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MODULE DESCRIPTOR

Module Title

Fashion Branding

| | | | |
|-----------|--------------|-------------|--------|
| Reference | CB3192 | Version | 1 |
| Created | January 2020 | SCQF Level | SCQF 9 |
| Approved | June 2018 | SCQF Points | 15 |
| Amended | June 2018 | ECTS Points | 7.5 |

Aims of Module

The aim of this module is to provide an advanced appraisal of the key issues associated with strategic brand management within the fashion sector.

Learning Outcomes for Module

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

- 1 Critically examine and apply the theories and concepts that explain the form and function of brands within the contemporary fashion industry.
- 2 Examine the nature of the brand-consumer relationship.
- 3 Critically review the role of the brand in achieving competitive advantage in the fashion sector.
- 4 Evaluate the dimensions and activities associated with effective brand management.

Indicative Module Content

Defining the brand, its forms, functions and dimensions. Brand positioning and communication. Components of fashion brand identity. Brand-consumer relationship. Brand extensions and strategic brand alliances in fashion. Fashion brand equity - measurement and control. Brand protection - counterfeiting threats. Brand portfolio planning. Luxury brands.

Module Delivery

This module will be delivered by a combination of lectures and tutorials. Guest speakers may be involved. Tutorial sessions will involve discussion of case studies and application of key theories. Students will be expected to carry out directed reading and independent research activities.

Indicative Student Workload

| | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours | 33 | N/A |
| Non-Contact Hours | 117 | N/A |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 150 | 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 Written 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

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

INDICATIVE BIBLIOGRAPHY

- | | |
|---|---|
| 1 | DE CHERNATONY, L. and MCDONALD, M.H.B., 2011. <i>Creating powerful brands</i> . 4th ed. Oxford: Butterworth Heinemann. <i>ebook</i> |
| 2 | DE CHERNATONY, L., 2015. <i>From brand vision to brand evaluation: strategically building and sustaining brands</i> . 3rd ed. Oxford: Elsevier. |
| 3 | KELLER, K.L., APERIA, T. and GEORGSON, M., 2012. <i>Strategic brand management: a European perspective</i> . 2nd ed. Harlow Essex: Pearson Education Ltd. |
| 4 | OKONKWO, U., 2007. <i>Luxury fashion branding: trends, tactics and techniques</i> . Basingstoke: Palgrave MacMillan. <i>ebook</i> |
| 5 | TUNGATE, M., 2012. <i>Fashion brands: branding style from Armani to Zara</i> . 3rd ed. London: Kogan Page. <i>ebook</i> |
| 6 | <i>Journal of Fashion Marketing Management</i> |
| 7 | <i>Journal of Product and Brand Management</i> |