

**PROGRAMME SPECIFICATION**

<b>Course record information</b>	
Name and level of final award:	<b>BA (Hons) Fashion Marketing and Promotion</b>
Name and level of intermediate awards:	Diploma of Higher Education Fashion Marketing and Promotion Certificate of Higher Education Fashion Marketing and Promotion
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Westminster School of Media Arts and Design (Harrow)
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	Three years (full time). September start.
<a href="#">QAA subject benchmarking group(s)</a> :	Art and Design. General Business and Management
Professional statutory or regulatory body:	N/A
Date of course validation/review:	2015
Date of programme specification approval:	2015
Valid for cohorts:	2017-18, 2018-19
Course Leader	Caline Anouti
UCAS code	NN56
Course URL	<a href="https://www.westminster.ac.uk/study/undergraduate">https://www.westminster.ac.uk/study/undergraduate</a>
Westminster course code	BAFAS06F (FT)
JACS code	W900 (Others in creative arts & design)

## Course Overview

This course 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. Importance is placed on developing your creative communication, commercial flair and business acumen in the digital age.

The course is taught through a broad mix of lectures, group and individual tutorials, crits, and workshops, supporting the development of skills across the fashion promotion and marketing. We use a variety of assessment methods, including practical projects, presentations, written work, blogs, websites, research tasks and portfolios. Approximately two thirds of assessments are practical work in various forms. The capstone module is a final project, which encompass a research proposal and translating this. This will be followed by a degree exhibition with visual promotional marketing materials and a final degree show.

This course is designed to set high standards for professional achievement in the fashion marketing and promotion industry roles and prepare you for the challenge and opportunity of a multi-skilled portfolio career. The course is very specific to fashion promotion and fashion marketing careers within the fashion industry and has a unique blend of fashion promotion and international fashion marketing perspective as part of its USP.

### What are the minimum entry requirements for the course?

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.

[westminster.ac.uk/courses/undergraduate/how-to-apply](http://westminster.ac.uk/courses/undergraduate/how-to-apply)

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: [westminster.ac.uk/courses/undergraduate/howto-apply](http://westminster.ac.uk/courses/undergraduate/howto-apply)

### Aims of the course

The Fashion Marketing and Promotion has been designed to:

- Enable you to demonstrate a detailed knowledge and practical experience of the global fashion and retail industry: the marketing and promotion function.
- Enable you to critically evaluate the environmental and social impact of the fashion industry on a global scale and have a commitment to social and environmental improvement within an ethical framework.
- Develop the confidence to progress within the industry with a commitment to ongoing professional learning and development. Apply strong reflective skills to enable a reflective approach to understanding personal learning, group participation and self-development. To shape a career through flexibility, resilience and professional mobility.

- Apply creative and innovative thinking in relation to project work and problem thinking against specific promotion related projects, whilst encouraging experimental processes that results in creative practices.
- Enable you to develop a range of professional skills required within the fashion and retail industry through Industry projects with the industry. For example: Promotional campaigns, PR, New technology, marketing and Styling.
- Critically evaluate current and future scenarios in relation to the fashion industry and consumer facing retail businesses. Identify the macro and micro factors that impact upon and are affected by the fashion industry to formulate strategy.
- Develop creative solutions to fashion industry problems using creative imagery, written skills, creative and digital communication skills.

### **What will you be expected to achieve?**

The subject benchmarks for Art & Design and General Business & Management ([www.qaa.ac.uk](http://www.qaa.ac.uk)) are reflected in the course structure and content. They have been instrumental in guiding the specific learning outcomes and ensure that the general expectations of a course of this kind have been met. They also provide support in the pursuit of internal quality assurance by the University. One of defining principles of Art and design, as stated, is to develop the capacity to be creative and to use the creative imagination to identify and solve problems. In this course this capacity is combined with the threefold purpose of a General Business and Management programme:

- The study of organisations, their management and the changing external environment in which they operate
- Preparation for and development of a career in business and management
- Enhancement of lifelong learning skills and personal development to contribute to society at large

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).

### **Upon completion of level 4, the first year of study, the successful student will be able to:**

- L4. 1** Identify and analyse the tools of promotion and their use and effectiveness. Evaluate the concepts of promotional campaigns. (KU) (PPP)
- L4. 2** 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) (PPP)

- L4.3** Propose a personal development plan based on an understanding of personal learning style, team participation and leadership styles. (KTS) (GA)
- L4.4** Develop strong team working and leadership skills to negotiate positive group outcomes. (GA) (KTS)
- L4.5** Apply a knowledge of the disciplines and roles within fashion promotion to develop a strong portfolio to gain professional work experience. (PPP) (KU)
- L4.6** Identify where and how to gather creative research, interpret creative research methodology across creative and academic practices. (PPP) (KU)
- L4.7** Apply creative idea and technologies to produce promotional campaigns; including the use of mood boards and design solutions to industry problems. (PPP) (KTS)
- L4.8** 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)
- L4.9** 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. (PPP) (KU)

**Upon completion of level 5, the second year of study, the successful student will be able to:**

- L5.1** Demonstrate a detailed knowledge of the marketing and promotional process. Apply PR, branding, packaging, visual display and POS to produce creative campaigns. (KU) (PPP)
- L5.2** 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. (PPP) (KU)
- L5.3** Identify and reflect on the key skills required by the industry through the use of industry projects. Develop a range of tools such as a creative C.V., covering letter and portfolio. (KTS) (GA)
- L5.4** 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. (GA) (PPP)
- L5.5** 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. (PPP) (GA)
- L5.6** Evaluate current business practice and identify future trends to develop business opportunities and formulate retail propositions. (KU) (GA)
- L5.7** 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. (PPP) (GA)
- L5.8** Interpret and analyse current strategies within omni channel retailing to propose creative ideas to help promote sales in the fashion industry. (KU) (KTS)

- L5.9** Understand the global pipeline for fashion and the impact on the critical path. Identifying and assess key drivers and trends within the retail industry, textile and garment manufacture. (KU) (KTS)

### **Level 6 learning outcomes**

**Upon completion of level 6, the final year, the successful student will be able to:**

- L6.1** Critically apply theoretical models to the solution of fashion industry problems in sectors such as the new fashion promotional tools, consumer behaviour and branding and communication. (KU) (KTS)
- L6.2** Critically evaluate the environmental, social and economic impact and drivers of the fashion industry on a global scale. (KU) (KTS)
- L6.3** Have the confidence to progress within the industry with a commitment to ongoing professional learning and development. Develop a reflective approach to understanding personal learning, group participation and self-development. To shape a career through flexibility resilience and professional mobility. (GA) (KTS)
- L6.4** Apply a creative and technical outlook in working with and leading teams; in collaboration within organisations and between businesses, promotion and marketing. (GA) (PPP)
- L6.5** 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. (KTS) (PPP)
- L6.6** 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. (PPP) (KU)
- L6.7** Formulate creative solutions to fashion industry problems using strong verbal, written, creative and digital communication skills. (KTS) (PPP)
- L6.8** Combine strong numerical and analytical skills to evaluate and generate profitable and sustainable commercial outcomes (KTS) (PPP)
- L 6.9** 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 (GA) (PPP)

### **How will you learn?**

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.

We also engage you with the broader ethical and social contexts that affect us all, and ask you to become an effective communicator through diverse media within the fashion industry. We thereby build your Graduate Attributes identified below, as well as your creative and technical skills in contemporary fashion marketing and Promotion.

The teaching and learning methods on the course are directly related to the aims and learning outcomes identified above. We have designed the course to lead you from a broad understanding and skills across all areas of fashion Marketing and Promotion and key theoretical concepts, to focused knowledge and skills in-depth by the end of the course. At the point of graduation we also intend that you will have gained an ability to identify new and creative way of marketing and promotion for the fashion industry, and importantly the professional opportunities open to you for your future careers.

To achieve these objectives we deliver a series of practical modules that support increasing depth of your skills and knowledge across the three years of the course. These develop innovative and creative possibilities both for specialisation within a chosen area of Fashion Marketing and Promotion.

A similar process in theoretical study accompanies the practical modules, with you being encouraged to integrate theory and practice throughout. Modules at all levels 4,5 and 6 (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> year) address work-related skills to support career development, including working on live projects in level 5. You can also apply to study part of your second year abroad as part of our exchange partners.

At all levels teaching includes lectures and seminars on one hand, and practical media workshops, group activities and tutorials on the other, together with supervised use of facilities. You receive continuous formative feedback through group and one- to-one tutorials and periodic reviews, designed to give you multiple points of guidance throughout your studies and before a final assessment. Most practical assessments are conducted as group crits, making these invaluable learning opportunities for all students involved.

The scheduled / supervised time represents only a proportion of study for each module (approximately one third overall). The remaining time is self-managed by you, so offering scope for creative experimentation, exploration and the emergence of the autonomy required of you in professional life.

Core lectures introduce you to the new theories to support your work and practical workshops generally allow you to experiment and gain practical knowledge of how to execute your creative ideas in the best way. Your Final Major Campaign in your 3<sup>rd</sup> year is supported through focused one-to-one tuition.

We support our modules with online material through Blackboard, the University's Virtual Learning Environment. This material may include practical examples, technical support, key references, discussion groups, blogs, and many other functions.

### **How will you be assessed?**

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. All modules are assessed through coursework with the exception of one exam on an optional module in level 6.

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.

Formative feedback is given throughout modules in tutorials, and group discussions, and in the final crit in practical modules. It is designed to inform you 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 your fellow students, but under staff supervision) to support you in developing skills in critical judgment and self-evaluation.

Some modules assess learning outcomes from another module (called 'synoptic assessment'). This allows you 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 you have as much time and opportunity as possible to develop your skills, knowledge and experience.

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

- The Industry project/ live project
- The Individual project
- The Group projects
- The Report – Individual
- The Essay
- The Presentation The Presentation –Group
- The Portfolio
- The Crit
- The Exam

### **Employment and further study opportunities**

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

Attributes:

- Critical and creative thinker
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Socially, 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 Fashion Marketing and Promotion course is to develop the creative, academic, digital, practical and commercial skills required for the fashion marketing and

promotion role. However, students are also equipped for careers in advertising, graphics, PR, branding, styling and trend forecasting, and E-commerce, retail management.

The 3-year course incorporates a six-month overseas academic exchange programme with our exchange partners.

This structure is designed to specifically equip students with the creative skills, knowledge and practical experience, along with the development of a professional character that is the key to successful employment. 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'.

### Employability & Skills Strategy

The course is designed to provide a framework to guide you through your studies and prepare you for employment and further study. The specific modules for implementing this are *Live Projects: Integrated Marketing Campaign* (level 5). All course modules incorporate Key Transferable Skills, which are also integral to the course.

Employability & Skills Strategy. Key Transferable Skills support you in seeking entry into the fashion industries, as well as into a broad range of other professions & employment.

A further element of our Employability & Skills Strategy is the use of Personal Development Planning (PDP). This enables you to reflect upon personal and career goals, and the means by which these may be achieved. We build this process into our core modules, as well as referring you to this through the Personal Tutorial system.

### 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.

### 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.

<b>Credit Level 4</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK Credit</b>	<b>ECTS</b>
4FADE011W	Introduction to Fashion Promotion	Core	40	20
4FADE012W	Fashion Visual Merchandising	Core	20	10
4FADE013W	Fashion Styling	Core	20	10
4FADE014W	Introduction to Fashion Marketing	Core	20	10
4FADE015W	Digital Fashion Marketing	Option	20	10
Various	Westminster Plus	Elective	20	10
<b>Award of Certificate of Higher Education available</b>				
<b>Credit Level 5</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>

5FADE011W	Fashion Campaign Planning for Industry	Core	20	10
5FADE012W	Fashion Branding Strategies	Core	20	10
5FADE013W	Physical and Digital Fashion space	Core	20	10
5FADE015W	Fashion Consumer Trends	Core	20	10
5FADE016W	Digital Content Creation	Option	20	10
5FADE014W	Fashion retailing strategies	Option	20	10
Various	Westminster Plus	Elective	20	10
<b>Award of Diploma of Higher Education</b>				
International Experience Year: Students have the opportunity to spend the second Semester at Level 5 studying abroad. Students who choose this option will study Semester 1 modules at the University of Westminster and will complete 60 credits of modules.				
<b>Credit Level 6</b>				
<b>Module code</b>	<b>Module title</b>	<b>Status</b>	<b>UK credit</b>	<b>ECTS</b>
6FADE010W	Fashion Marketing Campaign	Core	60	30
6MEST013W	New Media	Core	20	10
6FADE011W	Creative Fashion Branding	Option	20	10
6FADE012W	Fashion Event Management	Option	20	10
6FAMN003W	Fashion Entrepreneurship	Option	20	10
6FAMN009W	Luxury Business Management	Option	20	10
Various	Westminster Plus	Elective	20	10
<b>Award of BA Honours/ Honours available.</b>				

Please note: Not all option modules will necessarily be offered in any one year.

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

## How will you be supported in your studies?

### Course Management

Fashion Marketing and Promotion degree is managed by a Course Leader, and is grouped with a number of other courses in the Faculty of Media, Arts and Design on the Harrow Campus. The Dean of Faculty and other senior Faculty 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 practice of course staff is employed in improving the delivery of the course to ensure 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.

Course team:

- Course Leader Caline Anouti [c.anouti@westminster.ac.uk](mailto:c.anouti@westminster.ac.uk)
- Nicola Favaron [n.favaron@westminster.ac.uk](mailto:n.favaron@westminster.ac.uk)
- Clive Castillo [c.castillo1.@westminster.ac.uk](mailto:c.castillo1.@westminster.ac.uk)
- Julianne Lavery [j.lavery@westminster.ac.uk](mailto:j.lavery@westminster.ac.uk)

## 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 Faculty Registry Office. 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

## Learning Support

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.

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 at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## Support Services

The University of Westminster Student Affairs 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. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

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

The course was initially approved by a University Validation Panel in **2015**. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty 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 outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review 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 review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees 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 Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.

Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty 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.

The University also has an annual Student Experience Survey, which seeks the opinions of students about their course and University experience. Final year Undergraduate students will be asked to complete the National Student Survey, which helps to inform the national university league tables.

**Please note:** 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 s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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