

**BA (Hons) Fashion Marketing and Consumer
Behaviour
Programme Specification 22/23**

Awarding Body	University of the Arts London
College	London College of Fashion
School	Fashion Business School
Programme	LCF Marketing and Branding Programme (L071)
Course AOS Code	LCFBAFMBF01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2022
QAA Subject Benchmark	Business and Management
Collaboration	N/A
UAL Subject Classification	Business & management, and science, Fashion business
JACS Code	None
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>The standard minimum entry requirements for this course are: One or a combination of the following accepted full level 3 qualifications.</p> <ul style="list-style-type: none"> • 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); • Distinction at Foundation Diploma in Art and Design;

- Distinction, Merit, Merit in BTEC Extended Diploma;
- Merit at UAL Extended Diploma;
- Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma;
- 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 such as International Baccalaureate Diploma;
- **and** Six GCSE passes at grade A*-C or grade 9-4, to include a grade C or grade 4 in Maths.

APEL (Accreditation of Prior (Experiential) Learning)

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:

- Related academic or work experience
- The quality of the personal statement
- A strong academic or other professional reference
- OR a combination of these factors

Each application will be considered on its own merit, but we cannot guarantee an offer in each case

English Language Requirements

	<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>
<p>Selection Criteria</p>	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> • 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 <p>Applicants could consider these questions when writing their Personal Statement:</p> <ul style="list-style-type: none"> • Why do you want to study BA (Hons) Fashion Marketing & Consumer Behaviour 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

Scheduled Learning and Teaching

Following two years of disruption due to Covid 19 we are glad to be returning to normal delivery in 2022/23. This means on campus face-to-face activities such as course projects, lectures, seminars, and studio work, except for courses designed to be delivered online.

Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Certificate of Higher Education (Exit Only)	120

Year 2

Awards	Credits
Diploma of Higher Education (Exit Only)	240

Year 3

Awards	Credits
Bachelor of Arts	360

Scheduled Learning Split by Level	
Level 4	20%
Level 5	28%
Level 6	12%
Total Scheduled Learning Split	60%

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 and consumer behaviour in particular;
Aim	Stimulate your intellectual, creative and personal development and to encourage your 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	Enable you to conceptualise and contextualise the fashion industry from a theoretical and practical perspective in relation to global fashion marketing and consumer behaviour;
Aim	Prepare you for entry into relevant employment or self-employment, and to allow you to respond to professional opportunities, especially in the fields of global fashion marketing and consumer behaviour;
Aim	Enable you to acquire a high level of professionally relevant skills, including market research, innovation, entrepreneurship, creativity, business strategy, reflective practice and communication to actively pursue career aspirations;
Aim	Provide you with opportunities for further study, professional development, training, and progression.
Outcome	A systematic understanding of relevant theoretical knowledge that underpins the marketing approach to business including market research;
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 within the fashion industry;
Outcome	A knowledge-based understanding of consumer decision-making including the impact of psychology, the theories and concepts that

	influence behaviours and their role in purchasing and using fashion goods and services;
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 and consumer behaviour;
Outcome	The communication of information, ideas and creative solutions to both specialist and non-specialist audiences in a manner appropriate to global fashion marketing and consumer behaviour;
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.

Distinctive Features	
1	The course connects consumer behaviour to marketing outputs, addressing the need for data storytellers in the fashion industry. You will learn the theories behind consumer behaviour and will conduct research and analysis, using your findings to inspire creative campaigns. This feature is supported by cross-course teaching with the BA (Hons) Fashion Marketing course.
2	The course includes the opportunity to gain certification by the Market Research Society. The MRS Certificate is designed to recognise a range of knowledge and understanding of market research.
3	The course includes a Consumer Psychology unit, which applies established psychology theories to the fashion industry context. You will have the opportunity to understand the cognitive processing behind consumer behaviour, which adds a uniquely scientific aspect to the course.
4	Visualising data is a feature of the course, which will bridge the current skills gap. There will be opportunities to gain expertise in a range of industry relevant software packages.
5	There is a strong industry connection relevant to fashion marketing and consumer behaviour with the addition of industry speakers, live industry briefs, Work Experience Based Learning and the opportunity to undertake the DiPS sandwich year.

Course Detail

Introduction

BA (Hons) Fashion Marketing & Consumer Behaviour teaches the fundamental theories of marketing and consumer behaviour in the context of the fashion industry. This prepares you for postgraduate study or a career in fashion marketing, consumer behaviour and associated business functions. Fashion businesses use market research to devise strategy and drive actions across all business verticals (from communications to product offering, experience and service) as well as to discover new market and audience opportunities.

Key Features

- The dynamic curriculum is delivered through challenging industry-focused projects, combining theory and practice. The course allows you to personalise your learning with a variety of topics and assessment types.
- You will learn to determine market and consumer needs to plan and execute integrated marketing communications using research.
- BA (Hons) Fashion Marketing & Consumer Behaviour will explore specialist aspects including consumer psychology, behavioural economics, research methodologies, translating data into business-relevant insights, data analysis and visualisation, digital marketing, fashion theory and business strategy in a global context.

Work experience and opportunities

You will be given the opportunity to undertake an optional industry or enterprise placement year between the second and final year of the course which will enhance your employability by offering valuable experience and contacts within the industry as well as earning an additional Diploma in Professional Studies qualification. You also have the opportunity to work with industry in your second year as part of the curriculum.

Mode of Study

BA (Hons) Fashion Marketing & Consumer Behaviour 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

This course runs alongside BA (Hons) Fashion Marketing. Whilst each course has its own specialism and distinct focus, there are areas of commonality, presenting opportunities for cross-course teaching and student collaboration. The Year One, Block 1 curriculum is shared across both courses. In Year One, Block 2 the specialisms emerge.

Year One

Block 1

Introduction to Fashion Marketing & Consumer Behaviour 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 you to reflect on your own background and how that shapes the way you approach your course. (20 Credits)

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. (20 Credits)

Global Fashion Branding: Theory will develop your understanding of the brand building and brand management process in the fashion industry from a global perspective. 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. You will evaluate brand performance for a fashion business operating internationally. (20 Credits)

Block 2

Introduction to Fashion Consumer Behaviour & Market Research will introduce you to theories of consumer behaviour applied to the fashion context. This unit will help you build a foundation in market research methodologies and practice. You will learn how to conduct market research, extract consumer insights and present actions that solve business questions. (20 Credits)

Global Fashion Branding: Communications 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. Industry and cross-course collaboration will feature. (20 Credits)

Fashion Cultures and Histories: This unit investigates fashion as a social, political and cultural practice. It foregrounds fashion's role in representing and communicating identity through historical and contemporary forms of dress, from everyday style to haute couture. The unit will introduce you to key concepts, debates and ways of thinking about fashion as an expressive visual tool and a material object, and it will provide you with a foundation for further study in fashion cultures and histories. (20 Credits)

Year Two

Block 1

Consumer Behaviour and Data Analysis introduces you to concepts of human behaviour through an investigation of how and why we buy fashion goods and services. You will explore nudge theory and behavioural economics and evaluate consumer behaviour in different parts of the world. You will also gain an understanding of how to use data in decision-making. (40 Credits)

Critical Issues in Fashion Research will broaden or deepen your learning of areas relating to your interests in your chosen field of cultural and historical studies in fashion. 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. (20 Credits)

Block 2

Work Experience Based Learning gives you the opportunity to apply your subject knowledge in a work-based context. (20 Credits)

Consumer Psychology introduces you to the science of consumer behaviour and the mental traits, states and processes that determine it. You will explore how consumer psychology can impact business decisions. (20 Credits)

Futures and Innovation looks at current issues affecting the fashion industry in general and fashion marketing and consumer behaviour in particular. You will explore various trend indicators that are likely to point to important influencing factors in the future. This unit allows you to explore areas you could further develop in Final Year. It offers opportunities for cross-course and industry collaboration. (20 Credits)

Optional Diploma in Professional Studies

The Diploma in Professional Studies (DiPS), The Enterprise Diploma in Professional studies (E-DiPS) and The Diploma in Creative Computing (CCI) between stage 2 and 3, carry 120 credits, and constitute independent awards. Credits achieved on DiPS or E-DiPS or CCI are not part of the final degree award.

Final year

Block 1

Project Proposal enables you to build a foundation in the theory and practice of research, exploring a range of methodologies. You will develop a research proposal to inform your final major project. (20 Credits)

Fashion Marketing & Consumer Behaviour 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. (40 Credits)

Block 2

The **Final Major Project** gives you the opportunity to develop a project within the general areas of fashion marketing and/or consumer behaviour. This can reflect your particular interests and future career aspirations. The final outcome of your project will be a considerable body of work and will culminate with an opportunity to showcase your work. (60 Credits)

Learning and Teaching Methods

- Lectures
- Seminars
- Workshops
- Tutorials
- Visiting speakers
- Self-directed study
- Blended learning

- Collaborative Learning

Assessment Methods

- Individual and group projects
- Essays
- Business reports
- Presentations
- Industry projects
- Dissertation
- Posters
- Film
- Artefact creation

Reference Points

QAA Framework for HE Qualifications

The course aligns with the QAA Framework for HE Qualifications (Bachelor's Degree with Honours Level Characteristics Statement) and relevant aspects of the Benchmark Statements for Fashion Marketing & Consumer Behaviour (Bachelor of Arts)

<https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>

These statements have been adapted to reflect the practical application of theory and sector-specific knowledge of the course, as well as the unique Fashion Business School context. Therefore, a range of learning outcomes characterise the curriculum and assessment. There is not a specific benchmark statement for the discipline of Fashion Marketing & Consumer Behaviour.

BA (Hons) Fashion Marketing & Consumer Behaviour is designed and developed to be compliant with the QAA Framework for High Education Qualification – a level 6 Bachelor's Degree with Honours. Graduates of the BA (Hons) Fashion Marketing & Consumer Behaviour will be expected to have the necessary qualities and transferable skills.

The framework states that Bachelor's degrees with Honours are awarded to students who have demonstrated:

- A systematic understanding of key aspects of their field of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline

- An ability to deploy accurately established techniques of analysis and enquiry within a discipline
- An appreciation of the uncertainty, ambiguity, and limits of knowledge
- The ability to manage their own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline)

Conceptual understanding that enables the student:

- To devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline -
- to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline

Typically, holders of the BA(Hons) Fashion Marketing & Consumer Behaviour qualification will be able to:

- Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects
- Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem
- Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

BA (Hons) Fashion Marketing & Consumer Behaviour graduates will have the qualities and transferable skills necessary for employment requiring:

- The exercise of initiative and personal responsibility
- Decision-making in complex and unpredictable contexts

- The learning ability needed to undertake appropriate further training of a professional or equivalent nature.

<https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf>

UK Quality Code

The course and its contents were checked against the revised UK quality code for higher education.

<https://www.qaa.ac.uk/quality-code>

Expectations for Standards: The course and its contents have been evaluated against BA (Hons) programmes at other higher educational institutions within the UK to ensure they are aligned with sector-recognised standards. Competitor research has been conducted and has informed the development of this course as a new opportunity within fashion business. A qualified external examiner will be recruited for the course whilst we also intend to set up a team comprising of academics and industry partners to review the content and delivery of the course regularly to identify improvement and enhancement opportunities.

Expectations for Quality: We have ensured the course is designed to provide a high-quality academic experience for all students, while ensuring assessments are reliable and fair using a variety of assessment methods. The course contains a range of units that will focus on core specialisms. Each year, students' knowledge and experience of these specialisms will build so that they are well-equipped for a variety of roles within industry or further study should they choose. We intend to provide cross-course teaching as well as collaboration opportunities with fellow students and industry partners to create a sense of community among the student body and provide an exciting and varied student experience. Subject experts will deliver the course content and where expertise is not available in-house, we will recruit to ensure students have access to the best tutors for specialised units. LCF is well-placed to meet the quality expectations noted within the core practices.

Benchmark Statements

The Business and Management (2019) Subject Benchmark Statement has been used to guide the development of the BA (Hons) Fashion Marketing & Consumer Behaviour course, which outlines the following:

“The Statement is for business and management honours degree courses which are broad based and general in their scope rather than being oriented towards a particular

business function (for example, marketing or finance) or sector (for example, tourism or construction management). However, it can also be used to inform a wide range of provision, including those focused on business functions or sectors, in relation to broad aspects of business and management.”

The Subject Benchmark Statement includes some key skills, which will be covered on the course such as:

- Problem-solving and critical analysis: analysing facts and circumstances to determine the cause of a problem and identifying and selecting appropriate solutions.
- Research: the ability to analyse and evaluate a range of business data, sources of information and appropriate methodologies, which includes the need for strong digital literacy, and to use that research for evidence-based decision-making.
- Innovation, creativity and enterprise: the ability to act entrepreneurially to generate, develop and communicate ideas, manage and exploit intellectual property, gain support, and deliver successful outcomes.

Course Diagram

BA (Hons) Fashion Marketing and Consumer Behaviour – 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 Marketing & Consumer Behaviour (20 credits)						S																											
					The Principles of Fashion Marketing (20 credits)									S																			
					Global Fashion Branding: Theory (20 credits)						S																						
															Fashion Cultures and Histories (20 Credits)										S								
															Intro To Consumer Behaviour and Market Research (20 credits)												S						
																									Global Fashion Branding: Communications (20 credits)				E1	E2			

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	
Project Proposal (20 credits)				S																										
Fashion Marketing & Consumer Behaviour Strategy (40 credits)									E1					E2																
Final Major Project (60 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