

FASHION MARKETING - BRANDING & COMMUNICATION

TRIMESTER 1: Bachelor & Diploma units

GLOBAL FASHION NARRATIVES

→ Global Fashion Narratives

Students will explore the cultural dimensions of fashion and discuss the history of Western and non-Western fashion systems. Discover how fashion communicates ideas about self and society, addressing gender, beauty, race, and politics. Gain insights into fashion's interplay with diverse fields, recognising its symbolic value as a cultural language. Students will gain an understanding of the impact of technology, society, politics, and economics on the evolving fashion system, including changes in global production, distribution, and consumption practices.

SUSTAINABLE FASHION BUSINESS

→ Fashion Retail Entrepreneurship

This unit is an introduction to fashion business and the connection between business decisions and sustainable fashion outcomes. Students will develop an understanding of business terminology and business operations. The key characteristics of linear, recycled and circular business models as applied to the fashion industry will be central to this unit. In-depth investigation of the fashion supply chain (in both local and global settings) will help students develop an understanding of the challenges of managing sustainable and transparent fashion business operations.

TRIMESTER 2: Bachelor & Diploma units

FASHION PRODUCT LIFECYCLE

→ Global Fashion Narratives

This subject introduces differing perspectives on managing the product life cycle and product development process for a fashion range. Students will learn about the stages involved including trend research, design, materials, production, quality control, and distribution. Alternative product development models and production methods used by fashion brands will also be explored. Students will also gain an understanding of critical paths and the software used in the product development process.

FASHION RETAIL ENVIRONMENTS

→ Fashion Retail Entrepreneurship

Learn about evolving retail environments like e-commerce, omni-channel, and 'phygital'. Students will explore the functions and features of fashion retail environments, from physical stores to online platforms. They will form an understanding of ownership models and how retail serves as a crucial communication channel for brands. Discover how fashion retail is informed by product categories, market sectors, technology, and location through the study of retail formats like boutiques, flagship stores, and pop-ups. Investigate creative strategies employed in retail spaces to connect and engage with consumers.

INTRODUCTION TO MARKETING & BRANDING

→ Fashion Marketing

In this unit, students will be introduced to the key principles of marketing and branding, exploring concepts like market segmentation, positioning, and the marketing mix. Students will analyse case studies of fashion brands to grasp the evolution and creation of strong brand equity. This unit explores the significance of brand management and marketing strategies for sustainable fashion brands and how to stand out in a crowded global market. Students will also develop a marketing and brand identity strategy for a new responsible fashion brand, complete with a brand style guide.

CREATIVE FOUNDATIONS

→ Industry Awareness

Creativity is more than just inspiration; it is a skill, a discipline, and an essential tool for navigating the complexities of the modern world. In this unit, you will explore creativity's role across diverse disciplines and communities, gaining valuable insight into the ethical and cultural values that shape creative practice. You will develop critical skills to evaluate information, articulate ideas, and confidently reflect on creative work. By engaging with a dynamic community of students from across Collarts, you will have the opportunity to explore your creative potential and establish a strong foundation for your studies and future career in the creative industries.

VISUAL MERCHANDISING & PRODUCT NARRATIVES

→ Fashion Marketing

Students will embark on a journey to understand the retail world as a creative space for fashion storytelling. Learn strategies to attract customers and encourage foot traffic in physical and digital stores, using visual displays to convey product meanings. Students will develop 2D or 3D visual communication skills to express creative ideas for different retail environments. Product stories will be brought to life through exploration of visual merchandising techniques including, light, colour, space, design and other props in a retail environment.

INDUSTRY FOUNDATIONS

→ Industry Awareness

In this unit, you will immerse yourself in the world of the creative industries and explore the many pathways to transforming your passion into a profession. Through insights from industry professionals and hands-on creative activities, you will develop a deeper understanding of how your industry operates while reflecting on your career aspirations and creative potential. From generating ideas to bringing them to life, you will experiment with flexible approaches to creative collaboration, working on cross-disciplinary projects that mirror real-world creative environments. By gaining a clearer perspective on the industry landscape, you will be better equipped to carve out your place as a creative professional and make confident, informed career choices.

TRIMESTER 3 Bachelor only units

DIGITAL BRAND COMMUNICATIONS

→ Fashion Branding and Communication

In this unit, students will explore the world of digital brand communications in fashion marketing. Students will gain skills in producing diverse content for various channels using industry-standard software and new technologies. This unit contextualises fashion content creation within concepts of information economy and the networked society. Students will apply their understanding through a range of practical activities that require the production of creative fashion communication messages and content and deepen their knowledge of brand identity.

FASHION STYLING & IMAGE MAKING

→ Fashion Entrepreneurship/Retail Management

Learn the art of styling a photo shoot from developing theme boards to sourcing products, models, makeup, and location selection. Students will gain the knowledge and skills needed to plan and execute fashion styling photoshoots for diverse media platforms/outlets and gain an understanding of the various communication styles employed by the fashion industry for product promotion. This unit will focus on concept development for product shots, runway shows, photo shoots, and social media content. Experiment with different styles, lighting, makeup, and post-production techniques to create a series of styled fashion images.

TRIMESTER 4 Bachelor only units

DIGITAL FASHION CAMPAIGNS

→ Fashion Branding and Communication

This unit immerses students in the world of fashion marketing campaigns, analysing them as tactical tools to amplify product, events, or services. Delving into strategic planning, organization, and alignment of initiatives, students explore the purpose and structure of impactful fashion campaigns. Through case studies, guest speakers, and workshops, they gain insights into the successful management of digital campaigns. Students will then plan, develop, and execute a digital fashion campaign, including concept development, goal setting, scheduling, budgeting, and resource management. Additionally, students will continue to develop their storytelling skills, crafting compelling campaign assets for diverse digital platforms and channels.

RETAIL DISRUPTORS & FASHION FRONTIERS

→ Fashion Entrepreneurship/Retail Management

This unit explores the ways established fashion retail operations have been disrupted by social, technological and global activities. Students navigate the impact of supply-chain disruptions, evolving consumer behaviour, and the integration of immersive technologies in retail environments, gaining insights into the challenges and opportunities shaping the dynamic landscape of fashion production, distribution, and consumption. Examining how these disruptions have propelled advancements in fashion retail environments and diverse business model driven by digital technologies and sustainability.

CONSUMER INSIGHTS & FASHION CONSUMPTION

→ Fashion Consumers

In this unit, students will gain a deeper understanding of the key influences driving changes in fashion consumption and consumer behaviour. Students will explore the history, culture, and drivers of fashion consumption in relation to the ethics of sustainability and social responsibility within fashion. Internal and external factors shaping motivations, buying behaviour, and consumption patterns will be further examined. They will also learn about market segmentation, consumer decision-making, customer journey mapping and customer relationship management for developing effective marketing strategies.

SOCIAL MEDIA & FASHION INFLUENCES

→ Industry Awareness

This unit explores the transformational changes to fashion communication shaped by social media and the evolving methods of influence and power shifts enabled by social media, shaping design, communication, and sales in fashion. Students will examine the characteristics of networked communication systems, studying the rise of influencers and key opinion leaders (KOL) in fashion media. Learn from influential voices and case studies, understanding successful social media strategies to craft your personal influencer marketing strategy utilising a variety of communication platforms, applications and channels.

E-COMMERCE & USER EXPERIENCE

→ Fashion Consumers

This unit develops student understanding of e-commerce platforms, viewing them as retail settings experienced by users and consumers. Through a blend of theoretical and practical learning, students will explore intuitive digital experiences and user experiences (UX) for both web and mobile environments. Exploring aspects such as target audience, product development, design, technical implementation, marketing, and feedback incorporation, students apply their UX design knowledge to a prototype project tailored for the dynamic landscape of fashion retail.

ELECTIVE

→ Industry Awareness

TRIMESTER 5 Bachelor only units

SUSTAINABLE MARKETING COMMUNICATION

→ Fashion Branding and Communication

This unit focuses on the knowledge and skills needed to create marketing communication that promotes an understanding of fashion and sustainability. Students will leverage their knowledge of sustainable fashion production, new and circular business models and consumer behaviour to shape marketing messages advocating responsible approaches to engaging with fashion. Through hands-on projects and workshops, students produce a series of marketing collateral, effectively communicating processes and practices that enhance the sustainability of fashion and clothing and to inform and influence consumer behaviour.

CREATIVE ENTREPRENEURSHIP

→ Fashion Entrepreneurship/Retail Management

This unit provides opportunities for students to explore ethical and sustainable fashion ventures and purpose-driven social enterprises. Students examine case studies and qualities of successful entrepreneurs, evaluating plans for ethical fashion businesses or startups with social purpose. From feasibility studies to responsible sourcing, funding assessments, and inclusive and responsible marketing strategies, students explore key aspects of planning new entrepreneurial fashion ventures. Students consider emerging issues reshaping the fashion industry and fine-tune their own career plans as they anticipate structural, decision-making and ethical challenges in fashion today.

TRIMESTER 6 Bachelor only units

BRAND & MARKETING COMMUNICATION CAPSTONE

→ Fashion Branding and Communication

In this capstone unit, the focus is on applying creative vision and skills to develop a business concept for a fashion product or service business with social purpose and develop a comprehensive brand and marketing strategy. Under the guidance of a lecturer, students devise and execute their projects that represent and promote a fashion business aligned with clear social goals. Weekly production meetings serve as forums for mentor-student collaboration, allowing the integration of knowledge and skills from various course units.

INDUSTRY PLACEMENT

→ Industry Awareness

In this unit, students complete an industry work placement that aligns with their career goals. Each student undergoes supervised work placement, applying theoretical knowledge and practical skills acquired during the course. Through day-to-day involvement in a chosen workplace, students will critically assess and analyse their own skills and knowledge, personal strengths, and weaknesses to develop their future career plans. While students secure their own placements, support from the placement coordinator, academic mentors, and career pathways advisor is available.

DATA ANALYSIS & FASHION ANALYTICS

→ Fashion Consumers

This unit examines how data and data analytics are used to inform decision-making in fashion marketing, retail and consumer engagement. Students will study the types of data generated by websites, digital platforms, social media and search engines. They will be introduced to data analysis tools and data mining techniques that are used in fashion for communication, sales analysis, inventory management, customer relationship management, market research and cyber security. Students will explore dashboards and data visualisation methods to apply insights from data and communicate findings to develop business strategies.

CAREER DEVELOPMENT

→ Industry Awareness

This unit will develop students' ability to critically reflect on their career direction in the field of fashion marketing and sustainability and to prepare for industry placement and work opportunities. They will develop a career plan, make contacts within their field and present examples of their work in a professional format both physical and digital formats. Students will identify their skills and strengths and research relevant companies to refine their professional communication skills and network with industry contacts to secure an internship.

ENTREPRENEURSHIP CAPSTONE

→ Fashion Entrepreneurship/Retail Management

This capstone project aligns with the Brand and Communication capstone project where students develop a business concept for a fashion product or service business with social purpose. Demonstrating a profound understanding of the business environment, students apply knowledge and skills acquired in various course units to develop a comprehensive business plan as a real-world example. Students critically evaluate personal and professional skills as well as addressing the challenges and opportunities entrepreneurs face in developing a new and responsible business with social purpose.