# Record of Observation or Review of Teaching Practice

Session/artefact to be observed/reviewed:

**MA Strategic Fashion Marketing Online 24/25   
Branding & Communications  
Week 21: Brand Growth**

**Live seminar, Monday March 10th**

<https://eu.bbcollab.com/collab/ui/session/join/613cae787e5941129d9f30484b41ef3f>

Size of student group: 21

Observer: Maria Charalampous

Observee: Hannah Kane

##### Note: This record is solely for exchanging developmental feedback between colleagues. Its reflective aspect informs PgCert and Fellowship assessment, but it is not an official evaluation of teaching and is not intended for other internal or legal applications such as probation or disciplinary action.

Part OneObservee to complete in brief and send to observer prior to the observation or review:

**What is the context of this session/artefact within the curriculum?**

This live seminar corresponds with the Week 21 asynchronous interactive lesson on Brand Growth ([here](https://moodle.arts.ac.uk/course/view.php?id=82967&section=9)).

I will also use the live workshop to unpack the assessment brief further and explain the situation analysis part of the brief.

How long have you been working with this group and in what capacity?

I am the Unit Leader for Branding and Communications which started at the beginning of Block 2.

**What are the intended or expected learning outcomes?**

1. Understand, apply, evaluate and discuss brand extensions.
2. Understand the situation analysis section of the assessment brief so that a confident start can be made to the submission.

**What are the anticipated outputs (anything students will make/do)?**

The asynchronous interactive lesson for week 21 asked the students to research examples of a brand extension and a co-brand alliance and consider why they were successful or unsuccessful.

In the live session, students will present, evaluate and discuss successful and unsuccessful brand extension strategies. The concept of ‘successful and unsuccessful’ should be evidenced and students should be able to justify their reasoning.

**Are there potential difficulties or specific areas of concern?** No

How will students be informed of the observation/review? I have sent a Teams message, Moodle announcement, and will let them know at the beginning of the session.

**What would you particularly like feedback on?** All general feedback appreciated.

**How will feedback be exchanged?**

Written if possible, or we can arrange a short Teams call if you would prefer to give it verbally.

## Part Two

### Observer to note down observations, suggestions and questions:

Well structured session, it seemed that the students had completed the offline learning before joining the online session and were engaged and asking questions.

Many ‘real life’ examples were shared by Hannah, which seemed to help the students consolidate the key learning outcomes for this session. It was great seeing you seamlessly merge theoretical models of marketing communications with the examples and your knowledge of the industry to give detailed explanations and answers to the students’ questions. The students also felt comfortable to answer questions even if they weren’t sure it was the correct answer. Hannah would always ask why they think that was correct, and if incorrect, she gently guided them to find the correct answer themselves based on their knowledge.

## Part Three

### Observee to reflect on the observer’s comments and describe how they will act on the feedback exchanged: