

BTXF111 Careers in the Fashion Industry

ECTS Value: 5 ECTS

Overall Objectives and Outcomes

This unit will help learners to systematically recognize and understand the different careers involved in the fashion industry. With the support of guest speakers, learners will comprehend what the fashion production involves and determine the roles involved in the fashion industry. Learners will appreciate the different responsibilities behind the final product.

The unit will focus on the following topics:

- Careers in the fashion industry.
- The fashion production and quality control.
- Fashion promotion and marketing.
- Fashion photography.
- Fashion purchasing and merchandizing.

By the end of this module, the learner will be able to:

Competences:

- a. engage with literature to develop a comprehensive understanding of different career paths in the fashion industry;
- b. develop a comprehensive understanding of the quality production procedures in the fashion industry;
- c. develop a researched-based systematic approach towards fashion promotion and marketing strategies;
- d. analyse the principles involved in the design and make process, including developing, testing and viability.

Knowledge:

- a. comprehend the different roles involved in management, visual merchandizing, marketing and stock control;
- b. describe the role of the fashion stylist in textile production and design;
- c. identify the nature of fashion marketing whilst extending knowledge on the importance of appropriate market material;
- d. Analyse situations where elements of design are used in production, manufacturing and marketing of a textiles product;
- e. list comprehensively the responsibilities of the fashion buyer;
- f. systematically identify the careers in the fashion industry;
- g. systematically comprehend the fashion production and quality control procedures;
- h. interpret fashion promotion and marketing strategies;
- i. systematically comprehend how fashion purchasing and merchandizing work.

Skills:

- a. systematically identify a target market for a particular fashion project;
- b. recognize what a brand identity is;
- c. devise a fashion promotion and marketing campaign;
- d. create different marketing strategies;
- e. creating a quality control checklist.

Assessment Methods

This module will be assessed through: Assignment (60%); Presentation (40%)

Suggested Readings

Core Reading List:

1. Stecker, P. (2009). The fashion design manual. South Yarra, Vic.: Palgrave Macmillan.
2. Granger, M. (2014). The fashion industry and its careers. An introduction. 3rd, rev. ed. 3rd ed. London: Bloomsbury Publishing Ltd.
3. Le Bon, C. (2014). Fashion marketing. Sterling Forest, United States: Business Expert Press.
4. Waddell, G. (2013). How Fashion Works. Somerset: Wiley.

Supplementary Reading List:

1. Carr, M. and Newell, L. (2014). Guide to fashion entrepreneurship. London, United Kingdom: Bloomsbury Publishing PLC.
2. Siegel, E. (2008). The fashion photography course. London: Thames & Hudson.
3. Hebrero, M. (2015). Fashion buying and merchandising. Printed in the USA: CreateSpace.