

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modification or local developments).

Awarding Body	University of the Arts London (UAL)
Teaching Institution	London College of Fashion
Final Award	BA (Hons) Fashion Marketing
Relevant QAA Benchmark Statement	Business and Management
Date of production/revision	August 2016

Course Aims

- enable you to acquire and apply knowledge and skills related to the creative industries in general and fashion marketing in particular;
- stimulate your intellectual, creative and personal development and to encourage independent and critical learning;
- enable you to apply research methods and techniques in order to review, consolidate, extend, apply and evaluate knowledge and understanding, and to initiate and carry out intellectually challenging projects;
- prepare you for entry into relevant employment or self-employment, and to allow you to respond to professional opportunities, especially in the field of international fashion marketing;
- produce graduates who have a high level of professionally relevant skills, including innovation, entrepreneurship, creativity, reflective practice and communication to enable them to actively pursue career aspirations;
- provide opportunities for further study, professional development, training and progression to all students;
- conceptualise and contextualise the fashion industry from a theoretical and practical perspective in relation to global fashion marketing.

Course Outcomes

The outcomes that you will have demonstrated upon completion of the course, are:

1. analysis of fashion as a product, business, industry and cultural phenomenon and how fashion marketing relates to all of these in a global context;
2. a systematic understanding of relevant theoretical knowledge that underpins the marketing approach to business;
3. critical evaluation of arguments, assumptions, abstract concepts and data (that may be incomplete) to make judgments and to frame appropriate questions to achieve solutions to problems
4. a knowledge based understanding of fashion marketing practice including the impact of digital media and its role as a facilitator of marketing tools and techniques;
5. the application of knowledge, understanding, capability and creativity to initiate and carry out projects in the field of fashion marketing planning and management;
6. the application of a broad range of relevant professional transferable skills and engagement with new technologies and innovations, in particular those relating to global fashion marketing;
7. an ability to manage your own learning and to make appropriate use of learning and research sources; in particular to develop expertise in marketing research skills to underpin relevant contextualization of marketing management, analysis and planning in the fashion industry;
8. the communication of information, ideas and creative solutions to both specialist and non-specialist audiences in a manner appropriate to global fashion marketing;
9. an ability to situate practice within cultural and historical contexts and debates;
10.evidence of engagement with the Personal and Professional Development (PPD) principles as outlined in this document.

Learning and Teaching Methods:

The following learning and teaching methods are employed to support the integrated achievement of the course outcomes:

- Lectures, seminars, workshops, tutorials, visiting speakers, self-directed study, online learning and collaboration.

Assessment Methods:

The following assessment methods are employed to assess the achievement of learning outcomes in an integrated approach:

- individual and group projects, , essays, business reports, presentations, industry projects, exams, dissertation,

Reference Points

The following reference points were used in designing the course:

- The UAL Learning and Teaching Strategy
- The UAL Assessment Strategy
- The UAL approach to Personal and Professional Development
- Feedback from the fashion industry
- The Learning and Teaching policies of the University of the Arts London
- University of the Arts London Level Descriptors
- Framework for Higher Education Qualifications
- Business and Management

Programme Summary

Programme structures, features, units, credit and award requirements:

In Stage 1 you are required to complete 120 credits at level 4 in order to progress to Stage 2.

- Introduction to the Fashion Business for Fashion Marketing; 20 credits
- Principles of Fashion Marketing; 20 credits
- Introduction to Cultural and Historical Studies; 20 credits
- Fashion Branding; 20 credits
- Collaborative Project; 40 credits

In Stage 2 you are required to complete 120 credits of which a minimum of 100 must be at level 5.

- Cultural and Historical Studies; 20 credits
- Managing Fashion Marketing; 20 credits
- Researching, Consumer Behaviour and Psychology; 20 credits
- Fashion Marketing without Boundaries; 20 credits
- Fashion Marketing Development Project; 40 credits

In Stage 3 you are required to complete 120 credits at level 6.

- Futures and Innovation; 20 credits

- Fashion Marketing Strategy; 40 credits
- Final Major Project; 60 credits

A 20-credit unit is approximately equivalent to 200 hours of learning time, which includes a mixture of taught time, independent study and assessment.

All students are entitled to a tutorial package that consists of:

- one induction tutorial (group or one to one)
- one tutorial per term for the duration for their course of study at LCF;
- group tutorials as required
- an appropriate level of confidentiality

Distinctive features of the course:

Distinctive features of the Programme

- Provision of a vocationally relevant degree course;
- Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, key skills and career planning;
- Access to specialist resources at a standard appropriate to the target industries;
- Opportunities for student choice and negotiated study;
- Preparation of students for employment or further study.

Distinctive Features of the Course

- This is a specialist Fashion Marketing course delivered at a specialist fashion college; unlike many other Fashion Marketing courses which may combine marketing units with fashion-orientated units, this course is a marketing course which is completely contextualised in the fashion industry.
- Focus on international, strategic and digital aspects of Fashion Marketing to reflect industry practice.
- Relationship Marketing embedded, providing a link between theory and practice.
- Curriculum development, learning and teaching informed by industry links and strong staff research, professional practice (for example CIM (Chartered Institute of Marketing) membership and expertise in marketing and retail and psychology)
- Students will be able to undertake professionally managed work placement through the Diploma in Professional Studies, with the support of LCF Careers
- A collaborative industry related project with the other BA courses within the Fashion Business Programme.
- The well-established links between the fashion industries and the College support the Honours programme via curriculum development and delivery, access to industry research (WGSN and Fashion Trak for example), project involvement, visiting speakers from industry and industry visits;

- An opportunity to study within a cross-disciplinary and multicultural environment designed to promote student interaction, shared learning and an international outlook;
- Provision of a fully integrated programme of personal and professional development skills to support the development of learning skills, and career planning;
- The London College of Fashion is well located geographically to extend its subject, long-term industry and practice links for the benefit of all its students.

Recruitment and Admissions

Admission Policy/Selection Criteria

The course seeks to recruit students who can demonstrate:

- Analytical problem solving skills and who show the potential to develop professional, communication and business skills necessary for future industry challenges.
- A strong interest in fashion marketing
- Fashion industry experience
- An ability to work as part of a team
- An ability to undertake self-directed study
- A motivation to succeed on the course

This might, for example, be demonstrated by: related academic or work experience; the quality of the personal statement, a strong academic or other professional reference; or a combination of these factors

Entry Requirements

Prospective students should:

- have minimum entry requirements are A level passes at grade C or above equivalent to at least 280 points plus passes in 6 other subjects at GCSE to include Maths and English, or equivalent awards. Preferred subjects include Business Studies, Media Studies, Economics, Fashion Studies, Art, Information Technology, English and Languages
- have IELTS level 6.5 or equivalent if English is not the first language.

Applications are welcome regardless of age, gender, race, class, sexuality, or religion.

Consideration may be made towards applicants who have relevant work experience which can be shown to be equivalent to formal qualifications. Contextual data will be taken into consideration.

Admission Procedures

The University of the Arts London is committed to the provision of fair and consistent admission procedures that ensure equality of treatment for all applicants.

Application to the course is made through UCAS.

The course seeks to recruit students from a wide range of backgrounds.

If you are likely to meet all the entry requirements, you may be invited for interview so that your suitability for the course can be assessed. The interview process will include an interview with members of the course team. You will also have an opportunity to ask questions about the course.

Course Diagram

Year 1, Stage 1, Level 4, 120 credits:

Term 1:	Term 2:	Term 3:
Introduction to the Fashion Business for Fashion Marketing 20 credits	Introduction to Cultural and Historical Studies 20 credits	Collaborative Project 40 credits
Principles of Fashion Marketing 20 credits	Fashion Branding 20 credits	

Year 2, Stage 2, Level 5, 120 credits:

Term 1:	Term 2:	Term 3:
Cultural and Historical Studies 20 credits	Researching Consumer Behaviour and Psychology 20 credits	Fashion Marketing Development Project 40 credits
Managing Fashion Marketing 20 credits	Fashion Marketing without Boundaries 20 credits	

Optional Diploma in Professional Studies and Diploma Supplement 120 credits
(year in industry / possible overseas work placement)

Year 3, Stage 3, Level 6, 120 credits:

Term 1	Term 2	Term 3
Futures and Innovation 20 credits		
Fashion Business Strategy 40 credits		
Final Major Project 60 credits		