



ADVANCED DIPLOMA IN RETAIL MANAGEMENT

Awarded by : Raffles College of Higher Education, Singapore
Intakes : January, April, July, and October
Duration : 1 Year and 6 Months (Full-time)

Core Modules

Introduction to Retail Management

To provide participants with the basic principles of retailing management in the context of fashion industry through practical exercises, lectures, demonstrations and case studies. The primary scope is to cover all foundational concepts of retailing, so that the students are able to grasp other advanced modules in their program successfully. Students need to accomplish tasks such as an assignment, an integrated project and examinations in order to complete the module.

Credit Points: 10

Marketing Foundation

To provide participants with the basic principles of marketing in the context of fashion retail industry through practical exercises, lectures, demonstrations and case studies. The primary scope is to cover all foundational concepts of fashion marketing management, so that the students are able to grasp other advanced modules in their program successfully. Students need to accomplish tasks such as an assignment, an integrated project and examinations in order to complete the module.

Credit Points: 15

Academic Research and Communication Skills

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 established referencing systems, applying the principles of effective communication and the professional presentation of documents are all covered during the module.

Credit Points: 10



Multi Channel Retailing

To provide participants with the knowledge to design and manage retail channels with particular emphasis on the role of the fashion retailer. Primary focus is on the diverse routes used by the businesses and the consumers to interact with each other. Other topics covered will include strategies to fulfill the geo- demographic demands of the target market. Students will understand the importance to integrate the channels to exceed consumer expectation and to achieve competitive advantage.

Credit Points: 10

Human Resource Management

The purpose of this module is to introduce students to the principles and practices of Human Resource Management as applied to a small company.

Credit Points: 20

Computer Graphic Skills FM

This module will introduce the basic techniques of computer graphic skills of Adobe Indesign, Illustrator, Photoshop and explore the relationship between type and pictorial images for visualization and communication. Student will develop an understanding of the basic design elements and principles, page composition, photo-retouching, visual weight, appropriateness, consistency and the basic use of typography to create multiple pages of fashion design layout document.

Credit Points: 10

Introduction to Brand Management

This module introduces the concept of Branding by examining the process of how to build sustainable and credible brands that suits consumers needs and wants and resonates with their desires. The subject examines the brand building process and branding strategy options to build emotional connection with consumers establish and sustain compelling market position and differentiate the brand from its competitors.

Credit Points: 10

20th Century Styles and Trends

This module introduces the student to styles and trends of the 20th century and the social, political, cultural events and style arbiters that have shaped and influenced fashion from the haute couture to ready to wear.

Credit Points: 10

Fashion Marketing and Merchandising

This module introduces the student to the Fashion Marketing & Merchandising Concept and further clarifies the Marketing Mix from a Fashion Industry perspective.

Credit Points: 10



Financial Management

The purpose of this module is to teach non-finance major students the basic concepts and techniques of financial management for small businesses.

Credit Points: 20

Buying Principles

To provide students with the knowledge and skills through practical exercises, lectures, demonstrations, case studies and examples to enable them to be exposed to the major functions of fashion buying. Understand the important of logistics and merchandise strategy through all veins of the retail operations. Planning the merchandise mix, merchandise classification, assortment planning, and pricing are to be closely studied. Students will have to successfully complete an assignment an integrated project and examinations in order to complete the module.

Credit Points: 10

Product Development

To provide students with the knowledge and skills to study the pre-production processes of apparel product development from planning through forecasting, fabricating, developing silhouettes and specifications. From this module the student is expected to comprehend an overview of the creative and technical processes involved in product development within the context of retail business environment. Students need to work on an assignment, an integrated term project and examinations in order to complete this module.

Credit Points: 10

Digital Photography

The module aims is to provide students on the foundations of digital photography. Throughout these topics, students will be taught the importance of photography as an important visual element of communication as a medium of expression. This module will also encompass; photographic vocabulary, framing, composition, "rule of thirds", lighting, texture, pattern, lines, depth of field, perspective, space and color. Students will be expected to demonstrate an ability to use the digital media and tools competency in their final photographic project.

Credit Points: 10

Integrated Fashion Communication 1

This subject focuses on taking a strategic approach to creating and managing today's Fashion Marketing Communication strategies. The subject provides a practical framework for the design, implementation and evaluation of strategic options for business. Students will develop an understanding of marketing planning and the principles of an Integrated Marketing Communications Strategy using Multi-Media Platforms.

Credit Points: 10



Consumer Behaviour

To provide students with the knowledge and skills to understand the fundamental factors that influence consumer behavior, their choices and purchasing decisions.

Credit Points: 10

Fashion Coordination and Promotion

A module designed for the students to create, produce and participate in a Fashion Show or Fashion Event. The module involves the coordination of all aspects of sales promotion activities that may be used by a manufacturer or a retailer. It also includes discussions on consumer profile, customer awareness, wardrobe planning and selection. Basic techniques needed for the visual presentation of fashion through fashion show production and promotion will be explored. Students will have to complete an integrated project commissioned by an industrial partner.

Credit Points: 10

Market Research

This module introduces the students to the basic elements of market research for strategic decision making. Students will learn how to develop a research project through the selection and application of appropriate quantitative and qualitative research methods.

Credit Points: 10

Global Supply Chain Management (Fashion Buying)

To provide participants with the knowledge of basic principles of logistics and supply chain management in the context of fashion retail industry through practical exercises, lectures, demonstrations and case studies. The primary scope of this module is to understand the role that supply chain management plays in creating competitive advantage for fashion retailers in providing "the right product at the right time to the right consumer". Students need to accomplish tasks such as an assignment, an integrated project and examinations in order to complete the module.

Credit Points: 10

Luxury Retailing

To provide participants with a comprehensive introduction to the principles of Luxury Retailing in the context of fashion industry through practical exercises, lectures, demonstrations and case studies. The primary scope is to focus on the notion of luxury which has in the recent past become so central to the consumer consumption, that it's crucial to distinguish its retail management from generic retailing. Students need to accomplish tasks such as an assignment, an integrated project and examinations in order to complete the module.

Credit Points: 10



Sensorial Marketing

This module will provide students with powerful tools in order to develop sensorial marketing strategies in fashion. Students will understand the variations in sensory perception and be able to adapt the texture, colors, fragrances, shape, assortment, and overall brand experience to every local market and fashion consumer. They will also have the needed knowledge to predict consumers' purchasing behavior and assess the commercial appeal of a new product or fashion brand.

Credit Points: 10

Visual Merchandising

To provide students with an understanding of the history of modern retail environment and its development and practical knowledge of Visual Merchandising techniques. Students will understand store layouts, fixtures & fittings, mannequins, lighting, display principles and in-store merchandising systems.

Credit Points: 10

International Retailing

To provide participants with the concepts that relates to international fashion retailers to conquer new markets. The multichannel strategies adopted to stay ahead in the competitive retail environment and meet consumer demands will be focused. Students need to accomplish tasks such as an assignment, an integrated project and examinations in order to complete the module.

Credit Points: 10

Fashion Marketing Project 1

This module introduces the student to the development and implementation of a business plan. Student teams will have to present business ideas concerning user needs and/or market opportunities related to the fashion industry. They will have to assess the feasibility of the ideas and transform them into entrepreneurial proposals.

Credit Points: 20

Fashion Marketing Project 2

The aim of this module is to help the students consolidate the different sections of the business plan developed during Fashion Marketing Project 1. Each student team has to bring the brand to life through a tangible execution of the business idea and finalize the business plan and present it to a panel of industry experts.

Credit Points: 20

Industrial Attachment

This module aims to provide students with the opportunity to gain real-world industry experiences and professional practices in their chosen discipline. It allows students to establish connections, develop useful contacts, and gain industrial skills and an overall perspective of the discipline. The industrial attachment is intended to enhance students' educational experience and prepare them for their careers.

Credit Points: 20



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Industry and Community Engagement

In this module, students are required to use their design knowledge and skills in industry-focused and/or community-based projects. These projects are facilitated by the lecturer or tutor, and there will be interactions with and feedback from key industry/community project mentors. The module is intended to prepare students for the expectations of the fast-paced real-world industry, and professional practices in careers in their chosen discipline.

Credit Points: 20