

FSH201 Fashion Branding

School: School of Business and Creative Industries

2024 Semester 2

UniSC Sunshine Coast

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to usc.edu.au 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. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Lecture – 1 hour online lecture content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Laboratory 1 – On campus laboratory for 12 weeks (or equivalent).	2hrs	Week 1	12 times
ONLINE			
Lecture – 1 hour online content for 12 weeks (or equivalent).	1hr	Week 1	12 times
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 1	12 times

1.3. Course Topics

Course topics may include

1. The meaning and value of brand communication
2. Fashion: Consumerism, sales and marketing
3. The role of consumer behaviour in fashion marketing
4. What is luxury and what does luxury look like?
5. Fashion Visuals
6. Digital Culture
7. Publicity and public relations
8. Aesthetic approaches to product presentation
9. Fashion event management
10. Visual merchandising

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Synthesise principles of practice and fashion marketing theory and consumer behaviour to build a fashion brand.	Empowered
2 Apply a variety of research methods to determine an effective strategy to identify, attract and maintain a targeted audience.	Creative and critical thinker
3 Analyse and critically evaluate brand equity and brand identification in various brands from a range of market segments.	Creative and critical thinker
4 Plan a communication strategy to build brand awareness, develop a unique identity and implement asset development and deployment within the brand.	Knowledgeable
5 Demonstrate fundamental skills in value adding for luxury branding management through research, development and presentation of communication strategies.	Knowledgeable
6 Critically evaluate contemporary approaches to visual identity and branding, including co-branding and co-creation, managing ethical and sustainability issues.	Creative and critical thinker Sustainability-focussed

5. Am I eligible to enrol in this course?

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

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Normally undertaken in the 2nd or 3rd year of an undergraduate program. 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 Grading (GRD)

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.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Oral and Written Piece	Individual	25%	8-10 minutes	Week 4	Online Assignment Submission with plagiarism check and in class
All	2	Report	Individual	25%	1200 words	Week 8	Online Assignment Submission with plagiarism check
All	3	Portfolio	Individual	50%	Multiple submissions	Week 13	Online Submission

All - Assessment Task 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:	Oral and Written Piece	
FORMAT:	8-10-minute oral presentation with slides. After selecting eight brands, you will prepare a visual presentation to demonstrate what tools or techniques the brand uses to communicate their brand identity. You will prepare a contextual overview of innovative branding practices in the Textile, Clothing and Footwear Industry (TCFI) through visual research and analysis of eight significant luxury brand print advertisements. A PDF document of your slideshow will be submitted into Blackboard for assessment evidence. Further details will be provided in Blackboard	
CRITERIA:	No.	Learning Outcome assessed
	1 Research- Appropriate research has been gathered and applied. Appropriate examples of brand advertisements have been selected.	2
	2 Evaluation- Connections are made between the image and the application of principles of Fashion Branding. Identification of key elements of the image is communicated.	1 4
	3 Reflection- Demonstration of reflection that leads to positive improvement of advertisement.	2 3
	4 Professional oral communication- Delivery technique (posture, gesture, eye contact, and vocal expressiveness).	3 4
	5 Professional visual communication- Effective layout, content and design through use of tools/software.	4 5
GENERIC SKILLS:		

All - 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:	Academic writing 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. 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. It is important you follow the following format-1200-word count +/- 10% tolerance Harvard referencing 12pt. Arial Font (Double line spaced) Heading and sub-headings Title page Executive summary Table of contents Introduction Discussion or body Conclusion Recommendations Reference list Appendices if applicable Further details will be provided in Blackboard													
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> Research Analysis of existing data and literature is presented in a logical and systematic way Evidence of a range of additional relevant research and application Proposes viable solution based on findings </td> <td>1</td> </tr> <tr> <td>2</td> <td> Communication Demonstrates concise description of problem and solution Follows required format </td> <td>3</td> </tr> <tr> <td>3</td> <td> Evaluation Application of effective fashion branding principles </td> <td>2</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Research Analysis of existing data and literature is presented in a logical and systematic way Evidence of a range of additional relevant research and application Proposes viable solution based on findings	1	2	Communication Demonstrates concise description of problem and solution Follows required format	3	3	Evaluation Application of effective fashion branding principles	2	
No.		Learning Outcome assessed												
1	Research Analysis of existing data and literature is presented in a logical and systematic way Evidence of a range of additional relevant research and application Proposes viable solution based on findings	1												
2	Communication Demonstrates concise description of problem and solution Follows required format	3												
3	Evaluation Application of effective fashion branding principles	2												
GENERIC SKILLS:														

All - 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:	Multiple submissions- (collated booklet/brochure) 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. Further details will be provided in Blackboard													
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> Research Analysis of existing data and literature is presented in a logical and systematic way; Evidence of a range of additional relevant research and application Research is applied in a suitable manner to enhance the promotion of fashion brand </td> <td>1 6</td> </tr> <tr> <td>2</td> <td> Written Communication - Follows required professional format Organisation </td> <td>4</td> </tr> <tr> <td>3</td> <td> Professional visual communication- Effective layout, content and design through use of tools/software Presentation of items meets industry expectations Design theme applied </td> <td>4</td> </tr> </tbody> </table>	No.		Learning Outcome assessed	1	Research Analysis of existing data and literature is presented in a logical and systematic way; Evidence of a range of additional relevant research and application Research is applied in a suitable manner to enhance the promotion of fashion brand	1 6	2	Written Communication - Follows required professional format Organisation	4	3	Professional visual communication- Effective layout, content and design through use of tools/software Presentation of items meets industry expectations Design theme applied	4	
No.		Learning Outcome assessed												
1	Research Analysis of existing data and literature is presented in a logical and systematic way; Evidence of a range of additional relevant research and application Research is applied in a suitable manner to enhance the promotion of fashion brand	1 6												
2	Written Communication - Follows required professional format Organisation	4												
3	Professional visual communication- Effective layout, content and design through use of tools/software Presentation of items meets industry expectations Design theme applied	4												
GENERIC SKILLS:														

7. Directed study hours

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. Student workload is calculated at 12.5 learning hours per one unit.

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

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

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

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 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 and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training 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 Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

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

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may 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 to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. 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
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

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

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au