

MODULE DESCRIPTOR

Module Title

Global Fashion Brand Strategy

Reference	CBM843	Version	1
Created	February 2021	SCQF Level	SCQF 11
Approved	March 2021	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

To examine key issues facing global fashion brands and provide an advanced appraisal of brand theory and practice in the creation of competitive advantage in a dynamic global business environment.

Learning Outcomes for Module

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

- 1 Critically appraise brand strategies in the analysis of issues associated with the global fashion environment.
- 2 Critically examine the theories and concepts that explain the form and function of fashion brands from consumer and business perspectives.
- 3 Critically evaluate the success factors for fashion brands operating across global marketplaces.
- 4 Critically evaluate and propose brand management strategies and techniques that communicate relevant brand values and contribute to achieving competitive advantage.

Indicative Module Content

Key terms, concepts, and definitions in brand management. Different tools and techniques for strategic brand management and for achieving positive brand equity. Luxury fashion branding, trends and market strategies. Fashion business environment and differing perspectives strategies across global cultures. Internal and external market analysis. Key business strategy decisions while considering the creation of competitive advantage.

Module Delivery

The module is delivered by lectures and tutorials, supplemented by directed reading from key texts and academic journals. Practical tutorial tasks and student presentation are incorporated to enhance learning and transferable skills.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	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:	Group and 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 in addition to course entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 KELLER, K-L, APERIA, T. and GEORGSON, M., 2012. Strategic brand management: a European perspective. 2nd ed. Harlow: Pearson Education.
- 2 ROSEBAUM-ELLIOT, R., PERCY, L. and PERVAN, S., 2018. Strategic Brand Management. 4th ed. Oxford: Oxford University Press
- 3 KAPFERER, J-N., 2015. Kapferer on Luxury: How luxury brands can grow yet remain rare. London: Kogan Page.
- 4 Journal of Global Fashion Marketing
- 5 Journal of Brand Management
- 6 Journal of Fashion Marketing and Management