

# Programme Specification: Fashion Marketing and Promotion UNIVERSITY OF WESTMINSTER

## Course record information

<b>Name and level of final award</b>	<ul style="list-style-type: none"> <li>• Bachelor of Arts with Honours - Fashion Marketing and Promotion</li> <li>• Bachelor of Arts with Honours - Fashion Marketing and Promotion with Professional Experience</li> </ul> <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible</p>
<b>Name and level of intermediate awards</b>	<ul style="list-style-type: none"> <li>• Bachelor of Arts (BA) - Fashion Marketing and Promotion</li> <li>• Diploma of Higher Education (Dip HE) - Fashion Marketing and Promotion</li> <li>• Certificate of Higher Education (CertHE) - Fashion Marketing and Promotion</li> </ul>
<b>Awarding body/institution</b>	University of Westminster
<b>Teaching institution</b>	University of Westminster
<b>Status of awarding body/institution</b>	Recognised Body
<b>Location of delivery</b>	Primary: Harrow
<b>Language of delivery and assessment</b>	English
<b>QAA subject benchmarking group(s)</b>	<a href="#">Art and Design</a> <a href="#">Business and Management</a> <a href="#">Communication, Media, Film and Cultural Studies</a>
<b>Professional statutory or regulatory body</b>	N/A
<b>Westminster course title, mode of attendance and standard length</b>	<ul style="list-style-type: none"> <li>• BA Fashion Marketing and Promotion FT, Full-time, September start - 3 years standard length with an optional year placement</li> </ul>
<b>Valid for cohorts</b>	From 2023/4

## Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/study/undergraduate/how-to-apply>

## Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

<https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning>

## Aims of the programme

BA (Hons) Fashion Marketing and Promotion is responding to the needs of the industry and the changing landscape of the fashion industry. Our commercial network is increasingly looking for creative, digitally literate fashion business graduates to help drive their marketing and promotion strategy across multiple consumer touch points. The course content is designed to bridge the space between creative vision and the brand commercial relationship management with the unique aspect of the course focusing upon fashion marketing and fashion promotion with an emphasis on new media.

The course is designed to produce innovative and imaginative fashion communicators, media practitioners, and promoters. The three years prepare you to engage at all levels of the style business from high street retail through to luxury brands. It engages with the business of fashion from trends, colour and innovative concepts behind the scenes, and takes you through to catwalk and collection presentations and through to retail and consumer markets. We nurture and develop your understanding of how the fast-paced and ever-changing fashion industry works, how you fit into it and how you can develop your specialist skills for application to a wide range of exciting career paths. Allowing you to specialise and focus on areas of interest to you as you progress through the course.

Acknowledging cultural, ethical and technological trends, as well as sociological global shifts, The BA Fashion Marketing and Promotion course looks at both global big business and local niche creativity. Covering a broad range of attitudes and viewpoints within diverse media and promotional activities, the course reflects the world around us. Elements include styling, photography and image-making, creative direction, conceptual installations and schemes, moving image, retail and marketing, events, shows and curation. Looking at on-line to glossy bi-annual, the course incorporates creative written content for both digital and print platforms. Students are encouraged to investigate and create from their own personal perspective and look at market related social strategies engaging with specific communities. Throughout the course, you will be encouraged to find and develop a distinct voice and creative personal signature as a visionary fashion marketer. Our fashion graduates progress with transferable and holistically formed expertise, which prepare them for postgraduate study or to establish their careers within the global fashion industry equipped with comprehensive employability skills for a highly competitive and constantly changing employment market.

The course aims to:

- Provide students with an undergraduate environment in which to work independently and collaboratively, extending and expanding knowledge and understanding, through research, collaborations and work based learning in the context of fashion marketing promotion.
- Enable students to create, apply, critically reflect knowledge and understanding upon, the investigation of challenging orthodoxies in the creation of fashion marketing and promotion concepts.
- Provide students with a wide range of technical and professional skills and expertise relevant to the creation of innovative fashion marketing and promotion concepts, in order to stimulate employment, further studies and lifelong learning.

### Year One / Level 4

Key Words: **Identify, Explore, Experiment**

The first year of the course will equip learners with both the skills and awareness needed to evaluate and relate existing fashion communication skills in order to become familiar with the contemporary fashion media and promotion industry. They will identify, explore and experiment how fashion media and promotion is contextualised, theorised, and historicised within a global fashion marketing landscape. Students will explore and understand how a look is created by the fashion marketer for a specific brand/client. They will create innovative fashion imagery by investigating and telling a story, to communicate a concept, to market 'fashion promotion', by combining technical expertise with creative flare.

### Year Two / Level 5

Key Words: **Define, Develop, Decide**

The second year of the course will encourage learners to define, develop and decide which area of the fashion marketing and promotion industry that they would like to investigate. Building on their research, confidence and further developing technical and media learning is a thread running through the second year. They will apply their understanding of the market by creating fashion communication in motion, in film or live events in the promotion of Fashion brands. Their professional development is consolidated in an industry placement and a self-reflective skill-audit, culminating creating and curating their own creative portfolio.

At that stage, students have the freedom to choose different optional modules to enhance their creativity. As well as opting for a placement year that could enhance their employability.

The year two, incorporates an optional six-month overseas academic exchange programme with our exchange partners (This module is undertaken as a part of the Study Abroad Exchange Programme (JUSTGO))

### **Year Three / Level 6**

Key Words: **Synthesise, Specialise, Create, Critically Reflect**

In the final year of the course students will synthesise and specialise, create, and critically reflect on all the learning of the previous two academic years, by utilising all the specialist skills in all project work in preparation for employment through "portfolios", in whatever contemporary and appropriate format that might take. The preferred area of employment will be analysed as the focus for final degree work. Students will refine their specialist skills in your final-year, working to a live client-brief. Students will also be offered a choice of different creative optional modules to support their creativity, critical thinking and personal and professional development. Finishing the course with the final specialist research project in a form of fashion marketing campaign to showcase their creative acumen, skill-set, and professional practice for their chosen career path.

## Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

The main focus of the BA (Hons) Fashion Marketing and Promotion course is to develop the creative, academic, digital, practical and commercial skills required for fashion marketing and promotion. Students are also equipped for careers in advertising; graphics; PR; branding; styling and trend forecasting; E-commerce; and retail management. The specific modules for implementing this are Live Projects: Integrated Marketing Campaign (level 5). All modules incorporate Key Transferable Skills, which are also integral to the course. Key Transferable Skills support learners in seeking entry into the fashion industries, as well as into a broad range of other professions and employment. We build this process into our core modules, as well as referring you to this through the Personal Tutorial system. The skills and knowledge gained on the course will, therefore, all be directly relevant to Fashion Marketing and Communication roles as well as applicable to a wider business environment and will directly reflect the University's ethos 'educating for a professional life'.

### Placements and Career Workshops

The course views the work placement as an essential component in the development of employability skills and in supporting the student in the development of their professional practices. We encourage students to seek as many work placements throughout the course of study. The work based and placement learning module at level 5 introduces students to the professional creative industries and provides them with experience of related workplace environments. Additionally, taught sessions introduce different career possibilities and provide an overview of professional skills, as well as introducing them to relevant support within the university and external professional networks and support services.

An optional placement year after the second year (Level 5) before the final year of study ensures flexibility so that the diffusion of learning allows students to reconfigure learners' knowledge, to juxtapose different approaches, to be adventurous, to be playful, and to adopt self-directed styles of learning. The year placement will provide students with the opportunity to place their knowledge and skills gained to date within an industry context and also develop new experiences and skills within the work place.

### Industry Projects

Industry projects are undertaken on the Level 5 module Integrated Fashion Communication. We encourage you to ensure that this is in an aspect of the professions most appropriate to your personal career goals.

### Study Abroad

This is exchange programme undertaken as part of Study Abroad Exchange Programme ( JUSTGO) during Level 5.

The purpose of Study abroad is to enable students to engage with overseas study. Students follow an agreed schedule of learning at the host institution, as articulated in their learning agreement.

## What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

**Level 4 course learning outcomes:** upon completion of Level 4 you will be able to:

- L4.01 Identify and analyse the tools of promotion and their use and effectiveness. Evaluate the concepts of promotional campaigns. ( KU GA PPP )
- L4.02 Identify and explore contemporary practices in Visual Merchandising, from exterior window display through to internal display and digital visual merchandising and apply creative solution to specific retail problem. ( KU GA PPP KTS )
- L4.03 Propose a personal development plan based on an understanding of personal learning style, team participation and leadership styles promoting equality and diversity at the workplace. ( KU GA PPP KTS )
- L4.04 Develop strong team working and leadership skills to negotiate positive group outcomes. ( GA PPP KTS )
- L4.05 Apply a knowledge of the disciplines and roles within fashion promotion to develop a strong portfolio to gain professional work experience. ( KU PPP )
- L4.06 Identify where and how to gather creative research, interpret creative research methodology across creative and academic practices. ( KU PPP KTS )
- L4.07 Apply creative idea and technologies to produce promotional campaigns; including the use of mood boards and design solutions to industry problems. ( KU GA PPP KTS )
- L4.08 Apply a knowledge of where and how to gather data on fashion businesses and evaluate their strengths, weaknesses opportunities and threats in relation to the marketing mix. ( KU PPP )
- L4.09 Recognise and discuss the breadth of social, cultural and historical factors that affect the fashion industry. Apply knowledge of how trends develop from macro to market level. ( KU GA CS )

**Level 5 course learning outcomes:** upon completion of Level 5 you will be able to:

- L5.01 Demonstrate a detailed knowledge of the marketing and promotional process. Apply PR, branding, packaging, visual display and POS to produce creative campaigns in a more sustainable, ethical and diverse environment. ( KU GA PPP KTS )
- L5.02 Explore and evaluate theory of Visual Merchandising, and create practical development ideas and displays to answer a retail problem through the use of both creative tools and It tools. ( KU GA PPP )
- L5.03 Critically analyse and reflect on the key skills required by the industry through the use of industry projects. ( KU GA KTS )
- L5.04 Demonstrate professional team working and leadership skills to develop new business concepts and resolve industry problems. Identify and develop collaborative skills to enhance team performance by promoting cultural diversity and inclusion. ( GA PPP KTS CS )
- L5.05 Demonstrate a range of professional skills required within the fashion Marketing and promotional field through the completion of a portfolio covering a range of marketing and promotional campaigns projects from various levels of the fashion industry. ( KU GA PPP )
- L5.06 Evaluate current business practice and identify future trends to develop business opportunities and formulate retail propositions in more ethical , sustainable and diverse environment ( KU GA PPP CS )
- L5.07 Apply creative and technical solutions to the development of new concepts for the fashion industry; accounting for the structure, positioning and promotion of the range. ( KU GA PPP KTS )
- L5.08 Interpret and analyse current strategies within omni channel retailing to propose creative ideas to help promote sales in the fashion industry. ( KU GA KTS )
- L5.09 Understand the global pipeline for fashion and the impact on the critical path. Identifying and assess key drivers, trends an challenges within the retail industry, textile and garment manufacture ( KU GA PPP KTS )

**Additional Year course learning outcomes:** upon completion of Additional Year you will be able to:

- 001 Develop the understanding of creative organisations, their operations and management processes, and the business environment in which they operate, and apply this knowledge to concrete industries and cases. ( PPP KTS CS )
- 002 Develop the ability to be attuned to the business environment and solve problem innovatively and creatively through practical learning experiences. ( PPP KTS CS )
- 003 Demonstrate an awareness of the ethics and responsibilities of a fashion marketer in the context of contemporary global practices. ( GA PPP KTS CS )

- 004 Produce outcomes in form of project based experience that articulate ideas related to the critical issues that have been explored throughout the course ( GA PPP KTS CS )

**Level 6 course learning outcomes:** upon completion of Level 6 you will be able to:

- L6.01 Critically apply theoretical models to the solution of fashion industry problems in sectors such as the new fashion promotional tools, consumer behaviour and branding, cultural diversity and communication. ( KU GA KTS )
- L6.02 Critically evaluate the environmental, ethical , social and economic impact and drivers of the fashion industry on a global scale. ( KU GA PPP KTS )
- L6.03 Develop a reflective approach to understanding personal learning, group participation and self-development as well as shape a career through flexibility resilience and professional mobility. ( KU GA PPP KTS )
- L6.04 Apply a creative and technical outlook in working with and leading teams; in collaboration within organisations and between businesses, promotion and marketing. ( KU GA PPP KTS CS )
- L6.05 Design and implement a major piece of research that draws on the creative research ideas, critical thinking and reflection, technical and It skills, knowledge and creative problem solving and skills gained through the course. ( KU GA PPP KTS CS )
- L6.06 Critically evaluate current and future scenarios in consumer facing retail businesses. Identify the environmental, social and economic macro and micro trends to understand the future consumer, formulate strategy and manage risk. ( KU GA PPP KTS CS )
- L6.07 Formulate creative solutions to fashion industry problems using strong verbal, written, creative and digital communication skills. ( GA PPP KTS CS )
- L6.08 Combine strong numerical and analytical skills to evaluate and generate profitable, ethical and sustainable commercial outcomes. ( GA PPP KTS CS )
- L6.09 Present a highly tuned global awareness and appreciation of the international industry trends and drivers. Be equipped to work with and across a high level of cultures and diversity. ( KU GA PPP CS )

## How will you learn?

### Learning methods

The course responds to the rapidly changing landscape of the fashion industry, with the demand for creative, digitally literate and multi-skilled fashion business professionals. Our teaching and learning strategy is designed to reflect this, as the philosophy of the course is essentially interdisciplinary. We aim to provide you with a broad range of practical and conceptual knowledge and skills specific to the Fashion Marketing and promotion studies, and also applicable to the wider skills required in the workplace.

### What is special about the way you will learn on the BA (Hons) Fashion Marketing and Promotion course?

BA (Hons) Fashion Marketing and Promotion is based in the Westminster School of Arts, alongside other fashion and creative industries courses. The School community offers a strong, creative network of individuals to collaborate with for your project work and group work. In the fashion marketing and promotion industry it is essential to surround yourself with a dynamic community of creators. The course has collaborative projects and workshops with different creative courses such as Film and Music.

The stimulating and challenging educational experience offered on the BA (Hons) Fashion Marketing and Promotion course focuses upon learning and teaching strategies provided through a combination of structured and directed teaching, peer to peer learning, one to one support and independent study. The course provides an experiential learning experience, in which students are introduced to, apply, and practice gained knowledge and skills within all areas of research, design, manufacture and visual communication in relation to fashion design principles and industry contexts.

Students are encouraged to take a reflective approach to their own learning and given opportunities to evaluate their own work and to negotiate their own learning action plans. The course seeks to empower students to become autonomous thinkers, by delivering the essential skills and support, and as the course progresses allowing the individual to manage and take responsibility for their own learning. The methods employed are aligned to current pedagogic thinking, in particular to specific advocacy of 'deep approaches' to learning. The teaching methods employ strategies to promote creativity, exploration as well as the skills of critical reflection and the capacity to sustain a commitment to study. The course seeks to empower students to become autonomous thinkers, by delivering the essential skills and support, and as the course progresses allowing the individual to manage and take responsibility for their own learning.

Furthermore, the curriculum design and course delivery focus on equality and diversity as central to providing an inclusive

learning environment for learners with differing learning styles and from diverse educational backgrounds. The range of teaching and learning methods aims to provide opportunities for all students to engage in the learning and development process. In addition, project briefs will encourage the learners to explore a variety of themes and ideas relating to differing social and cultural perspectives and seeks to foster originality and a personal design philosophy.

## **Equality, Diversity and Inclusion (EDI)**

As a University that is progressive, compassionate and responsible, EDI is in our DNA. Diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all other stakeholders. These principles pertain to every area of our Being Westminster Strategy: our purpose, our vision, our mission, our values, our priorities, our objectives, our outcomes. We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither acceptable nor tolerated. Our commitment to EDI makes us a stronger, more effective institution and community. We recognise that delivering that commitment entails ongoing cultural change, challenge and growth.

## **Teaching methods**

The course provides an inclusive learning environment delivered through a diverse range of teaching methods to support different learning styles including lectures, seminars, practical workshops, demonstrations, studio practice, online learning, critiques, formative assessments, group and individual tutorials, placements, fieldwork, external visits, study abroad, and guided and self-directed independent study. Additionally, The course provides a practical and intellectually challenging environment in which to prepare students with the essential knowledge and skills required for the changing demands and needs of the global fashion industry. The course team believes in the integration of theory and practice, in critical and reflective methodologies and learning methods. Theoretical components are delivered both within practical and contextual studies units allowing students to contextualise their practice and prepare them for employment and/ or postgraduate study.

The first year of the course teaches creative and transferable skills, knowledge of the subject, study methods and approaches to critical thinking and locating creative fashion related practice. As the student progress through the three years of the degree course, the methods of study become increasingly self-directed and in many instances student generated. The balance between structured and independent learning are reflected in the teaching methods used on the course, and methods are employed to enable students to meet the course outcomes as well as individual goals. Timetabled independent study will enable students to demonstrate their skills as autonomous learners through individual time management, to develop their ability to formulate goals, meet given deadlines and reflect industry practices.

## **Course Skills**

BA (Hons) Fashion Marketing and Promotion curriculum combines technical expertise with creative flare by running regular course skill thread lectures, seminars and workshops throughout the course in Imaging and Promotion, Marketing and Branding, Digital Media and Photography, Personal Development Planning (PDP), Reflective Research and Contextual Studies. module provides induction and understanding of creative research practice, assessment processes and group working required for in creative practice subjects. Students will be challenged to experiment individually, undertaking contextual and practical research, which will contribute to a significant group project where students will be allocated creative roles in groups working collaboratively. This will introduce students to the peer assessment framework required for future collaborative projects.

## **Imaging and Promotion Skills**

Stories and connected events are at the heart of fashion marketing and promotion, and must be creatively aimed at the correct market level. The aim of the fashion marketing and promotion workshops are to provide an understanding of visual and written communication. This creative fashion Marketing promotion covers; promotion, styling, branding and consumer-studies of contemporary fashion brands, to promotional and trend-based relationships with red-carpet artists, and visual and written communication in printed and digital fashion promotion and editorial formats. The digital, visual and written communication workshops are designed to combine technical knowledge with contextual understanding analysis and creativity, and support the different course module learning outcomes.

## **Marketing and Branding Skills**

Marketing and branding modules will support the practical understanding of a client through their brand signature, product, consumer, heritage, mood and market position. Workshops on the basics of market research, strengths, weakness, threats (SWOT) Political, Economic, Social, Technological, Legal and Environmental (PESTEL) will be applied to marketing outcomes such as Customer Profiling, Branding and Market Reports..

## **Digital Marketing and Photography Skills**

To help you adapt to an ever-evolving landscape, the digital marketing promotion delivery encompasses up-to-date industry recognised practices that enable learners to become dynamic candidates for the 21st Century workplace. Through the technical application of working with specialist software learners will be supported in the production and editing of their creative work, in order to communicate ideas through both image, word and film. Through art direction, typography, and study of layout within digital design, they will develop visual language skills for multi-faceted platforms.

## **Personal Development Planning (PDP)**

The PDP provision on the course is delivered fully integrated in all course module. The creativity and collaboration module at level 4 alongside the other modules throughout the course enable to nurture your understanding of creative research practices as well as nurture the students' creativity and critical thinking.

## **Creative and Reflective Research**

Reflective research is a key element of this course as from the early stage students will learn to research, synthesise and reflect on their studies. The final fashion campaign is a course synthesis and reflect upon their learning journey exhibits your professional and personal development that justifies and informs the final outcome.

## **Contextual Studies**

Contextual studies is fully integrated throughout the course modules. Integration is achieved through the holistic planning of each module and the continual dialogue of theory and practice. In each module, the lecture series are linked to your practical tasks and learning outcomes and all the creative Digital and theoretical content utilises relevant academic debate, to develop critical thinking and inspire creativity. We do not view Contextual Studies as a separate discipline but rather as a tool for developing and locating your practice within the broader fields of the creative industry.

The modules provide an understanding of creative research practice, assessment processes and group working required for in creative practice subjects. Students will be challenged to experiment individually, undertaking contextual and practical research, which will contribute to a significant group project where students will be allocated creative roles in groups working collaboratively. This will introduce students to the peer assessment framework required for future collaborative projects.

## **Lectures**

Lectures are formal teaching sessions to large groups. Lectures are supported with audio/visual presentations, written handouts and question / answer sessions. Teaching materials, presentations, reading lists are all located on blackboard modules.

## **Seminars**

Seminars take place following lectures, providing an opportunity for small groups to discuss concepts and issues in relation to the lecture. Seminars provide the basis for exploratory approaches to understanding new knowledge or new ideas and provide a forum for active participation in debating fashion issues.

## **Workshops**

Workshops provide opportunities for you to participate in practical, hands-on learning, under the supervision of expert staff and/or visiting industry professionals. Alongside different university services such as the Westminster corking culture and Westminster enterprise network.

## **Demonstrations**

Demonstrations include practical instruction and step-by-step guide to undertaking specific methods, processes and techniques that provide a tactile and visual learning experience for students to understand and put into practice. Students will be encouraged to record and evaluate their individual step-by-step processes using written notes, photography and diagrams for future reference and acts as a method of reflection for their learning and development.

## **Studio Practice**

Timetabled studio practice will include supervised guidance within the design studio or fashion workrooms with a tutor or technician to support student activities related to specific project work. Peer to peer learning and informal critiques will



provide students with an opportunity to reflect upon their work and it's relation to the work of other peers.

### **External Visits**

Students will be expected to carry out independent research using a range of secondary and primary sources, including exhibitions, museums, trade fairs and suppliers, fashion businesses and retailers and other relevant sources of information. In addition, optional supervised external visits may include textile mills, designer studios, trade events and cultural / fashion related study trips overseas (subject to availability and costs).

### **Placements**

We encourage students to seek as many work placements throughout your course of study. Students may undertake a work placement in the vacation period before level 5 or opt for a placement year between Levels 5 and 6, to gain the award title 'with Professional Experience'. Taught sessions introduce different career possibilities and provide an overview of professional skills, as well as introducing them to relevant support within the university and external professional networks and support services. Additionally, the optional study abroad exchange programme during year two (Level 5) enables students to spend one semester abroad with partner institutions abroad.

### **Peer Tutorials**

Peer appraisal is encouraged through peer tutorials where students undertake the tutorial process with peers as well as their tutors. They will be allocated fixed times to discuss their work with a peer undertaking the same module, or the tutor.

### **Individual and Group Tutorials**

Individual academic tutorials will be provided throughout the timetable year, to support modules and to inform you about how you are progressing. Module Leaders report on your progress and performance for each individual project/unit. The Course Leader, Year leader or Personal Tutor will provide personal tutorials throughout the year; these provide further feedback on your performance and year progression.

### **Team Work**

Working as a member of a team is essential for the 'Fashion Marketing Communicator'. From the very first module students will participate in a group project (a group can be any number from 3 to 6 students depending on the module). This forum for students to collaborate and negotiate, supports your interpersonal skills and working as a member of a team, and promotes the understanding of project management and communication. We also encourage cross courses collaborations to enhance students skills.

### **Guided Independent Study**

Guided independent study may require the student undertake preparation for scheduled sessions, follow-up work to extend the individuals learning and development, reading or research activities or practice to develop their skills and confidence. In all cases, students will be expected to demonstrate self-initiative as well as manage and be responsible for their own learning.

### **Facilitation of Student Promotion/Events**

Throughout the course we actively encourage students to design, develop and launch activities, exhibitions and promotional materials as vehicles to promote yourself within the course, the campus, the university and further to the public, the industry and prospective employers. Using your portfolio outcomes as the subject, they will effectively showcase yourself, which further reinforces the relationships between theory, process and practice.

### **Virtual Learning Environment (VLE)**

One key elements of the delivery is the uses Blackboard as a virtual learning environment (VLE) to a high degree – and wherever possible, lecture, seminar and workshop aids are posted after sessions for students to download and re-evaluate. It also provides a forum for discussion and sharing of information, course announcement and communication and the storage of other learning resources, such as visual aids, hand-outs, short films, imagery, podcasts and practical screen casts. The VLE environment of the university provides learners with easy access to all your assessment forms, teaching materials and tutorial logs, from anywhere in the world.

# Assessment methods

## Assessment Strategy

The assessment strategy reflects the philosophy of the course, aiming to develop the creative, flexible and digitally fashion marketers and communicators of the future. The course offers a variety of assessment to students, which aim to develop both their creative, professional and transferable skills required for academic and industry professional success. Assessment is integral to the overall learning process, and we offer a range of assessment methods on both practical and theoretical modules. This allows the student to demonstrate their skills and understanding in a variety of ways. The benefit is that this provides a range of activities in which to excel, so supporting and encouraging a variety of preferred learning styles.

Practical modules are typically assessed through a combination of crits (presentations of practical work to staff, normally with other students present), and submitted artwork and research material (e.g. sketchbooks, campaigns, portfolio, folders, blogs etc.) Theoretical modules, and some practice-theory modules, draw upon a range of assessment methods, including written work and seminar presentations. Written feedback is received from all assessments, and this directly relates to the assessment criteria for each module with the opportunity to discuss the outcome with module staff.

The following methods of assessment are employed on the Fashion Marketing and Promotion Degree:

- Industry project/live project
- Individual project
- Group projects
- Branded Market Report – Individual
- Essays and coursework
- Presentations (individual and group)
- Reflective Creative Portfolio
- Creation of pop-up shops
- Fashion event/show
- Design portfolio
- Launching a capsule collection
- Window dressing (visual merchandising)
- Vlog
- Blog
- The CRT

## Formative Feedback

Formative feedback is given throughout modules in tutorials, and group discussions, and in the final crit in practical modules. It is designed to inform students of areas for improvement, and of current strengths which are to be nurtured and developed. Some modules may be partly or wholly peer assessed (by groups of fellow students, but under staff supervision) to support them in developing skills in critical judgment and self-evaluation. Some modules assess learning outcomes from another module (called 'synoptic assessment'). This allows learners to combine elements of learning from different modules and show your accumulated knowledge and understanding of different areas of Fashion Marketing and Promotion (especially the linkage of theory and practice). It also helps to reduce formal assessment and so ensure that students have as much time and opportunity as possible to develop your skills, knowledge and experience.

## Summative Feedback

Summative feedback is the feedback given at the point of assessment; it is the final outcome of achievement for the students' assessment requirement such as a portfolio, essay, report, project, practice and dissertation. It usually includes written feedback in reference to each assessment criteria and a numeric grade. The grading descriptors are used to describe student achievement for each assessment criteria.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	001, 002, 003, 004, L4.01, L4.02, L4.03, L4.04, L4.06, L4.07, L4.08, L5.01, L5.02, L5.03, L5.05, L5.06, L5.07, L5.08, L6.01, L6.02, L6.03, L6.04, L6.05, L6.06, L6.07, L6.08, L6.09
Literate and effective communicator	001, 002, 003, 004, L4.01, L4.02, L4.03, L4.04, L4.06, L4.07, L4.08, L5.01, L5.02, L5.03, L5.04, L5.05, L5.06, L6.03, L6.04, L6.05, L6.06, L6.07, L6.08
Entrepreneurial	001, 002, 003, 004, L4.03, L4.04, L4.05, L5.04, L6.03, L6.04, L6.05, L6.06, L6.08
Global in outlook and engaged in communities	001, 002, 003, 004, L4.05, L4.09, L5.01, L5.03, L5.06, L5.07, L5.08, L5.09, L6.01, L6.02, L6.04, L6.05, L6.06, L6.07, L6.08, L6.09
Socially, ethically and environmentally aware	001, 002, 003, 004, L4.03, L4.05, L4.06, L4.07, L4.09, L5.01, L5.04, L5.05, L5.06, L5.07, L5.08, L5.09, L6.01, L6.02, L6.04, L6.05, L6.06, L6.07, L6.08, L6.09

## Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level for example where you must choose one of two specific modules.

## Modules

### Level 4

Module Code	Module Title	Status	UK credit	ECTS
4FAMK011W	Creativity and Collaboration for Fashion Marketing	Core	20	10
4FADE012W	Fashion Visual Merchandising	Core	20	10
4FADE014W	Introduction to Fashion Marketing	Core	20	10
4FADE011W	Introduction to Fashion Promotion	Core	40	20
4FAMK012W	Creative Fashion Media and Promotion	Option	20	10
4FADE015W	Digital Fashion Marketing	Option	20	10
4FADE013W	Fashion Styling and Brand Identity	Option	20	10
4FAMK013W	Fashion, Film and Marketing	Option	20	10
		Elective	20	10

### Level 5

Module Code	Module Title	Status	UK credit	ECTS
5FADE012W	Fashion Branding Strategies	Core	20	10
5FADE011W	Fashion Campaign Planning for Industry	Core	20	10

Module Code	Module Title	Status	UK credit	ECTS
5FADE013W	Physical and Digital Fashion Space	Core	20	10
5CTAD002W	Work Based and Placement Learning	Core	20	10
5FADE016W	Creative Digital Content Creation	Option	20	10
5FAMK015W	Digital Fashion Branding and Promotion	Option	20	10
5FADE015W	Fashion Consumer Trends	Option	20	10
5FADE014W	Fashion Retailing Strategies	Option	20	10
		Elective	20	10

## Additional Year

Please note that both modules must be passed for the award title 'with Professional Experience'

Module Code	Module Title	Status	UK credit	ECTS
6CTAD002W	Industry Placement Semester 1	Option	60	30
6CTAD003W	Industry Placement Year Semester 2	Option	60	30

## Level 6

Module Code	Module Title	Status	UK credit	ECTS
6FAMK012W	Creative Fashion Marketing Final Project	Core	40	20
6MEST013W	New Media and Creative Promotion	Core	20	10
6FAMN005W	Sustainable Fashion	Core	20	10
6FADE011W	Creative Fashion Branding	Option	20	10
6FAMN003W	Fashion Entrepreneurship	Option	20	10
6FADE012W	Fashion Event Management	Option	20	10
6FAMK013W	Innovation for the Fashion Marketing Industry	Option	20	10
6FAMK014W	Marketing and Luxury Brand Development	Option	20	10
		Elective	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

## Professional body accreditation or other external references

N/A

## Course management

The Fashion Marketing and Promotion degree is managed by a Course Leader, and is grouped with a number of other courses in the Westminster School of Arts within the College of Design, Creative and Digital Industries. The Head of School and other senior school staff provide support and management at their respective levels, enhancing the specific role of the Course Leader.

We also have Level Coordinators who oversee details of delivery at each level of the course (i.e. years one, two and three). The staff team also collectively support the management of the course through responsibilities for individual modules, workshop areas and contributions to planning.

The professional and research practices of course staff improves the delivery of the course by ensuring that we reflect current and emerging real-world concerns and demands. Regular staff meetings ensure this, as well as formal and informal interaction between the staff and outside industry professionals. All course staff participate in annual appraisal and observation of their teaching by their colleagues. This can inform staff development through course or conference attendance and research/professional activity.

## Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](https://www.westminster.ac.uk/academic-regulations).

Course specific regulations apply to some courses.

## Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](https://www.westminster.ac.uk/academic-learning-development).

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>.

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

## How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to

evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

## **How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©

draft

Published date: 21 March 2023