

Module code	SAI503	Level	5		
Module title	Fashion Public Relations				
Status	Elective				
Teaching Period	Summer				
Courses on which the module is taught	Study Abroad				
Prerequisite modules	None				
Notional learning hours	120	Credit value	12	ECTS Credits	6
Field trips?	<i>Mandatory if offered. No additional cost.</i>				
Additional costs	<i>No additional costs.</i>				
Content notes	N/A				

1. Module description

Public Relations in fashion has changed radically over recent times, but yet maintains its unique personality and flavour. This module introduces you to the specialist skills require in this key area of the fashion industry. You will be encouraged to enhance your communication skills for different audiences and media. You will explore how public relations activities operate in the fast-moving and sometimes fickle world of fashion.

We will discover the relationship between the media and PR through both the theory and the practice of the sector through tutor-led presentations, guest talks and project work. You will understand how to analyse and identify audiences, how to create personality and how to communicate and manage image through PR activities. You will examine the significance and responsibilities of PR in contemporary fashion and debate the future of PR in the light of fast developing new technologies. Taking a brand or brands as client(s), through 'agency' style activities the module will culminate in your presentation of a proposal for a PR campaign inspired by real-world activities.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Innovation (MLO2)

Develop an informed, relevant PR proposal which combines creativity and innovation.

Communication (MLO5)

Communicate effectively in writing for international audiences within both unfamiliar and well-defined contexts.

Discipline Skills (MLO8)

Propose a cohesive range of specific promotional techniques in order to maximise successful and measurable exposure for your client(s).

3. Learning and teaching methods, and reasonable adjustments

Tutor-led presentations will be used to deliver key information and to help you to set PR within the wider context of fashion marketing and promotion. You will learn through class discussion, student presentations and through hands-on work, researching, developing PR campaigns and engaging in PR activities in live industry settings where possible, and also through presentations by your peers. boards are used on a regular basis to respond to activities, set readings and tasks. Reasonable adjustments will be offered and made for those students who have a support plan in place.

Learning hours			36
Directed learning			36
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
30	0	6	0
Guided/Self-guided learning			84

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1:

Proposal

Weight (%):

100%

Word Count or Equivalent: 2000 words maximum

You will be asked to propose a PR campaign for a brand or brands of your choosing, as outlined in the assessment brief. The assessment may include group activities, but the assessment itself will be individual. You will be assessed on the relevance, quality and theoretical approach of the proposed Fashion PR Campaign. It should demonstrate the application of appropriate PR tools, promotional tactics and creative ideas in the development of an innovative PR campaign. It should employ text and visual materials, and appropriately referenced.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	MLO2	MLO5	MLO8
Proposal	X	X	X

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

- COPE, J. and MALONEY, D. (2016) Fashion Promotion in Practice. London: Bloomsbury.
- GREEN, A. (2001) Creativity in Public Relations: PR in Practice. London: Kogan Page.
- JACKSON, T. and SHAW, D. (2006) The Fashion Handbook (Media Practice). London: Routledge.
- PERLMAN, S. and SHERMAN, G. (2010) Fashion. Public Relations. London: Fairchild.
- SCOTT, D. (2007) The New Rules of Marketing & PR: How to use news releases, blogs, podcasting, viral marketing and online media to reach buyers directly. John Wiley.
- SKEIKH, S. (2009) The Pocket Guide to Fashion PR. Cornwall: Bodmin Books.

Suggested Journals, Publications, Databases and other readings will be made available via Blackboard.