

Advanced Diploma in Fashion Marketing and Management

Awarded by Hong Kong Raffles School of Continuing Education

Intakes: January, April, July & October

Duration: 24 Months for Full Time

Entry Requirements:

Interested applicants must possess ONE of the following requirements:

- Secondary 5 Graduate or equivalent ; and 2 passes in HKCEE including English Language (Syllabus B)
- Aged 18 years old or above with substantial work experiences will be considered on case by case basis; and
- English proficiency proof *

* Applicants may require taking the "English Placement Test"

Credit Exemption

Credit exemption may be considered on case by case basis. The administration fee

for applying credit exemption is HK\$500 per module. Please contact our programme consultant for further details.

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Aims of the Programme

Raffles College of Higher Education is being constantly confronted with changes from the competitive market place and other institutions. Our School's aim is to rise to the challenges and accept that different eras will demand different values, skills, behaviors and competencies from all of us. As a college of higher education, we strive to lead in the development of creativity, design and management expertise to contribute to the development of society.

The Advanced Diploma in Fashion Marketing and Management enable students to acquire the thinking skills, understanding and knowledge critical to key fashion design and business functions. Students will develop a broad understanding of the field of fashion, marketing and management.

The programme objectives are delivered through lectures, seminars and tutorials and a range of assessment methods including research and project work, presentations, written assignments and examinations.

Career Opportunities

- ✧ **Fashion Buyer**
- ✧ **Merchandiser**
- ✧ **Event Manager**
- ✧ **Fashion Editor**
- ✧ **Image Consultant/Coordinator**
- ✧ **Costumer Co-ordinator**
- ✧ **Fashion Co-ordinator**
- ✧ **Market Researcher**
- ✧ **Visual Merchandiser**
- ✧ **Brand Manager**
- ✧ **Public Relations Officer**

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Course Structure

Consists of 23 modules plus Internship.

Divided into 8 terms for Full Time

- 1 Fashion Marketing & Merchandising
- 2 Garments and Composition
- 3 History of Costume
- 4 Colour Theory for Fashion
- 5 Textiles
- 6 Fashion and the Consumer
- 7 Fashion Advertising
- 8 Digital Photography
- 9 Principles of Economics
- 10 Fashion Communication
- 11 Visual Merchandising
- 12 Contemporary Fashion, Styles and Trends
- 13 ARCS
- 14 Buying Principles 1
- 15 Market and Design on the Web
- 16 Product Development
- 17 Principles of Accounting
- 18 Buying Principles 2
- 19 Market Research Techniques
- 20 Fashion Coordination and Promotion
- 21 Human Resource Management
- 22 Final Marketing Project 1
- 23 Final Marketing Project 2
- 24 Internship

Module Outlines

Fashion Marketing & Merchandising FM-0211-08

To provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to understand market segmentation, consumer behavior, the components of the marketing mix, market analysis, marketing strategy development and evaluation. Students will have to successfully complete practical exercises and commence an integrated project in order to complete the module.

Garments and Composition FD-0350-05

To provide the participant with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to identify and draw different types of garment components and basic styles. To apply the vocabulary and fundamental laws of composition to the concept of the garment in flat workshop drawing. Students will have to successfully complete practical exercises and an integrated project in order to complete this module.

History of Costume FD-0130-05

This course is designed to introduce the student to the development of costume throughout the major historical periods.

Colour Theory for Fashion FD-0150-05

This module is designed to provide the participant with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to identify and apply the basic theories of colour, line and shape, and develop the principals of balances, composition, movement and rhythm. Students will have to successfully complete practical exercises and integrated projects in order to complete this module.

Textiles FD-0114-05

To provide students with the knowledge and skills through practical exercises, lectures and demonstrations. This is to enable them to analyze and identify the origin and nature of textile. This module will enable the student to realize the world of textile is dominated by the two category knits and woven. The students will learn the key constructions of the fundamental knowledge of textiles. The relation between textile and fashion is closely woven together. Class discussions also include the international yarn and textile show held every season.

Fashion and the Consumer FM-0212-08

To provide students with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to examine the basic factors that influences consumer behaviour and analyze their efforts on the purchasing of fashion products. Students will have to successfully complete practical exercises and an industry-based term project in order to complete the module

Module Outlines

Fashion Advertising FM-0311-08

To provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to develop advertising campaigns strategies, create and refine advertisements, select advertising media, prepare budgets and implement and manage advertising campaigns. Students will have to successfully complete practical exercises and commence an integrated project in order to complete the module.

Digital Photography IM-3501-05

The module is dedicated to understanding photography as a medium of expression and communication. Students will be challenged to find their own interpretation and approach to visualize themes with images. Students will work on a number of assignments and on one final project in fashion photography. The module is designed to emphasise fashion photography.

Principles of Economics FM-0621-08

To provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to familiarize themselves with economic systems. Production and production factors, decision-making centers and economic activity results are analyzed; understanding the basis of economics, measuring and analyzing supply and demand, and measuring economic activity are discussed. Students will also understand the business cycle, inflation and recession and the monetary system. Students will have to successfully complete practical exercises and commence an integrated project in order to complete the module.

Fashion Communication FM-0411-08

To provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them a thorough examination of public relations with practical application: developing communication plans, preparing press releases and press kits, conducting interviews, producing newsletters, house journals and speeches. Students will have to successfully complete practical exercises and commence an integrated project in order to complete the module.

Visual Merchandising FM-0431-08

To provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to analyze various store layout and merchandising systems. Also, fixtures, mannequins, lighting, display principles and in-store merchandise distribution will be explored. Students will have to successfully complete practical exercises and commence an integrated project in order to complete the module.

Module Outlines

Contemporary Fashion, Styles and Trends FD-0330-05

This module is designed to introduce the students to the development of contemporary fashion beginning with the Middle of the 19th Century. Independent research relating historic dress to today's fashion. This module introduces the student to styles and trends of the 20th century and the events that added to their origins. Also covered are the social, political, cultural events and style arbiters that have shaped and influenced fashion from the haute couture to ready to wear. Furthermore the student will be introduced to the major fashion capitals and analyze the consumer market and buying habits that affect styles and trends.

Academic Research and Communication Skills EL-0711-10

This unit covers key aspects of research and communication studies in academic contexts relevant to students of design and marketing. Students engage in collaborative learning activities throughout the term in order to develop their teamwork skills.

Students learn to locate, understand and critically evaluate information from books, journals, the Internet and primary sources in order to do effective research. Using these sources of information, students then produce an extended piece of analytical writing and give oral presentations to their peers. Skills in doing primary research (i.e. conducting focus groups and surveys), accessing and evaluating information, paraphrasing, using the Harvard referencing system, applying the principles of effective communication and the professional presentation of documents are all covered during the module.

Buying Principles 1 FM-0331-08

To provide students with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to be exposed to the major functions of a buyer. Planning the merchandise mix, merchandise classification, assortment planning, and pricing and supplier selection are some of the details that the students will investigate into. Students will have to successfully complete practical exercises and an integrated project in order to complete the module.

Market and Design on the Web FM-0451-08

To provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to understand web design by working towards integrating all elements to create a website for a mid-sized company. Students will understand the goals and strategies for creating a website as well as organizing information and navigation. Functionality of a website will be explored. Students will have to successfully complete practical exercises and an integrated project in order to complete the module.

Product Development FM-0332-08

To provide students with the knowledge and skills to examine all steps involved in the development of garments and other related products, from designing to manufacturing. The importance of quality control and the advantages and disadvantages of private label

development are also discussed. Students need to successfully complete practical exercises and an integrated term project in order to complete the module.

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Module Outlines

Principles of Accounting FM-0521-08

This module provides the students with the necessary knowledge and skills to understand the relationship between accounting, business and fashion marketing. Accounting is an integral component relating to the profitability, costs, revenues, expenses and valuation of assets of the business. Students will also have sound knowledge on the accounting principles of journal and ledger entries, as well as the processes involved in the creation of financial statements, including adjusting and valuation of inventories, intangible assets and depreciation.

Buying Principles 2 FM-0432-08

To provide participants with the knowledge and skills through practical exercises, lectures, demonstrations and examples to enable them to be exposed to the major functions of a buyer. The students will understand the in-depth role of a buyer with regards to the contribution to the back end office, as well as front line staff to ensure the smooth logistics of merchandise through all veins of the retail operations. Students will have to successfully complete practical exercises and an integrated project in order to complete the module.

Market Research Techniques FM-0221-08

This module is an introduction to the basic components of market research, with the primary objective of conducting a research project. The students will be taught practical applications by identifying the information required, selecting samples, choosing the appropriate data collection method and finally, analyzing and interpreting the collected data. Students will have to successfully complete practical exercises and an integrated project in order to complete the module.

Fashion Coordination and Promotion FM-0641-08

A module designed for the students to create, produce and participate in a fashion show and event as the tasks encountered by Fashion Director or Coordinator. Involve the coordination of all aspects of sales promotion activities that may be used by a manufacturer or retailer. The module includes discussion of concepts of demographics, customer awareness and wardrobe planning and selection. Basic techniques needed for the visual presentation of fashion through fashion show production and promotion will be explored. The weekly schedule will be determined by the date of the show, however, the underlying details in the objectives require to be fulfilled, prior to final show.

Human Resource Management FM-0221-05

This course focuses on the theory and practice of the effective management of human resources to achieve organizational goals and objectives. HR professionals and line managers should understand how best to select, recruit, deploy, train & develop, assess and reward people who work for them, and should understand the complexities of managing change.

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Module Outlines

Final Marketing Project 1 FM-0641-05

The Final Marketing Project is a six-month project and it is the last step of the training process. It is introduced as preparation for a career in fashion marketing. Student groups will submit a marketing plan/strategy, in eight parts over a six-month period for an industry client or specific marketing situation. Students conduct commercial research and gather information. They complete the buying, layout, human resources, promotion and financial statements within a given set of parameters. Students will have to successfully complete the integrated project in order to complete the module.

Final Marketing Project 2 FM-0641-05

Implement and execute the Final Marketing Project, a six-month project. Student group will submit the revised marketing plan/strategy, in eight parts over a six-month period for an industry client or specific marketing situation. Student groups will present and be judged by industry judges at the culmination of the project. Students will have to successfully complete the integrated project in order to complete the module.