E17CS Introduction to Contemporary and Contextual Studies
Delivery: Lecture based  Assessed: 100% Course work
Course Responsible Person:  Assistant Professor Fiona Jardine

Aims:
- This course develops student’s intellectual skills and critical awareness of contextual factors influencing design.
- Students will develop an appreciation, awareness and understanding of the technological, historic and cultural context that design was, and is, produced.

E17VP Visual Presentation
Delivery: Practical Lab  Assessed: 100% Course work
Course Responsible Person:  TBC

Aim:
- To develop the effective use of Digital Technology within the context of design
- To explore Digital Media in relation to design development

E17FM Introduction to Fashion Marketing
Delivery: Lecture based  Assessed: 50% Course work, 50% Exam
Course Responsible Person:  Assistant Professor Andrew Grieve

Aims:
- To provide a general introduction for students to marketing theory and Practice
- To enable students to acquire and develop basic understanding, knowledge and skills related to marketing.
- To recognise and appreciate issues relating more specifically to: market segmentation, targeting and positioning; product & brand management; consumer buying behaviour; marketing communications; marketing of services; online marketing; distribution, pricing
- To assist the development of skills (particularly diagnostic, written,
problem solving, communication, presentation and IT skills) through the use of tutorial assignments and presentations, written report assignments and exams.

- To enhance business skills via a basic understanding of the practical application of theoretical knowledge through industrial guest lectures where possible. Provide grounding for later courses in marketing.

**E17WW Introduction to Fashion 1**

**Delivery:** Studio based  
**Assessed:** 100% Project work  
**Course Responsible Person:** Assistant Professor Bruce Roberts

**Aim:**

- To provide students with a practical and theoretical understanding of pattern creation and adaptation in relation to garment types and details culminating in the process of product development.
- To introduce basic principles and techniques for simple sewn garment assembly using modern industrial machinery.
- To investigate, analyse and apply appropriate pattern construction and garment assembly methods.
- To initiate standards for drawing the human female form, garment shapes and fabric drape for the purpose of developing working fashion drawings.

**Semester 2 weeks’ 18 - 33**

**E17CK Introduction to Contemporary and Contextual Studies**

**Delivery:** Lecture based  
**Assessed:** 100% Course work  
**Course Responsible Person:** Assistant Professor Fiona Jardine

**Aims:**

This course will develop further intellectual skills for critical analysis and informed personal judgement.

**E17TX Textiles 1**

**Delivery:** Lecture based  
**Assessed:** 60% exam and 40% continuous assessment  
**Course Responsible Person:** Assistant Professor Lisa MacIntyre

**Aims:**

- To provide knowledge of the principal textile fibres and filaments and their functional groupings.
- To introduce the major benefits and limitations of principal textile fibres, yarns and structures for fabric production.
- To develop an appreciation and understanding of the relationships between a textile’s processing history and its resultant properties.
- To build up an appropriate industry knowledge of textile specific terminology.

**E17FC Introduction to Fashion Communications**

**Delivery:** Studio based  
**Assessed:** 100% Project work  
**Course Responsible Person:** Assistant Professor Theresa Coburn
Aims:
- An understanding of how fashion is communicated in the fast paced fashion industry.
- Investigating, examining and analysing context, market, fashion writing, graphic communication, page layout and fashion photography and text.

**E17MW Introduction to Fashion 2**
Delivery: Studio based  
Assessed: 100% Project work
Course Responsible Person: Assistant Professor Bruce Roberts

Aims:
- To develop and add to pattern cutting and garment assembly techniques.
  - To provide the student with a fuller understanding of the practical application of pattern cutting and garment assembly whilst developing problem solving skills through the exploration and study of more complex garment types and their components.
- To investigate, analyse and apply more complex pattern construction and garment assembly methods.
- To apply knowledge gained in the design and development of two products.
- To initiate standards for drawing the human male form, garment shapes and fabric drape for the purpose of developing working fashion drawings.

**Year Two, SCQF Level 8, each course 15 credits**
**Semester 1 weeks’ 1-14**

**E18CC Contemporary and Contextual Studies**
Delivery: Lecture based  
Assessed: 100% Course work
Course Responsible Person: Assistant Professor, Aude Le Guennec

Aims:
- Written and visual expression and discussion of historical and contemporary & contextual issues in design
- Use enquiry to contextualise own practice in a written and visual format
- Explore formats and presentation of text and visual information appropriate to the wider creative design industries

**E17PM Principles of Management**
Delivery: Lecture based  
Assessed: 30% Course work, 70% Exam
Course Responsible Person: Assistant Professor Cath Fenton

Aims:
The course aims to introduce the principles of management and provide an appreciation of the economic and trading factors which affect companies’ performance.

**E18BM Fashion Buying and Merchandising**
Delivery: Lecture based  
Assessed: 30% Course work, 70% Exam
Course Responsible Person: Assistant Professor Andrew Grieve

Aims:
The course will review the buying process and explore the role of merchandising within the fashion industry with live projects, where possible, to support learning.
E18CB Consumer Behaviour
Delivery: Studio based  Assessed: 100% Project Work
Course Responsible Person: Assistant Professor Cath Fenton

Aims:
This course will provide an understanding of the principles of consumer buyer behaviour, the theories, research methods that help to predict, comprehend and bring about change in consumer behaviour within a retail context.

Semester 2 weeks’ 18 - 33

E18CD Contemporary and Contextual Studies
Delivery: Seminar/Practical  Assessed: 100% Project Work
Course Responsible Person:

Aims:
- Written and visual expression and discussion of historical and contemporary issues in fashion and design
- Use Sketchbook enquiry to contextualise own practice in a written and visual format
- Explore formats and presentation of text and visual information appropriate to the wider fashion industries

E18DP Digital Application
Delivery: Practical Lab  Assessed: 100% Course work
Course Responsible Person: TBC

Aims:
- To analyse and create visual imagery to promote a concept
- To create moving image to promote a fashion vision
- To create hyperlinked documents containing a rich variety of digital media to communicate an idea
- To develop strong visual communication skills using appropriate software in typography, composition, layout, moving image, colour and imagery

E18SM Services Marketing and Management
Delivery: Practical Lab  Assessed: 100% Course work
Course Responsible Person: Assistant Professor Cath Fenton

Aims:
This course will provide students with a far deeper understanding of the latest development in retailing, taking on board the important role of the services industry.

E18PA Promotion and Advertising
Delivery: Lecture based  Assessed: 100% Course work
Course Responsible Person: Assistant Professor Andrew Grieve

Aims:
This course will provide an understanding of the role of promotions and advertising within the fashion industry and the current trends and themes to
target niche and mainstream mass market audiences. Live projects, where possible, will be used to support the learning.

**Year Three, SCQF level 9, each course 15 credits**

**Semester 1 weeks’ 1-14**

**E19CZ Contemporary and Contextual Studies**  
Delivery: Seminar/Practical  
Assessed: 100% Course work  
Course Responsible Person: Associate Professor Britta Kalkreuter

**Aims:**  
The students will develop a deeper understanding of fashion and retail from a contextual point of view with industry visits and speakers sharing their experiences and views on the fashion and retail industry

**E19FS Fashion Business in Practice**  
Delivery: Lecture/Seminar  
Assessed: 100% Course work  
Course Responsible Person: Assistant Professor Andrew Grieve

**Aim:**  
An industry led course where the students will be set a task to research and investigate a current fashion issue and to then to present in their field of interest their findings and conclusions

**E19EV Events Promotion**  
Delivery: Lecture based  
Assessed: 100% Course work  
Course Responsible Person: Assistant Professor Cath Fenton

**Aims:**  
This course will enable students to understand the role of fashion communication in the Fashion Industry, the role of promotional events and the organisational skills required to organise a fashion show/event/activity.

**E19BS Buyers Specification**  
Delivery: Lecture based  
Assessed: 100% Course work  
Course Responsible Person: Assistant Professor Lisa Macintyre

**Aims:**  
This course will provide students an opportunity to understand the standards required within retail and manufacture of the materials specifications from the retailer perspective.

**Semester 2 weeks’ 18 - 33**

**E19CO Contemporary and Contextual Studies**  
Delivery: Seminar and Practical  
Assessed: 100% Course work  
Course Responsible Person: Associate Professor Britta Kalkreuter

**Aim:**  
This course develops further the work from CCS in semester 1

**E19BC Brand Communications**  
Delivery: Lecture/Seminar  
Assessed: 100% Course work
Course Responsible Person: Assistant Professor Andrew Grieve

Aim:
This course will help students further understand the role of brand communications in the Fashion Industry and to create a fashion promotion concept for a specific brand.

E19RM Retail Management and Finance
Delivery: Lecture based Assessed: 100% Course work
Course Responsible Person: Assistant Professor Cath Fenton

Aim:
This course will develop the students’ understanding of the retail structure, the dynamics within the industry sector and how ideas can be transferred from other sectors to enable retail to promote the interests of its customers. The financial component will allow the students to understand the cost/benefit analysis of decision making in terms of choices in strategies.

E19MA Management Report
Delivery: Seminar Assessed: 100% Course work
Course Responsible Person: Assistant Professor Andrew Grieve

Aims:
This course requires the students to develop a small business idea for retail and to produce a management report to be presented to industry. This course will cover the individual stages of compiling a management report, including the cash flow and break even analysis sections to consider the financial viability of the idea.

Year Four, SCQF level 10, each course 15 credits
Semester 1 weeks’ 1-14

E10CA/CB - Honours Project / Dissertation
Delivery: Workshops Assessed: 100% Course work
Course Responsible Person: Assistant Professor Andrew Grieve

Aims:
These courses aim to afford students the opportunity to study in depth, a topic of particular relevance in the field of fashion/clothing management.

E10SM Strategic Management
Delivery: Lecture based Assessed: 30% Course work, 70% Exam
Course Responsible Person: Assistant Professor Cath Fenton

Aims:
This course will give students an appreciation of the concept of strategic management as well as developing an understanding of strategic options, implementing strategic plans and realising company capabilities.

E10EC E-Commerce
Delivery: Lecture based Assessed: 100% Course work
Course Responsible Person: Assistant Professor Cath Fenton
Aim:
This course will enable students the opportunity to explore the supply chain in the context of specific industries such as the fashion, design and textile industries. To analyse the effect of evolving channels of communication on product, marketing and customer relationship management.

Semester 2 weeks’ 18 - 33

E10CC/DD Honours Project (Dissertation 3/Dissertation 4)
Delivery: Independent study with support from supervisor
Assessed: 100% Coursework
Course Responsible Person: Assistant Professor Andrew Grieve

Aim:
These courses aim to afford students the opportunity to study in depth, a topic of particular relevance in the field of fashion/clothing management.

E10MG International Marketing and Globalisation
Delivery: Lecture based
Assessed: 30% Course work, 70% Exam
Course Responsible Person: Assistant Professor Andrew Grieve

Aim:
This course will enable students to assess marketing opportunities, devise appropriate market entry strategies and develop marketing plans for international markets. The course will also encourage students to be aware of the potential benefits of involvement in international marketing.

E10ER Evaluative Report
Delivery: Seminary
Assessed: 100% Course work
Course Responsible Person: Assistant Professor Cath Fenton

Aim:
This course will help students to identify the appropriate market for their design practice/fashion collection/marketing concept or business idea. In addition, the course will help students to justify and provide a coherent rationale for marketing their own business idea.