

COURSE SPECIFICATION - BA (Hons) Fashion Marketing



1. General information

Course Title	Fashion Marketing
UCAS code	W231
Course / Award Title	BA (Hons)
Awarding Institution	Leeds Arts University
Institution at which course is delivered	Leeds Arts University
Professional Accreditation (if applicable)	N/A
Relevant QAA Benchmark(s)	Art & Design 2019

Awards	Credits	Duration	Mode of study
BA (Hons) Fashion Marketing	360 (180 ECTS)	3 years	FT
BA Fashion Marketing*	300 (150 ECTS)	3 years	FT
DipHE in Fashion Marketing*	240 (120 ECTS)	2 years	FT
CertHE in Fashion Marketing*	120 (60 ECTS)	1 year	FT
*Exit award only			

2. Course Aims

This course aims to provide you with:
<ul style="list-style-type: none"> • A professional understanding of fashion marketing strategies and practices and the essential skills to work in the sector • A stimulating learning experience in a dynamic environment, replicating the rhythms of the global fashion industry • The opportunity to become part of a vibrant, forward-facing creative community and build your own network of cross-disciplinary collaborators, for the duration of your studies and beyond • The ability to be adaptable and resilient, making you a creative professional that can adjust to the needs of the ever-changing fashion marketing discipline

3. Distinctive Features

Distinctive features of the course:
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The BA (Hons) Fashion Marketing is distinctive as it is both creative and pragmatic with a strong academic foundation, taking an integrated approach of theory and practice, providing a cohesive and complementary blend of knowledge and skills. Focusing on applying theory in creative outcomes and simulating the reality of the industry, this dynamic course will provide you with the opportunity to engage with a range of projects that will help you develop skills in areas such as advertising, PR and promotion, digital communication, content creation, trend forecasting, preparing you for an array of possible career paths.

Additionally, responding to live briefs provided by external organisations and collaborating with creatives from disciplines across our specialist university will help you prepare for the demands and reality of the fashion marketing discipline. Sustainability, ethics and inclusivity are pillars of the course throughout the three years of study, aiming to create a new generation of fashion marketing practitioners that will bring a fresh and socially responsible perspective in the industry.

4. Course Structure

4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUFM401 Introduction to Fashion Marketing	20	10	200
LAUFM402 Consumer Behaviour & Trends	40	20	400
LAUFM403 Fashion Branding & Promotion	60	30	600
Level 5	Credit Points	ECTS	Learning Hours
LAUFM501 Digital Fashion Marketing	60	30	600
LAUFM502 Fashion Futures	60	30	600
Level 6	Credit Points	ECTS	Learning Hours
LAUFM601 Creative Research Project	60	30	600
LAUFM602 Professional Practice	60	30	600

4b. Course Map / Structure

Level 4	
Semester One	Introduction to Fashion Marketing (LAUFM401) <i>20 Credits</i>
	Consumer Behaviour & Trends (LAUFM402) <i>40 Credits</i>
Semester Two	Fashion Branding & Promotion (LAUFM403) <i>60 Credits</i>
120 credits (60 ECTS credits)	
Certificate of Higher Education (Exit Award)	

Level 5	
Semester One	Digital Fashion Marketing (LAUFM501) <i>60 Credits</i>
Semester Two	Fashion Futures (LAUFM502) <i>60 Credits</i>
120 credits (60 ECTS credits) Diploma of Higher Education (Exit Award)	

Level 6	
Semester One	Creative Research Project (LAUFM601) <i>60 credits</i>
Semester Two	Professional Practice (LAUFM602) <i>60 credits</i>
120 credits (60 ECTS credits) BA (Hons) [COURSE] (Exit Award)	
*Students who fail to complete 360 credits but have accumulated no fewer than 300 credits will be awarded an Ordinary degree.	

5. Course Learning Outcomes

Learning is assessed at each level of the course. This develops from introductory work within the specialism of the course at level 4, through development of skills and ideas at level 5, progressing to application and synthesis of skills, originality, and theory in practice at level 6 as indicated by the FHEQ qualification descriptors.

Course Learning Outcomes (CLOs) comprise the Level Learning Outcomes, which define what you are expected to be able to do on completion of each level. Level Learning Outcomes are achieved through successfully completing all modules at that level. Expectations for your learning are expressed within each module.

Level 4 (CertHE)

Level Learning Outcomes	Modules
<i>By the end of Level 4, you will be expected to:</i>	
FM4.1 Define concepts and principles associated with fashion marketing and explain how these interact	LAUFM401 LAUFM402 LAUFM403
FM4.2 Explain ideas according to basic theories and concepts of fashion marketing and translate them into practical outcomes.	LAUFM402 LAUFM403
FM4.3 Discuss the relationship between the cultural, historical, technological, social, political, artistic and/or other contexts relevant to fashion marketing practice.	LAUFM401 LAUFM402 LAUFM403

FM4.4 Relate your practice to your understanding of fashion marketing contexts.	LAUFM402 LAUFM403
FM4.5 Interpret information from a range of primary and secondary sources, with a respect to intellectual property.	LAUFM401 LAUFM402 LAUFM403
FM4.6 Express coherent arguments that support your ongoing work and practical outcomes.	LAUFM401 LAUFM402 LAUFM403
FM4.7 Identify effective techniques to manage your workload and meet deadlines.	LAUFM401 LAUFM402 LAUFM403

Level 5 (DipHE)

Level Learning Outcomes	Modules
<i>By the end of Level 5, you will be expected to:</i>	
FM5.1 Employ your knowledge and critical understanding of the established principles that underpin the relationship between fashion marketing concepts in order to develop your creative practice	LAUFM501 LAUFM502
FM5.2 Use methods of enquiry and conceptual thinking relevant to fashion marketing to develop innovative creative solutions	LAUFM501 LAUFM502
FM5.3 Examine communication and presentation techniques in a variety of forms appropriate for a range of audiences	LAUFM501 LAUFM502
FM5.4 Recognise that there are limitations to your knowledge and reflect on how this can affect your interpretation of problems and solutions	LAUFM501 LAUFM502
FM5.5 Further develop skills relevant to employability and in preparation for further study	LAUFM501 LAUFM502
FM5.6 Employ your self-management skills and exercise personal responsibility	LAUFM501 LAUFM502
FM5.7 Further develop your interpersonal and negotiation skills by participating in collaborative practice	LAUFM501 LAUFM502

Level 6 (BA Hons)

Level Learning Outcomes	Modules
<i>By the end of Level 6, you will be expected to:</i>	
FM6.1 Situate your professional practice and project management skills within the fashion marketing discipline by formulating a systematic understanding through coherent and detailed knowledge of key concepts and practices	LAUFM601 LAUFM602
FM6.2 Express a conceptual understanding of the field that enables you to solve problems, using innovative creative ideas and techniques, and describe and comment upon social responsibility aspects in fashion marketing	LAUFM601 LAUFM602

FM6.3 Critically evaluate arguments, assumptions, and data to make judgement and to frame questions and/or propose a range of solutions to fashion marketing issues	LAUFM601 LAUFM602
FM6.4 Generate creative, forward-looking strategies by employing lateral and conceptual thinking and appreciate the limits of knowledge and creative practice within the field	LAUFM601 LAUFM602
FM6.5 Communicate information, ideas, problems and creative solutions in a range of formats to both specialist and non-specialist audiences	LAUFM601 LAUFM602
FM6.6 Devise, engage and present your own specialised and self-determined practice, vision, concepts, projects and outcomes supported and evidenced by relevant forms of enquiry as an independent learner	LAUFM601 LAUFM602
FM6.7 Anticipate and accommodate change, and work within the contexts of ambiguity, uncertainty and unfamiliarity	LAUFM601 LAUFM602

6. Teaching, Learning and Assessment Strategies

Our overall approach to engagement is outlined in our statement on [Higher Education teaching & learning at Leeds Arts University](#).

6a. Teaching and Learning

Level 4

Sessions will cover fundamental theories, concepts, and processes relevant to fashion marketing as well as underlining how the political, cultural, social, artistic, economical, technological contexts have an effect in the sector, as well as support you with the development of your ideas and creative work. Workshop sessions will introduce you to essential technical skills.

You will work on a range of projects in order to translate your understanding of the theory into creative practice and express your individual voice and ideas. Through these projects you will get the opportunity to explore different elements within fashion marketing creatively and identify areas of interest.

Based in a studio environment, you will have the opportunity to work independently as well as collaboratively with your peers on a daily basis with guidance and advice from tutors. Engaging with the studio culture and timetabled sessions will help shape your interpretation of fashion marketing practices, nurture your individual interests and allow you to learn how to communicate your projects effectively.

Level 5

Building up on your acquired understanding of fashion marketing, sessions will support you in further developing your knowledge and extending your skillset with a specific focus in digital media and communication, new technologies, futures studies and employability. Working on a range of projects, you will apply different skills and research methods and you will employ different media and presentation techniques.

Actively participating in collaborations and live briefs will provide you with the opportunity to prepare for professional practice. As you are progressing, there will be more focus on independent study in order to prepare you for Level 6.

Continuing to engage with the studio culture and timetabled sessions will provide you with further opportunities to receive guidance and feedback from the tutors in your learning journey and allow you to extend your ability to communicate your ideas effectively, helping you develop essential employability skills.

Level 6

As you are preparing to become a fashion marketing practitioner, sessions will support in providing a framework to guide you in your creative practice. Working in a series of self-directed projects, you will consolidate and apply the synthesis of your knowledge, understanding and skills. Your selected areas of research and practice will reflect your individual position and your career aspirations as a professional.

Making the most of the studio culture and timetabled sessions will allow you to consolidate your creative networks with peers and provide with the opportunity to receive continuous guidance from the tutors, helping you prepare for the transition from student to creative professional.

6b. Assessment

The aim of assessment is to inform you of your individual progress as you work through the course. Feedback is an essential element of assessment and explained in more detail in 6c. Assessment also ensures that you are meeting the required academic standards for the award.

Assessment reflects the teaching and learning content and is an integral part of the learning process. Specific assessment strategies and submission requirements are explained in the briefs that you will receive at the start of each module. Assessment is designed to reflect creative and academic practice and is aligned with the appropriate level of study. As far as possible assessment will be authentic in simulating professional practices.

Your creative output, therefore, is the application of your learning, and will demonstrate the extent to which you have learned, developed, assimilated and mediated your knowledge, understanding and skills into appropriate forms for submission requirements. You will evidence module expectations, as expressed as 'what you are expected to learn' in module specifications.

The assessment of the modules is holistic; all material presented for assessment in each module is taken as a whole and a single mark is arrived at. Most assessment is by portfolio submission, the exact nature and content of which is determined by the subject matter, content and learning expectations for each module and is specified in your module briefs.

Your work will be assessed holistically using the undergraduate Assessment Criteria and Marking Scheme. These are used to evaluate your learning against the learning expectations specified for each module. Levels are clearly differentiated by learning outcomes, module expectations, teaching and learning approaches and assessment design.

6c. Feedback

Tutors will provide feedback, both in support of your ongoing development, as well as in direct response to your work formally within assessment contexts.

Provision of ongoing feedback - defined as information communicated to students with the intention of improving learning - is a significant and distinctive strength of the course. It is demonstrated through frequent and ongoing discussions between staff and students.

Formative

You will receive formative feedback on your progress throughout the module in a number of ways. You will partake in ongoing evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and receive ongoing formative feedback from the teaching staff and peers. All the modules on this course contain formal formative feedback sessions using the assessment criteria where you will receive feedback on your progress to meet this developmental aim.

Examples of formative feedback include (without being limited to):

- Peer Reviews
- Group Tutorials
- Individual Progress Tutorials

Summative

At the end of the module, you will receive summative feedback represented by a grade with tutor comments on your work. This feedback will help you to understand how you performed on the module, clarify your strengths and identify areas for further consideration.