



# **BA (Hons) Fashion Marketing Programme Specification 21/22**

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	London College of Fashion
<b>School</b>	Fashion Business School
<b>Programme</b>	LCF Marketing and Branding Programme (L071)
<b>Course AOS Code</b>	LCFBAFMKS01
<b>FHEQ Level</b>	Level 6 Degree
<b>Course Credits</b>	360
<b>Mode</b>	Full Time
<b>Duration of Course</b>	3 years
<b>Valid From</b>	September 1st 2021
<b>QAA Subject Benchmark</b>	None
<b>Collaboration</b>	N/A
<b>UAL Subject Classification</b>	Fashion business
<b>JACS Code</b>	N500 - International marketing
<b>UCAS Code</b>	9K55
<b>PSRB</b>	Chartered Institute of Marketing
<b>Work placement offered</b>	Yes
<b>Course Entry Requirements</b>	<p>The standard minimum entry requirements for this course are:</p> <p>One or a combination of the following accepted full level 3 qualifications.</p> <ul style="list-style-type: none"> <li>• A Level Passes at Grade C or above to total a minimum 112 new UCAS tariff points (preferred subjects include, Business Studies, Economics, Fashion Studies, Information Technology, English, Languages, Media Studies and Psychology);</li> <li>• Distinction at Foundation Diploma in Art and Design;</li> <li>• Distinction, Merit, Merit in BTEC Extended Diploma;</li> <li>• Merit at UAL Extended Diploma;</li> </ul>

	<ul style="list-style-type: none"> <li>• Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma;</li> <li>• 112 new UCAS tariff points (equivalent to 280 old UCAS tariff points) from a combination of the above qualifications or an equivalent full Level 3 qualification;</li> <li>• <b>or</b> equivalent EU or non-EU qualifications such as International Baccalaureate Diploma at 25 points minimum;</li> <li>• <b>and</b> Six GCSE passes at grade A*-C or grade 9-4, to include a grade C or grade 4 in Maths.</li> </ul> <p><b>APEL (Accreditation of Prior (Experiential) Learning)</b></p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> <li>• Related academic or work experience</li> <li>• The quality of the personal statement</li> <li>• A strong academic or other professional reference</li> <li>• OR a combination of these factors</li> </ul> <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p><b>English Language Requirements</b></p> <p>IELTS level 6.5 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main <a href="#">English Language Requirements</a>.</p>
<b>Selection Criteria</b>	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> <li>• A strong interest in fashion marketing theory and practice</li> <li>• Analytical problem solving skills, and the potential to develop professional, communication and business skills necessary for future industry challenges</li> <li>• Curiosity about fashion consumers' needs and how</li> </ul>

	<p>they want to buy fashion products and services across a range of markets</p> <ul style="list-style-type: none"> <li>• Fashion industry experience</li> <li>• Motivation to succeed on the course and work in the fashion industry</li> </ul>
<p><b>Scheduled Learning and Teaching</b></p>	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

## Awards and Percentage of Scheduled Learning

### Year 1

<b>Percentage of Scheduled Learning</b>	<b>21</b>
<b>Awards</b>	<b>Credits</b>
Certificate of Higher Education (Exit Only)	120

### Year 2

<b>Percentage of Scheduled Learning</b>	<b>12</b>
<b>Awards</b>	<b>Credits</b>
Diploma of Higher Education (Exit Only)	240

### Year 3

<b>Percentage of Scheduled Learning</b>	<b>12</b>
<b>Awards</b>	<b>Credits</b>
Bachelor of Arts	360

## Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Enable you to acquire and apply knowledge and skills related to the creative industries in general and fashion marketing in particular;
Aim	Stimulate your intellectual, creative and personal development and to encourage independent and critical learning;
Aim	Enable you to apply research methods and techniques in order to review, consolidate, extend, apply and evaluate knowledge and understanding, and to initiate and carry out intellectually challenging projects;
Aim	Prepare you for entry into relevant employment or self-employment, and to allow you to respond to professional opportunities, especially in the field of international fashion marketing;
Aim	Produce graduates who have a high level of professionally relevant skills, including innovation, entrepreneurship, creativity, reflective practice and communication to enable them to actively pursue career aspirations;
Aim	Provide opportunities for further study, professional development, training and progression to all students;
Aim	Conceptualise and contextualise the fashion industry from a theoretical and practical perspective in relation to global fashion marketing.
Outcome	Analysis of fashion as a product, business, industry and cultural phenomenon and how fashion marketing relates to all of these in a global context;
Outcome	A systematic understanding of relevant theoretical knowledge that underpins the marketing approach to business;
Outcome	Critical evaluation of arguments, assumptions, abstract concepts and data (that may be incomplete) to make judgments and to frame appropriate questions to achieve solutions to problems
Outcome	A knowledge based understanding of fashion marketing practice including the impact of digital media and its role as a facilitator of marketing tools and techniques;

Outcome	The application of knowledge, understanding, capability and creativity to initiate and carry out projects in the field of fashion marketing planning and management;
Outcome	The application of a broad range of relevant professional transferable skills and engagement with new technologies and innovations, in particular those relating to global fashion marketing;
Outcome	An ability to manage your own learning and to make appropriate use of learning and research sources; in particular to develop expertise in marketing research skills to underpin relevant contextualization of marketing management, analysis and planning in the fashion industry;
Outcome	The communication of information, ideas and creative solutions to both specialist and non-specialist audiences in a manner appropriate to global fashion marketing;
Outcome	An ability to situate practice within cultural and historical contexts and debates;
Outcome	Evidence of engagement with the principles and attributes outlined in the UAL Creative Attributes Framework.

<b>Distinctive Features</b>	
1	Provision of a vocationally relevant degree course.
2	Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, key skills and career planning.
3	Access to specialist resources at a standard appropriate to the target industries.
4	Opportunities for student choice and negotiated study.
5	Preparation of students for employment or further study.
6	This is a specialist Fashion Marketing course delivered at a specialist fashion college; unlike many other Fashion Marketing courses which may combine marketing units with fashion-orientated units, this course is a marketing course which is completely contextualised in the fashion industry.
7	Focus on international, strategic and digital aspects of Fashion Marketing to reflect industry practice.
8	Relationship Marketing embedded, providing a link between theory and practice.
9	Curriculum development, learning and teaching informed by industry links and strong staff research, professional practice (for example CIM (Chartered Institute of Marketing) membership and expertise in marketing and retail and psychology).
10	Students will be able to undertake professionally managed work placement through the Diploma in Professional Studies, with the support of LCF Graduate Futures.
11	A collaborative industry related project with the other BA courses within the Fashion Business Programme.
12	The well-established links between the fashion industries and the College support the Honours programme via curriculum development and delivery, access to industry research (WGSN and Fashion Trak for example), project involvement, visiting speakers from industry and virtual industry visits.
13	An opportunity to study within a cross-disciplinary and multicultural environment designed to promote student interaction, shared learning and an international outlook.
14	Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, and career planning.

15	The London College of Fashion is well located geographically to extend its subject, long-term industry and practice links for the benefit of all its students.
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## Course Detail

### Introduction

BA (Hons) Fashion Marketing teaches students fundamental marketing theory in the context of the fashion industry. This prepares graduates for postgraduate study or a career in fashion marketing and associated business functions.

### What to expect

- The dynamic curriculum is delivered through challenging industry-focused projects, it combines theory and practice and allows you to personalise your learning with a variety of topics and assessment types.
- You will learn to determine market and consumer needs, plan and execute integrated marketing communications including the latest in social and digital fashion marketing and international business strategy.
- BA (Hons) Fashion Marketing will explore specialist aspects of fashion marketing. This includes sustainable fashion marketing, digital fashion marketing, customer relationship management, consumer behaviour, international fashion marketing, creative retailing, marketing strategy, leadership and innovation.

### Work experience and opportunities

Students will be given the opportunity to undertake an optional industry placement year between the second and final year of the course which will enhance the employability of students by offering valuable experience and contacts within the industry as well as earning an additional Diploma in Professional Studies qualification.

### Mode of study

BA (Hons) Fashion Marketing runs for 90 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 30 weeks.

## Course Units

### Year One

**Introduction to the Fashion Business for Fashion Marketing** introduces you to your course and its subject specialism as well as to effective learning and studentship at undergraduate level. Students come from many diverse educational backgrounds and a part of this unit will enable to reflect on your own background and how that shapes the way you approach your course.

**The Principles of Fashion Marketing** introduces you to what marketing is and how it is

defined. You will learn about the role of marketing, its cross-functional importance and its contribution to fashion business success. You will gain knowledge about the marketing planning process, segmentation, the internal and external marketing environment, and the marketing mix.

**The Global Fashion Branding: Theory** unit will develop your understanding of the brand building and brand management process in the fashion industry. You will learn how fashion businesses build brand identity, brand image and brand personality and how brands target and communicate their brand message to consumers across multiple channels. to evaluate brand performance for a fashion business operating internationally.

**Fashion Cultures and Histories** introduces you to key concepts and ways of thinking about fashion and its context in society and culture. You will attend lectures, seminars and workshops, and do a significant amount of reading of academic texts in order to complete a formal academic essay for assessment. Completion of this unit will allow you to make an informed choice of subject for study in the second year Cultural and Historical Studies unit.

**The Global Fashion Branding: Communications** unit will develop your understanding of integrated marketing communications and public relations in the fashion industry. You will use the components of the marketing communications mix to generate campaigns and PR strategy.

**Better Lives** This unit will provide you with a solid understanding of LCF's core values and how they connect to your practice. As part of this unit you will explore diversity, social responsibility and sustainability, themes which you will then apply to a selected project. Through teaching, specialist research, and collaborative work, this unit will get you thinking differently. We want you to use fashion to examine the past, build a sustainable future and improve the way we live. That's why we call this unit 'Better Lives'.

## **Year two**

The Cultural and Historical Studies unit, **Critical Issues in Fashion Research**, will broaden or deepen your learning of areas relating to your interests in your chosen field. You will participate in lectures, seminars and workshops with students from other courses within your School, and will read relevant academic texts and complete a formal academic essay for assessment.

The **Researching Consumer Behaviour and Psychology** unit introduces you to concepts of consumer behaviour and psychology through investigation of how and why we buy fashion goods and services. You will apply market research methods and evaluate consumer behaviour in different parts of the world.

The **Social and Digital Marketing** unit develops your understanding, application and evaluation of contemporary marketing approaches and practices. The social and digital marketing landscape will be explored in a global context and related to the broader concepts of customer acquisition and relationship marketing.

The **Work Experience Based Learning** unit gives you the opportunity to apply your subject knowledge in a work-based context.

**The Diploma in Professional Studies carries 120 credits, and constitutes an independent award. Credits achieved on the Diploma are not part of the final degree award.**

The Diploma year is a single unit, undertaken as a form of full time study, with placement activity at its core. For those who take up the option of studying the Diploma, the experience is designed to be an integrated and assessed part of a student's journey through the course. It allows students the opportunity to experience the atmosphere, pace and discipline of working in the industry, through total involvement in the day-to-day activities of a company. It will build on the knowledge gathered through course work to practically demonstrate the roles and functions, and operations typical of the fashion industry and the student's chosen specialism.

## **Final year**

The **Futures and Innovation** unit looks at current issues affecting the fashion industry in general and fashion marketing in particular. You will explore various trend indicators that are likely to point to important influencing factors in the future.

The **Fashion Marketing Strategy** unit develops your understanding of corporate strategy and business models to enable you to analyse fashion strategies at corporate and business levels. You can choose a specialist option that reflects your course and career aspirations.

The **Final Major Project** gives you the opportunity to develop a project within the general area of fashion marketing. This can reflect your particular interests and future career aspirations, and the final outcome of your project will be a considerable body of work as well as a graduate exhibition.

## **Learning and Teaching Methods**

*The following teaching and learning methods are employed to support the integrated achievement of the course outcomes:*

- Lectures
- Seminars
- Workshops
- Tutorials

- Visiting speakers
- Self-directed study
- Online learning
- Collaboration

## **Assessment Methods**

*The following assessment methods are employed to support the integrated achievement of the course outcomes:*

- Individual and group projects
- Essays
- Business reports
- Presentations
- Industry projects
- Exams
- Dissertation
- Posters

## **Reference Points**

The following reference points were used in designing the course:

- The UAL Learning and Teaching Strategy
- The UAL Assessment Strategy
- The UAL approach to Personal and Professional Development
- Feedback from the fashion industry
- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level Descriptors
- Framework for Higher Education Qualifications
- Business and Management

# Course Diagram

**BA (Hons) Fashion Marketing** – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 4 – Stage 1																																		
BLOCK 1															BLOCK 2																			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					
<b>Introduction to the Fashion Business for Fashion Marketing</b> (20 credits)								S																										
<b>The Principles of Fashion Marketing</b> (20 credits)							E1		E2																									
								<b>Global Fashion Branding: Theory</b> (20 credits)						S																				
															<b>Fashion Cultures and Histories</b> (20 credits)										S									
															<b>Better Lives</b> (20 credits)										S									
															<b>Global Fashion Branding: Communications</b> (20 credits)										S									

LEVEL 5 – Stage 2																																							
BLOCK 1															BLOCK 2																								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30										
<b>Critical Issues in Fashion Research</b> (20 credits)											S																												
<b>Researching Consumer Behaviour and Psychology</b> (40 credits)												S																											
															<b>Social and Digital Marketing</b> (40 credits)											E1	E2												
															<b>Work Experience Based Learning</b> (20 credits)																					S			

**OPTIONAL DIPLOMA YEAR – LEVEL 5**

LEVEL 6 – Stage 3																																
BLOCK 1															BLOCK 2																	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
<b>Futures and Innovation</b> (20 credits)						S																										
					<b>Fashion Marketing Strategy</b> (40 credits)						E1																					
<b>Final Major Project</b> (60 credits)																									E1	E2						

*The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable*