

COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Fashion Marketing
Intermediate Awards Available	Cert HE, Dip HE, BA
Teaching Institution(s)	UEL
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	School of Arts and Creative Industries
UCAS Code	Institution Code: E28 Course Codes: 4C25 1F52 (Sandwich Year)
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Art & Design 2017
Additional Versions of this Course	BA (Hons) Fashion Marketing (with Placement Year) BA (Hons) Fashion Marketing (with Foundation Year)
Date Specification Last Updated	June 2023

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Engage in an exciting and challenging learning environment that is supported by up to date and innovative resources with emphasis on enterprise, research and new technical innovations
- Participate in a supportive, creative and intellectually stimulating environment, which underpins and combines theory with practice
- Employ instruction and critical guidance in the use of digital technologies relevant to the industry
- Develop awareness in career-focused skills, industry knowledge, technical and creative skills in making and engineering and guided learning through sustainable and ethical design
- Acquire an understanding and awareness of market, production methods and commercial viability
- Understand and gain knowledge of the industry through guest lectures, seminars and external visits to fashion design studios and international trade fairs

What you will learn:

Knowledge

- Ability to critically appraise different roles within fashion marketing
- Extension of visual vocabulary through research and observation
- Awareness of cultural, economic, sustainable and ethical issues relating to the global fashion marketing industry.

Thinking skills

- Ideas and concept generation for fashion marketing
- Individual and collaborative responses to set marketing projects.
- Critical reflection on own work in relation to more general aesthetic, cultural and interdisciplinary issues within the fashion industry
- Independent study

Subject-Based Practical skills

- Experimentation and making appropriate use of materials and processes
- Articulate ideas and concepts effectively
- Develop visual research to reflect originality and innovation in fashion marketing

Skills for life and work (general skills)

- Effective management and organisation of time
- Presentations, individually and in groups
- Acknowledgement of the work of others, both professionals and within peer group
- Selection and evaluation of information from a wide variety of sources

Learning and Teaching

The Fashion Marketing course's learning and teaching methods are underpinned by UEL's Strategic Portfolio which focuses on student success through active engagement: 'learning by doing'. Courses are delivered by a dedicated staff team through lectures, seminars, workshops, project supervision, demonstrations, practical classes, workshops tutorials, field visits and guest speakers' talks. All members of the teaching team use opportunities that the Centre for Excellence in Learning and Teaching (CELT) provides for staff development and keep up-to-date with the innovative approaches to teaching and learning that CELT promotes, with a special interest in Technology Enhanced Learning (TEL).

Knowledge is developed through

- Proposals, essays and written reports
- Research and research findings
- Application of information

Thinking skills are developed through

- Concepts, solutions and arguments
- Processes: research, fashion and investigation
- Development of ideas through outcomes

Practical skills are developed through

- Presentations and the use of technology
- Visual imagery and fashion outcomes
- Exhibition and display of work

Skills for life and work (general skills) are developed through

- Meeting deadlines and working with others
- Time management
- Acknowledgement of the work of others (professionals and peer group)
- Retrieval, evaluation and manipulation of information from various sources

Assessment

Knowledge is assessed by

- Coursework
- Essays
- Presentations

Thinking skills are assessed by

- Coursework
- Group work/ critiques
- Tutor/ student feedback

Practical skills are assessed by

- Specialist workshops
- Drafting and articulating projects
- Design solutions
- Sketchbook/ dossiers
- Portfolios

Skills for life and work (general skills) are assessed by

- Communication with tutors and students
- Ability to articulate ideas visually and verbally

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

Students choosing to study on the BA (Hons) Fashion Marketing with Sandwich Year degree course have the opportunity (between levels 5 and 6) to take a full year industry placement schedule, gaining first-hand experience of the industry and develop their understanding of professional practice. The course has an extensive and varied list of contacts that we use to support our students' work placement opportunities. Our contacts cover a variety of roles such as:

Administrator | Buyer | Merchandiser | Trend Forecaster | Fashion Journalist | Assistant merchandiser | Fashion Promoter | Campaign Manager | PR Manager

The Placement Year is facilitated by both a module leader and the student, with regards to the sourcing of companies relevant to their interests and aspirations. Students are bound by a code of conduct throughout the entire year as they represent the university in an external environment. Please see the link below for further information:

<https://www.uel.ac.uk/about/about-uel/governance>

Students can also consider undertaking work experience placements out of term e.g. summer internships. Throughout the placement year our staff team provide assistance, but not as formal curriculum tutorials, more as a friendly source of advice and guidance. For example, being available to work with companies as we approach London Fashion week can be extremely exciting for our students, in level 4 especially as it allows them to gain insight in to fashion as an industry and start to gauge what type of company they might like to apply to when taking part within the industry placement sandwich scheme if they have chosen this option.

Below is a vast list of Industry Placements undertaken by students who are studying on the BA (Hons) Fashion Marketing with Sandwich Year course. We ensure that our range of companies that we work with is broad in order to cater for a variety of interests.

- Blue Nile Clothing
- Nepali TV^[1]_[SEP]
- NTV Broadcasting The Collection Alison Rodger House of Billiam
- Diesel
- Kurt Geiger at Selfridges
- Another magazine
- Wallpaper magazine
- ASBO Magazine

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	FT4025	Creative storytelling through Technical Innovation	20	Core	No
4	FT4026	Fashion Practice & Communication	20	Core	No
4	FT4024	Fashion Contexts and Identity	20	Core	No
4	FT4015	Fashion Process	20	Core	No
4	FT4013	Fashion Enterprise	20	Core	No
4	FT4011	Mental Wealth; Professional Life Business of Fashion 1	20	Core	No
5	FT5036	Creative & Technical Strategy	20	Core	No
5	FT5034	Creative Direction & Product	20	Core	No
5	FT5037	Fashion Sociology	20	Core	No

5	FT5035	Fashion Narrative & Visual Communication	20	Core	No
5	FT5022	Fashion Enterprise 2	20	Core	No
5	FT5015	Mental Wealth Professional life: Business of Fashion 2	20	Core	No
5	FT5016	Optional Placement Year	120P	Optional	No
6	FT6022	Applied innovation	20	Core	No
6	FT6021	Advanced Creative Practice	20	Core	No
6	FT6025	Final Major Project – Theoretical Identity	20	Core	No
6	FT6024	Final Major Project - Realisation	20	Core	No
6	FT6023	Fashion Enterprise 3	20	Core	No
6	FT6015	Mental Wealth Professional life: Business of Fashion 3	20	Core	No

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

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The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

N/A

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

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The expected duration of this course is 3 years full-time or 4.5 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply, and extenuation has been granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

The list below provides indicative details of items that may be required during the BA (Hons) Fashion Marketing:

Printing starting from £0.05p per page for general course printing (required) *(further printing may include items such as posters, photographs and magazine, which can involve higher costs)*

Sketchbooks: from £3.00 (required)

Portfolios: from £10.00 (required)

Paris Study Visit: approx. £280.00 (optional)

Smart device/Mobile Stand: from £10.00 (optional)

Adobe Creative Suite: from £16.24 per month (optional)

Website subscriptions: from £20 per month (optional)

Laptop: prices vary (optional)

Additionally, throughout the course, you will be required to go on gallery and museum visits, some of which may incur an entry charge. You will need to pay your own travel costs for these visits.

Alternative Locations of Delivery

N/A