

Course Outline

Code: FSH201

Title: Fashion Branding

School: Creative Industries
Teaching Session: Semester 2
Year: 2020
Course Coordinator: Deborah Fisher, dfisher@usc.edu.au
Course Moderator: Dr Leah Barclay, lbarclay@usc.edu.au

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1 Description

Fashion Branding investigates consumer behaviour and brand development strategies with a focus on the luxury market. Marketing fashion to a unique and targeted customer requires a critical understanding of their buying habits, their lifestyle and a solid understanding of aspirational spending. Students are encouraged to become creative and critical thinkers as they identify niche opportunities and develop a marketing plan for a fashion item based on market research within an identified market sector. This course provides a solid understanding of marketing principles for fashion.

1.2 Field trips, WIL placements or activities required by professional accreditation

Activity	Details
Nil	Nil

2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

Specific Learning Outcomes	Assessment tasks	Graduate Qualities or Professional Standards mapping
On successful completion of this course, you should be able to:	You will be assessed on the learning outcomes in task/s:	Completing these tasks successfully will contribute to:
Synthesise principles of practice and fashion marketing theory and consumer behaviour to build a fashion brand.	1, 2 and 3	Empowered
Apply a variety of research methods to determine an effective strategy to	2 and 3	Creative and Critical Thinking

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
identify, attract and maintain a targeted audience.		
Analyse and critically evaluate brand equity and brand identification in various brands from a range of market segments.	1, 2 and 3	Creative and Critical Thinking
Plan a communication strategy to build brand awareness, develop a unique identity and implement asset development and deployment within the brand.	2 and 3	Knowledgeable
Demonstrate fundamental skills in value adding for luxury branding management through research, development and presentation of communication strategies.	1, 2 and 3	Knowledgeable
Critically evaluate contemporary approaches to visual identity and branding, including co-branding and co-creation, managing ethical and sustainability issues.	1, 2 and 3	Sustainability focussed Information Literacy

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1 Enrolment restrictions

Nil

5.2 Pre-requisites

Nil

5.3 Co-requisites

Nil

5.4 Anti-requisites

Nil

5.5 Specific assumed prior knowledge and skills (where applicable)

It is expected the student has digital research, academic writing and word processing skills and is familiar with graphics software such as Adobe Creative Cloud.

6. How am I going to be assessed?

6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress

Early feedback will be provided to the student through formative and summative feedback on Assessment 1. A draft copy of your assessment will be reviewed in your tutorial/workshop in Week 3

6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Written Piece	Individual	25%	1000 words	Week 4	Online Assignment Submission
2	Report	Individual	25%	1200 words	Week 8	Online Assignment Submission with Plagiarism check
3	Portfolio	Individual	50%	Multiple submissions	Week 13	Online Assignment Submission
			100%			

Assessment 1: What is luxury and what does a luxury brand look like?

Goal:	You will demonstrate your understanding of brand narratives, brand identity and brand equity, with emphasis in your evaluations placed on the meaning and value of brand identification and how each brand is communicating that to their consumer.
Product:	Written Piece
Format:	<p>After selecting two similar luxury brands, you will prepare a visual presentation to demonstrate what tools, or techniques the brand uses to communicate their brand identity.</p> <p>You will consider and describe a range of innovative branding practices in the Textile, Clothing and Footwear Industry (TCFI) through visual research and analysis of two significant luxury brand print advertisements.</p> <p>A PDF document of your slideshow will be submitted into Blackboard for assessment evidence.</p> <p>Further details will be provided in Blackboard</p>
Criteria:	<ol style="list-style-type: none"> 1. Research- <ol style="list-style-type: none"> a. Appropriate research has been gathered and applied. b. Appropriate examples of brand advertisements have been selected. 2. Evaluation- <ol style="list-style-type: none"> a. Connections are made between the image and the application of principles of Fashion Branding. b. Identification of key elements of the image is communicated. 3. Reflection- <ol style="list-style-type: none"> a. Demonstration of reflection that leads to positive improvement of advertisement. 4. Professional oral communication- <ol style="list-style-type: none"> a. Delivery technique (posture, gesture, eye contact, and vocal expressiveness. 5. Professional visual communication-

- a. Effective layout, content and design through use of tools/software.

Assessment Task 2: Brand positioning Report

Goal:	This report on brand positioning will demonstrate your understanding of challenges faced and potential solutions presented within the context of the international fashion industry.
Product:	Report
Format:	<p>Academic writing</p> <p>In response to a case study provided, you will write a report to identify and analyse the problem shown and the approach taken by the brand to create and maintain its brand position.</p> <p>You will choose one case study, which have various scenarios and respond to a question unique to that situation. The case studies and questions will be available on Blackboard under Assessment.</p> <p>It is important you follow the following format-</p> <p>1200-word count +/- 10% tolerance Harvard referencing 12pt. Arial Font (Double line spaced) Heading and sub-headings</p> <ul style="list-style-type: none"> • Title page • Executive summary • Table of contents • Introduction • Discussion or body • Conclusion • Recommendations • Reference list • Appendices if applicable <p>Further details will be provided in Blackboard</p>
Criteria:	<ol style="list-style-type: none"> 1. Research <ol style="list-style-type: none"> a. Analysis of existing data and literature is presented in a logical and systematic way b. Evidence of a range of additional relevant research and application c. Proposes viable solution based on findings 2. Communication <ol style="list-style-type: none"> a. Demonstrates concise description of problem and solution b. Follows required format 3. Evaluation <ol style="list-style-type: none"> a. Application of effective fashion branding principles

Assessment Task 3: Strategy development and implementation

Goal:	This task will demonstrate your ability to respond to a client brief with a range of effective and viable marketing tools
Product:	Portfolio
Format:	<p>Multiple submissions- (collated booklet/brochure)</p> <p>To demonstrate your understanding of how to develop a marketing strategy and implement it, you will create a portfolio of assets or marketing tools to support the launch of a new product.</p>

	Further details will be provided in Blackboard
Criteria:	<ol style="list-style-type: none"> 1. Research <ol style="list-style-type: none"> a. Analysis of existing data and literature is presented in a logical and systematic way b. Evidence of a range of additional relevant research and application c. Research is applied in a suitable manner to enhance the promotion of fashion brand 2. Written Communication <ol style="list-style-type: none"> a. Follows required professional format b. Organisation 3. Professional visual communication- <ol style="list-style-type: none"> a. Effective layout, content and design through use of tools/software b. Presentation of items meets industry expectations c. Design theme applied

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location*:
USC Sunshine Coast	Lecture: 1 hour Tutorial: 2 hours

**This course will be delivered via technology-enabled learning and teaching. All lectures will remain in this mode for Semester 2 2020. When government guidelines allow, students that elected on-campus study via the class selection process will be advised when on campus tutorials and practical sessions will resume.*

8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader

Nil

8.2 Specific requirements

Students will need to access digital photography devices, laptop or computer with Office and adobe Creative suite applications.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#). Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone

with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email studentwellbeing@usc.edu.au or accessability@usc.edu.au or call 07 5430 1226

10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** – Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au