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MODULE DESCRIPTOR

Module Title

Fashion Retail And Store Design

Reference	CB1326	Version	1
Created	January 2020	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	30
Amended	June 2018	ECTS Points	15

Aims of Module

To provide students with the ability to evaluate the physical fashion retail environment, and to apply principles of store design, layout, and visual merchandising to fashion retail outlets with consideration for customer experience and retention.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Define and categorise the retail experience in relation to different retail formats.
- 2 Evaluate and conceptualise the practical elements of a fashion retail store layout and space planning.
- 3 Evaluate and conceptualise the visual and sensory communication elements of a fashion retail store.
- 4 Explain and define customer retention and loyalty within the dynamic retail environment.

Indicative Module Content

The physical retail environment, types of retail, retail loyalty, customer types, store image, store image design elements, visual communication in a retail setting, fixtures and fittings, store and space planning, lighting and atmospherics, visual merchandising and display.

Module Delivery

Key concepts are introduced and illustrated through lectures and directed reading. The understanding of students is tested and further enhanced through tutorials, labs, student centered exercises, visits and practical workshop tasks that use industry skills.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	66	N/A
Non-Contact Hours	234	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4
 Description: Individual Portfolio Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 PEGLER, M.M, 2012. *Visual merchandising and display*. 6th ed. New York: Fairchild Publications.
- 2 KENT, T. and OMAR, O., 2003. *Retailing*. Basingstoke, Hampshire: Palgrave Macmillan.
- 3 VARLEY, R. and RAFIQ, M., 2014. *Principles of retailing*. 2nd ed. Basingstoke, Hampshire: Palgrave Macmillan.