

BA (Hons) Fashion Public Relations and Communication

Programme Specification 21/22

Awarding Body	University of the Arts London
College	London College of Fashion
School	School of Media and Communication
Programme	Fashion Communication Programme (L018)
Course AOS Code	LCFBAFPRF01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2021
QAA Subject Benchmark	Art and Design, Communication, media, film and cultural studies
Collaboration	N/A
UAL Subject Classification	Fashion communication
JACS Code	P500 - Journalism
UCAS Code	4T39
PSRB	N/A
Work placement offered	Yes
Course Entry Requirements	<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"> • 112 UCAS tariff points from two or more A Levels (preferred subjects include English, a foreign language and Media Studies); • Distinction at Foundation Diploma in Art and Design; • Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects Art & Design); • Merit at UAL Extended Diploma;

	<ul style="list-style-type: none"> • Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma; • 112 new UCAS tariff points from a combination of the above qualifications or an equivalent full Level 3 qualification; • or equivalent EU or non-EU qualifications such as International Baccalaureate Diploma; • and Five GCSE passes at grade A*-C or grade 9-4, with grade C (grade 4) or above in English. <p>APEL (Accreditation of Prior (Experiential) Learning)</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"> • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • OR a combination of these factors <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English Language Requirements</p> <p>IELTS level 6.5 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main English Language Requirements</p>
Selection Criteria	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> • An interest in fashion public relations and the communication of brands • A strong interest in fashion and how it is communicated to audiences, such as consumers and the media • An enthusiasm for writing and the potential to enhance their writing skills to the professional level required by a strategic communicator

	<ul style="list-style-type: none"> • An interest in culture, current affairs, trends and the media in all its forms • Strong interpersonal skills and the potential to develop a research-based strategy for the client
Scheduled Learning and Teaching	<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

Percentage of Scheduled Learning	18
Awards	Credits
Certificate of Higher Education (Exit Only)	120

Year 2

Percentage of Scheduled Learning	13
Awards	Credits
Diploma of Higher Education (Exit Only)	240

Year 3

Percentage of Scheduled Learning	12
Awards	Credits
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Prepare students to become proactive and agile practitioners ready to enter the fashion industry, self-employment or progression to further study or training.
Aim	Develop your intellectual, imaginative and creative skills through the synthesis of theoretical and practical approaches to learning.
Aim	Provide you with a systematic understanding of the major communication and public relation theories and concepts, and planning principles that underpin PR practice.
Aim	Develop your ability to become confident, and innovative communicators across various platforms and channels.
Aim	Provide an opportunity for you to develop a personal and professional focus within your chosen specialism.
Outcome	A comprehensive in-depth knowledge and critical awareness of the relationships between society, culture, communication and public relations concepts.
Outcome	An awareness of the structure of the global fashion industry and role of the communicator within.
Outcome	An ability to situate your practice within cultural and historical contexts and debates.
Outcome	An enthusiasm to seek out new perspectives, to create and build on existing knowledge in the field of fashion communication.
Outcome	A capability to work collaboratively and sustainably to produce innovative campaigns which address the global and cultural challenges faced by fashion brands and corporations.
Outcome	An ability to communicate brand narratives in an engaging manner across multiple media platforms.
Outcome	The resourcefulness to gain consumer and market insights, that will inform messages and strategies that resonate with key publics and stakeholders.

Outcome	The confidence to take risks and identify entrepreneurial opportunities within fashion communications.
Outcome	The ability to be reflective and develop lifelong learning skills that will help you meet significant challenges and overcome obstacles in your future career.

Distinctive Features	
1	The only specialist undergraduate fashion public relations and communication course in the UK to offer the study of public relations and communications within the fashion sector, at a specialist fashion college.
2	Dedicated PR course which sits in the School of Media and Communication rather than the Fashion Business School hence the focus is on the media and creativity rather business acumen.
3	Collaboration with other courses: Set in the school of Media and Communication there are opportunities of working on collaborative units with other courses in order for students to simulate industry practice.
4	Students are taught by practitioners with relevant industry experience in the diverse sectors of the industry that will be investigated in the different units – Emerging Designer Sector, Niche Brand Sector and the Luxury sector.
5	Professional Links: The London location, influential network of alumni, and networks afforded by the course team affords a close working relationship with industry.
6	Placement unit - Students have an opportunity to improve their professional practice through a placement unit. Working closely with LCF Graduate Futures, students are offered support and guidance from stage one and throughout the course. Almost 100% of students' secure placements in a PR role within the fashion industry or similar, partly due to the location of London, and through LCF and staff team contacts. LCF Graduate Futures report that the 2nd years students have gained valuable exposure within their relevant roles related to this course; from PR Assistant, VIP Relations Co-ordinator, Fashion Internship, Editorial/PR Assistant and Client Representatives.
7	The course is situated in the Fashion Communication Programme, which provides a wealth of opportunities for cross course teaching/knowledge sharing. Professional practice is supported by research conducted by the research active members of the staff team.
8	A strong and continued relationship has been developed with alumni who hold key roles within the fashion communications industry. This offers a wealth of guest speakers who have also contributed to cross discipline panel discussions offered as enhancement to the programme cohort.
9	Technical instruction is delivered, allowing students to learn what and when they want alongside students from a wide range of courses ranging from photography through to website design.

10	The core discipline is underpinned by a robust programme of cultural and historical studies in which students can specialise in areas such as moving image, global culture and the body in performance as well as fashion media, all of which encompass the latest thinking in digital culture.
----	---

Course Detail

Introduction

BA (Hons) Fashion Public Relations and Communication will equip students with the necessary knowledge and skills to develop a career in public relations within the fashion industry; by positioning, launching and promoting brands to global audiences. Students will graduate with an excellent understanding of the fashion industry, the evolving media landscape and will bring cultural awareness to their profession.

What to expect

- Content is delivered via lectures, seminars and workshops, which are structured to allow for part-time work and work experience opportunities alongside studies.
- Additional technical workshops are made available to all students, including InDesign, Photoshop, styling and moving image. Language support and Academic support is available to all students to help support their academic development.
- Students will participate in cross-course collaborative units to experience content beyond their discipline and to collaborate with new students.
- You will explore fashion communication in a theoretical, cultural, social and business context as part of the Fashion Cultures and Histories units.

Work experience and opportunities

Students will engage with live industry briefs and Knowledge Exchange projects throughout their degree. Students will have an opportunity to undertake an optional short term work placement 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 Journalism 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

The first year of the course allows students to familiarise with the key components of fashion communications and introduces them to the global media landscape. All modules are compulsory and in addition to core units, students are provided with technical and academic support to enhance their creative competency and research skills.

Students will complete year 1 with the necessary skills, networks and knowledge to progress into their second year.

- **Introduction to Fashion Communication** – This unit aims to introduce you to your course and its subject specialism as well as to effective learning and studentship at undergraduate level.
- **Fashion Cultures and Histories** – Here you will be introduced 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.
- **PR & Branding in the Fashion Industry** - Through exploring the theories and principles behind public relations and branding, students will have an opportunity to develop in a group, a brand concept for a specific sector and target audience. Individually you will produce a communication campaign in order to launch the new brand.
- **Better Lives** - This unit is optional and will explore the subjects of diversity, social responsibility and sustainability. You will have the chance to work on projects outside of your own discipline. The emphasis is on how you apply your thinking across these important themes to your practice and embrace the opportunity to collaborate with your peers from other courses and learn new skills.
- **Contemporary Communication Campaigns** – This unit will explore how brands are developing their communication tactics in response to the advances in digital technology. You will gain an understanding of how fashion brands deliver their key messages through their own digital platforms as well as through external channels.

Year Two

Year 2 focuses on the development of professional skills and provides the opportunity for students to consolidate their skills gained at university in an industry context.

- **Critical Issues in Fashion Research:** Here you will be able to study an option of your choice that will broaden or deepen your learning of areas relating to your

interests in your chosen field. Options cover the broad cultural context of professional practice in media and communication.

- **Crisis Communication and Brand Reputation:** Here you will gain an understanding of how current topics of cultural relevance impact on the fashion industry and how fashion brands integrate these topics into their communication strategies. You will also develop the necessary skills through media training workshops to produce a response to a hypothetical crisis, that minimises the impact on the brand and corporation.
- **Inside the Industry** This unit provides an opportunity to gain insights into critical issues, innovations and challenges within the global fashion, media and communication industries, through a series of panel discussions with industry practitioners, and seminar sessions. The unit will also help you to identify relevant areas of professional conduct and prepare you for working in an industry context.
- **Situating Your Practice** unit Work Placement/Industry Project. In this unit, you have an option to undertake a professional work placement, or remain at university and undertake a project with industry. Both options will foster a deeper understanding and appreciation of professional practices, principles, roles and responsibilities to help you define your career ambitions.
- In terms of the Work Placement, students are supported by LCF Graduate Futures who provide career guidance and one to one opportunities, to help you plan ahead and prepare for your work experience.
- **Innovative Communication Tactics** You will explore how brands develop their communication strategy and put them into practice through the implementation of tactics. Through lectures and workshops, you will acquire knowledge of producing a range of communication tactics across different mediums that are core to your discipline, from concept stage to realisation.

Year three

Year 3 focuses on student's individual practice and prepares them for the transition from student to industry practitioner.

- **Cultural and Historical Studies Dissertation** The dissertation provides you with an opportunity to demonstrate your understanding of the critical and analytical perspectives developed within cultural and historical theory and your ability to apply those perspectives in a specific study. You will undertake a substantial piece of primary and secondary research that engages with cultural issues and which reflects on the critical debates and concerns addressed in your course.
- **Research for Independent Project: PR & Communication:** In this unit, you will choose a brand that will be the focus of your Independent Project. Developing the primary research skills you have acquired already, you will be expected to conduct rigorous research into a brand of your choice. The focus

of this research is to identify specific challenges, and potential communication opportunities for the brand, that will define the direction of your Independent Project.

- **Independent Project:** Based on research undertaken in the previous project, you will now develop a 12-month PR and communication campaign for your chosen brand. Embracing recent developments in how brands communicate with their audience and stakeholders, you will produce a compelling campaign that is contemporary and relevant to your brand.
- **Realising Your Tactics** This unit you will prepare for the transition from study to industry. Through realising one of your tactical concepts formulated in your Independent Project, you will have the opportunity to showcase your work and share your achievements with others. You will also enhance your professional and career development skills in preparation for your future pathways.

Learning and Teaching Methods

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

- Lectures.
- Seminars.
- Group workshops.
- Guest speakers.
- Case study presentations.
- Self-directed study.
- Screening sessions.
- Practical workshops.
- Placements.
- Peer assessment and group critiques.
- Group presentations.
- Learning teams.
- Panel discussions.

Assessment Methods

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

- Media portfolio.
- Visual essays.
- Written reports.
- Essays.

- Group production work.
- Self evaluation.
- Written projects.
- Visual research notebooks.
- Research dossiers.
- Dissertation.
- Individual negotiated project.

Reference Points

The following reference points were used in development of this course:

- FHEQ: <http://www.qaa.ac.uk/en/Publications/Documents/Framework-Higher-Education-Qualifications-08.pdf>
- UK Quality Code: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code>
- QAA subject benchmark statements: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>
- UAL Learning, Teaching and Enhancement Strategy 2015-2022: <https://myintranet.arts.ac.uk/media/arts/about-ual/teaching-and-learning-exchange/2015---2022-Learning,-Teaching-and-Enhancement-Strategy.pdf>
- UAL Assessment Strategy: <https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/>
- UAL Creative Attributes Framework: <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework/>
- UAL Tutorial Policy: <http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/>

Course Diagram

BA (Hons) Fashion Public Relations and Communication – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 4 – Stage 1															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					
Introduction to Fashion Communication (20 credits)				S																														
			PR and Branding in the Fashion Industry (40 credits)										S																					
															Fashion Cultures and Histories (20 credits)										S									
															Better Lives (20 credits)										S									
																				Contemporary Communication Campaigns (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									
Critical Issues in Fashion Research (20 credits)												S																										
Crisis Communication and Brand Reputation (20 credits)								S																														
											Inside the Industry (20 credits)				S																							
																				Option: Situating Your Practice (20 credits)		S																
																						Innovative Communication Tactics (20 credits)						S										

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										
Cultural and Historical Studies Dissertation (40 credits)												S																											
Research for Independent Project (20 credits)								S																															
												Independent Project (40 credits)																											
																						Realising Your Tactics (20 credits)				S													

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