

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modifications or local developments).

Awarding Body	University of the Arts London (UAL)
Professional, Statutory or Regulatory Body (PSRB)	The Chartered Institute of Marketing (CIM)
Teaching Institution	London College of Fashion
Final Award	BA (Hons) Fashion Marketing
Length of Course	3 Years / 4 Years with placement
UCAS code	9K55
Date of production/revision	May 2018

Course Aims

- enable you to acquire and apply knowledge and skills related to the creative industries in general and fashion marketing in particular;
- stimulate your intellectual, creative and personal development and to encourage independent and critical learning;
- 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;
- 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;
- 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;
- provide opportunities for further study, professional development, training and progression to all students;
- conceptualise and contextualise the fashion industry from a theoretical and practical perspective in relation to global fashion marketing.

Course Outcomes

The outcomes that you will have demonstrated upon completion of the course, are:

1. analysis of fashion as a product, business, industry and cultural phenomenon and how fashion marketing relates to all of these in a global context;
2. a systematic understanding of relevant theoretical knowledge that underpins the marketing approach to business;
3. 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
4. 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;
5. the application of knowledge, understanding, capability and creativity to initiate and carry out projects in the field of fashion marketing planning and management;
6. 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;
7. 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;
8. the communication of information, ideas and creative solutions to both specialist and non-specialist audiences in a manner appropriate to global fashion marketing;
9. an ability to situate practice within cultural and historical contexts and debates;
10. evidence of engagement with the principles and attributes outlined in the UAL Creative Attributes Framework.

Learning and Teaching Methods:

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

- Lectures, seminars, workshops, tutorials, visiting speakers, self-directed study, online learning and collaboration.

Scheduled Learning and Teaching

Scheduled Learning and Teaching – this is the percentage of your time spent in timetabled learning and teaching. In each year you are expected to study for 1200 hours over 30 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

BA (Hons) Fashion Marketing

Year 1 – 17 %

Year 2 – 15 %

Year 3 – 11 %

Assessment Methods:

The following assessment methods are employed to assess the achievement of learning outcomes in an integrated approach:

- individual and group projects, essays, business reports, presentations, industry projects, exams, dissertation,

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

Programme Summary

Programme structures, features, units, credit and award requirements:

The units you will study in Year 1, Stage 1, Level 4 are as follows:

- Introduction to the Fashion Business for Fashion Marketing; 20 credits
- Principles of Fashion Marketing; 20 credits
- Global Fashion Branding: Theory; 20 credits
- Introduction to Cultural and Historical Studies; 20 credits
- Better Lives; 20 credits
- Global Fashion Branding: Communications; 20 credits

The units you will study in Year 2, Stage 2, Level 5 are as follows:

- Cultural and Historical Studies; 20 credits
- Researching Consumer Behaviour and Psychology; 40 credits
- Social and Digital Marketing; 40 credits
- Work Experience Based Learning; 20 credits

The units you will study in Year 3, Stage 3, Level 6 are as follows:

- Futures and Innovation; 20 credits
- Fashion Marketing Strategy; 40 credits
- Final Major Project; 60 credits

A 20-credit unit is approximately equivalent to 200 hours of learning time, which includes a mixture of taught time, independent study and assessment.

All students are entitled to a tutorial package that consists of:

- one induction tutorial (group or one to one)
- one tutorial per term for the duration for their course of study at LCF;
- group tutorials as required
- an appropriate level of confidentiality

Distinctive features of the course:

- Provision of a vocationally relevant degree course;
- Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, key skills and career planning;
- Access to specialist resources at a standard appropriate to the target industries;

- Opportunities for student choice and negotiated study;
- Preparation of students for employment or further study.

Distinctive Features of the Course

- 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.
- Focus on international, strategic and digital aspects of Fashion Marketing to reflect industry practice.
- Relationship Marketing embedded, providing a link between theory and practice.
- 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)
- Students will be able to undertake professionally managed work placement through the Diploma in Professional Studies, with the support of LCF Careers
- A collaborative industry related project with the other BA courses within the Fashion Business Programme.
- 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 industry visits;
- An opportunity to study within a cross-disciplinary and multicultural environment designed to promote student interaction, shared learning and an international outlook;
- Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, and career planning;
- 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.

Recruitment and Admissions

Selection Criteria

The course team seeks to recruit students who can **demonstrate:**

- A strong interest in fashion marketing theory and practice
- Analytical problem solving skills, and the potential to develop professional, communication and business skills necessary for future industry challenges
- Curiosity about fashion consumers' needs and how they want to buy fashion products and services across a range of markets
- Fashion industry experience
- Motivation to succeed on the course and work in the fashion industry

This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement, a strong academic or other professional reference; or a combination of these factors.

Applicants could consider these questions when writing their Personal Statement:

- Why do you want to study BA Fashion Marketing at London College of Fashion.
- Which units are you particularly interested in studying, and why.
- How do you plan to use your studies in your future career.
- What do you think are the key skills and attributes a fashion marketing professional needs.
- How do these match your personal skillset.

Entry Requirements

Entry to this course is highly competitive: applicants are expected to achieve, or already have, the course entry requirements detailed below.

The standard minimum entry requirements for this course are:

- A Level Passes at Grade C or above 112 new UCAS tariff points (equivalent to 280 old UCAS tariff points); preferred subjects include, Business Studies, Economics, Fashion Studies, Information Technology, English, Languages, Media Studies and Psychology;
- **or** Distinction Foundation Diploma in Art and Design;
- **or** DMM in BTEC Extended Diploma;
- **or** Merit at UAL Extended Diploma;
- **or** Access Diploma or '112 tariff points from the Access to HE Diploma;
- **or** 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;
- **or** equivalent EU or non-EU qualifications;
- **and** Six GCSE passes at grade A*-C or above to include a C in Maths.

Exceptionally, applicants who do not meet these course entry requirements may still be considered if the course team judges the application demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement; a strong academic or other professional reference; or a combination of these factors.

Applicants are expected to show evidence of work experience or placement.

English language requirements

All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.

The level required by the University for this course is IELTS 6.5 with a minimum of 5.5 in each skill.

Please visit the [UAL Language Requirements](#) page. Read carefully and look at the relevant documents

Course Diagram

Year 1 / Level 4

Block 1 Transition to Higher Education	Block 2 Thinking Differently: Creativity, Experimentation; Introduction to Collaborative Working
Introduction to the Fashion Business for Fashion Marketing 20 credits	Introduction to Cultural and Historical Studies 20 credits
Principles of Fashion Marketing 20 credits	Better Lives 20 credits
Global Fashion Branding: Theory 20 credits	Global Fashion Branding: Communications 20 credits

Students successfully completing Stage 1 may progress to Stage 2 or will be eligible for the exit award of a Certificate of Higher Education.

Year 2 / Level 5

Block 3 Core Discipline	Block 4 Professional Practice
Cultural and Historical Studies option 20 credits	Social and Digital Marketing 40 credits
Researching Consumer Behaviour and Psychology 40 credits	Work Experience Based Learning 20 credits

Students successfully completing Stage 2 may progress to Stage 3 or will be eligible for the exit award of a Diploma of Higher Education.

Year 3 / Level 5

Diploma in Professional Studies (Optional)	120 credits
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Optional Diploma in Professional Studies 120 credits at Level 5 (year in industry or overseas work placement).

Year 3 or 4 / Level 6

Block 5 Individual Practice	Block 5&6 Preparing for the future
Futures and Innovation 20 credits	Final Major Project 60 credits
Fashion Marketing Strategy 40 credits	

Students successfully completing Stage 3 will be eligible for the award of BA (Hons) Fashion Marketing.