3rd Ed. McGraw-Hill Professional.

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.

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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