



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Fashion Marketing

Programme Code: BAFAM

2020/21

Undergraduate Material Information
IMPORTANT INFORMATION FOR APPLICANTS/PROSPECTIVE STUDENTS

Version date: July 20

Undergraduate Material Course Information **Summary**

Revised Course Structure and Delivery Information for Academic Year 2020/21 in Response to Coronavirus Covid-19 and Associated Public Health England Guidance as at 3 July 2020

PART 1 of 2: Important General Information about Course Delivery for Leeds Beckett University Awards in 2020/21 (Information Specific to Your Course is Provided in PART 2)

Introduction

This document contains important information about Leeds Beckett University's planned approach to course delivery and assessment in 2020/21. It provides an update to the information previously available in our online prospectus. You should read this document carefully so that you are aware of any changes that affect your course.

Information is provided in two parts:

The University is informed by Public Health England (PHE) Covid-19 advice and guidance for maintaining a Covid-secure learning and working environment. We have made arrangements to continue to provide a high-quality educational experience in a way that protects the safety and wellbeing of both students and staff. We are engaging closely with Leeds Beckett Students' Union to inform the arrangements and will also be informed by feedback provided by our individual students.

Public Health England guidance continues to evolve, so the arrangements for delivery of your course and use of the campus may need to change during the academic year to continue to protect students and staff.

The taught content advertised at each level of study, or its equivalent, will be delivered across the academic year 2020/21. We have identified an appropriate mix of blended learning – a mix of face-to-face, on-campus, online and digital content and teaching and learning for each subject, reflecting what will maximise learning as well as supporting more vulnerable learners and enabling the university as a whole to minimise transmission risk.

Covid-19 social distancing measures will be implemented during 2020/21 for teaching, learning, assessment and student support.

In the event of further government lockdowns, either local or national, we will prioritise digital and online learning and support to enable students to continue with their studies.

If there is an easing of Covid-19 restrictions, we will continue to provide blended delivery for teaching block 1 or semester 1 in 2020/21. We will keep teaching blocks 2 and 3 or semester 2 under review, informed by Public Health England advice. We may revert to different proportions of on-campus learning and online learning delivery later in the academic calendar year or a later teaching block. Learning will remain accessible for students who are unable to attend on campus sessions.

How we will communicate with you

We have sent information to applicants who have accepted an offer by email on the plans for delivery of your course in 2020/21, the academic calendar (teaching block delivery or alternative) applicable for your course and on the options available to you as a prospective student, to enable you to make informed choices.

As the situation evolves, further information on local course delivery arrangements will be provided to you in emails from your School.

In addition to the course specific information set out in this document and the above communications, the University's Covid-19 microsite contains information for students and applicants, including information relating to University accommodation and University facilities and services. The Covid-19 microsite is regularly reviewed and updated as the situation, advice and planning evolve and is available at:

<https://www.leedsbeckett.ac.uk/COVID19/#tabplaceholder2>.

Key terms and conditions

Further important information for applicants and students is available on our web site: <https://www.leedsbeckett.ac.uk/information-for-applicants-and-students/>. This includes information about the student contract, fees and funding, your rights of cancellation, the student protection plan and the University complaints process. It is essential that you read the information on this webpage carefully as it sets out the rights and obligations that will

form the contract between you and the University upon accepting an offer and information about how to make a complaint.

Start dates

Our academic year will begin at the normal time. Start dates will be notified to direct applicants via their offer letter or for UCAS applicants, via UCAS Track. The length of the course is confirmed in the information about your course in Part 2 of this document below.

Location of delivery

In academic year 2020/21, it is planned that your course will be delivered via a blend of online and digital learning and on-campus teaching and learning, with the necessary Covid-19 social distancing and other measures in place on campus informed by Public Health England advice and guidance.

Information on how blended teaching and learning will be delivered and the location of any on-campus delivery is provided in a subsequent section of this document entitled '**Teaching and Learning Activities**'.

Information on the delivery of placements and other off-campus learning opportunities is provided in a subsequent section of this document entitled '**Placements and Other Off-Campus Learning Opportunities**'.

Course Fees

Your course fee is stated in your offer letter. The course fee published for 2020/21 on the University's Online Prospectus and included in your offer letter has not changed. Other additional costs remain as published on our original Online Prospectus information in addition to the areas of costs outlined below.

The course will be delivered via a blended approach that includes online teaching and learning, digital learning and on campus sessions. If a further lockdown is necessary then delivery will be continued and supported via online and digital learning. Students are advised that they will need a personal digital device for this purpose. The University's wide range of student support services available for students also includes a laptop loans scheme. Students may wish to bring an existing personal device or purchase or lease a laptop or similar device for their personal use which would be an additional cost. The costs of this would vary depending on your individual requirements but can be in the region of £400-800 depending on the device.

The University is developing a means-tested Covid-19 Financial Assistance Package to support students to acquire a laptop should this be needed. Students may also apply for a living expenses fund for unexpected personal hardship as a result of the Covid-19 Crisis.

Students will need to follow the Public Health England advice and any specific national requirements for maintaining personal safety and hygiene to protect themselves and others from the Covid-19 risks. These personal safety measures such as the wearing of face coverings will be an additional cost that students need to consider.

Where PPE is an essential requirement for the nature of the course you are undertaking this will be detailed below.

Timetable Information

This course will be scheduled using a teaching block/semester-based delivery and will be specified in timetable information.

The 2020/21 academic calendar and term dates are available on our web site at:

<https://www.leedsbeckett.ac.uk/-/media/files/academic-calendars/2021-student-calendar-sept.pdf?la=en>

The academic year 2020/21 will start on the dates notified to you.

Taught sessions will normally be scheduled and included in your timetable. This will include on-campus sessions that you should attend. In 2020/21, depending on your course, this may also include scheduled online teaching and learning sessions where student engagement is required at a specified time and tutor pre-recorded lectures and scheduled discussion sessions. Module information will be made available online by the school for enrolled students.

Timetables will be made available to students during induction week via:

1. The Student Portal (MyBeckett)
2. The Leeds Beckett app

You should discuss any difficulties relating to your engagement with timetabled sessions with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/public-information)

Covid-19 social distancing measures will be in place for teaching, learning, assessment and student support in 2020/21. This means that there will be operational requirements and protocols in place for the way in which your course is delivered and the way in which University activities, facilities, and spaces operate which students and staff will need to follow.

In the event of further government lockdowns either local or national in response to Covid-19, we will prioritise digital and online learning and support to enable students to continue

with their studies. We may need to implement approved emergency Covid-19 pandemic academic regulations to take account of the impact of Covid-19 general extenuating circumstances.

Sandwich Placements, Other Placements and Other Off-Campus Learning Opportunities

Covid-19 response measures are likely to impact on the arrangements for placements, field trips, volunteering and other off-campus activities. If available, these are likely to operate with appropriate social distancing arrangements. Employers may reduce the availability of placement or volunteering opportunities due to the impact of Covid-19 on their operations.

The availability or type of placements with employers, study abroad or volunteering opportunities, may be restricted. The University follows the UK Government's Foreign and Commonwealth travel advice and is also informed by any specific in-country international travel restrictions or requirements.

The University's current position is that we will not facilitate outward (from UK) international/overseas placements, study abroad or volunteering activity in 2020/21. This is to protect students and minimise the risk of you being stranded abroad in the event of a lockdown and the introduction of national/local travel restrictions. We will only consider international placements for students whose domicile address is in the country of their placement.

Inward Erasmus study (from other EU countries to the UK under this scheme) will be supported where these align with the teaching blocks academic calendar delivery dates. There may be other national or international travel restrictions or quarantine measures or specific work-place Covid-19 measures that impact on these opportunities.

Should the Covid-19 response and alert level be amended any activity may also be subject to Covid-19 employer, local or in-country requirements applicable at the time of the placement/activity. We will keep the position under review for teaching blocks 2 and 3 or semester 2, informed by Public Health England and the UK Government's Foreign and Commonwealth travel advice.

Students will have access to advice and support from the University careers and employability team during their studies via the online resources and support.

Further information on placements or other off-campus learning opportunities applicable to your course is provided below.

Professional Accreditation or Recognition Associated with the Course

We will prioritise face-to-face teaching and practical teaching to meet any requirements of relevant professional, statutory and regulatory bodies (PSRB) if your course includes these elements. This will ensure that your course retains its full professional status.

Specific information on applicable professional statutory or regulatory body recognition or requirements for your course is summarised below.

Teaching and Learning Activities

The way we will deliver this course and teaching, learning and assessment activities in 2020/21 will be informed by Public Health England advice and guidance on Covid-19 secure requirements and the need for social distancing for the protection of students and staff.

You will experience a blended approach to learning for 2020/21; this is a mix of face-to-face, on campus online, and digital content, teaching and learning.

We are working within the government 2 metre social distancing measures for Teaching Block 1 so we are not planning to deliver large-group teaching on campus throughout 2020/2021. This will ensure that maximum space will be available for small-group teaching.

In most cases, the taught content will also be available online so you can still access it if you are not able to attend campus due to the pandemic (for example, due to self-isolation, shielding or travel restrictions). There will be digital content and recorded lectures available online to support students who may be unable to travel to campus. In some circumstances, other formal taught sessions may also be recorded.

In the event of a further government lockdown in response to Covid-19, we will prioritise digital and online learning and support to enable students to continue with their studies and study towards achieving any specified professional statutory and regulatory body accreditation requirements where this applies.

If there is an easing of Covid-19 restrictions, we will continue to provide blended delivery for teaching block 1 or semester 1 in 2020/21. We will keep teaching blocks 2 and 3 or semester 2 under review, informed by Public Health England advice (see Introduction section above).

Further information on local course delivery arrangements will continue to be available from your School.

Students will be kept up to date with new information when this is available via this University web site.

Learning Support

Our approach to delivering student support in 2020/21

Given the planned social distancing measures in place on campus for 2020/21 to ensure safe delivery of services for students and staff, some of the arrangements for student support will be accessible online.

We are committed to ensuring you continue to have opportunities to access the learning and wellbeing support that you need over the forthcoming year. General learning spaces, including access to libraries, will be available to be booked online; and where specialist space is needed, this will either be provided: as normal; created in newly adapted spaces; or replicated as part of an enhanced suite of online resources.

We want to provide a safe environment for students and staff, so on-campus delivery of student support services will be limited. This may mean that campus-based school offices will operate within defined core office hours. However, full access to advice, learning support and specialist services will be delivered via telephone, email, video calls and online live chat. The Students' Union will also be implementing social distancing arrangements for student advice services.

Access to Library support in 2020/21

The Library offers access to thousands of resources via MyBeckett or the Library website (<http://libguides.leedsbeckett.ac.uk/home>) which also provides full details of all our services.

In response to Covid-19, and the need for social distancing for the protection of students and staff, the libraries will be available via a booking system in 2020/21 for students to study, access PCs and laptops, printer/ copiers, and other equipment, and to use the books and journals.

The Library and Student IT Advice Service is available by online chat, email or phone, and provides support on using the University's online and digital services, finding information, borrowing, Office 365, MyBeckett, online meetings, saving your work, passwords, etc.

- online (including 24/7 chat): http://libguides.leedsbeckett.ac.uk/contact_us
- by phone - 0113 812 1000 (24/7 IT support)

The Library Academic Support Team can help you develop your academic skills such as critical thinking, academic writing and analysing data, and research skills such as how to find, use and evaluate information for your studies. The team liaises with your lecturers to provide the information resources you need for your subject and to arrange academic skills sessions to support you in your studies. They also have a wide range of short tutorials available on the Library's YouTube channel:

<https://www.youtube.com/channel/UCFFd5u75zmy00EnkM9F2zPQ>

Support from your School

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make

referrals to teaching staff or to university specialist support services as appropriate. They can also arrange for a confirmation of attendance letter, and a transcript on your behalf. You may also like to contact your Course Representative or the Students' Union Advice team for additional support with course related questions.

Student Advice and Support

If you have any questions about life at our University in general, you may contact the Student Advice Hub to speak to one of our Student Services Advisers. This team, consisting of recent graduates, are able to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. Our Student Advice Hub will be operating via live chat, video, telephone and email services. Telephone lines - 0113 812 3000 will open as usual 09.00-17.00 Mon-Fri. You can book an appointment via telephone or online video chat with an adviser via the link at: <https://www.leedsbeckett.ac.uk/studenthub/student-experience-team/>. This is where contact details for all specialist support services can also be found. You can also email the team at studentadvicehub@leedsbeckett.ac.uk.

Range of Support Services Available

There is a range of support for disabled or vulnerable students. Any student with a disability, who may or may not have declared this to the University and wishes to discuss their learning support for the year ahead or their status as a Covid-19 extremely vulnerable person, should contact their Disability Adviser for their School who is based in Student Services to discuss their support needs in the first instance. The service contact details are disabilityadvice@leedsbeckett.ac.uk or telephone 0113 812 5831. Students who are classed at Covid-19 Extremely Vulnerable (i.e. you have received a Shielding Letter from the NHS) but who do not regard themselves as disabled, and have not registered with the Disability Team, should discuss any support arrangements they may need, directly with their Course Director and if resident in halls, their Residential Life Team.

Once enrolled, you will have access to our virtual learning environment, MyBeckett. Within this system you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration. The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.

You can also access details of all University student support teams at our web A-Z of Services. This can be found at <https://www.leedsbeckett.ac.uk/studenthub/student-support/>. Here you can obtain further information including service contact details, access self-help resources or book an appointment with a range of support services.

In order to provide you with information on student services support in 2020/21 in response to the changing Covid-19 position, updated information will be provided on our University Covid-19 microsite.

Part 2: Important Information Specific to BA (Hons) Fashion Marketing applicants for 2020/21

Award	Bachelor of Arts with Honours Fashion Marketing
Contained Awards	Bachelor of Arts Fashion Marketing Diploma of Higher Education Fashion Marketing Certificate of Higher Education Fashion Marketing
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit. Framework for Higher Education (360 credits in total)

Course Lengths & Standard Timescales

The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2019. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters.

- 3 years (full time, campus based)
Starts 21st September 2020/ Ends June 2023
- 4 years (full time, campus based with a one year work placement)
Starts 21st September 2020/Ends June 2024
- 6 years (part time, campus based)
Starts 21st September 2020/ Ends June 2026

For more information about part-time delivery contact your school

Timetable Information

This course will be taught via teaching block delivery. Details of on campus and other scheduled sessions will be confirmed in your timetable.

Further information on learning and teaching activities and your modules is provided in a later section of this document.

Placements and Other Off-Campus Learning Opportunities

Summary

Leeds Beckett is dedicated to improving the employability of our students and one of the ways in which we do this is to support our students to gain valuable work experience through work-based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles and the teams are dedicated to supporting students through every stage of the placement process. More information about the many benefits of undertaking a work placement, along with details about how to contact our placement teams may be found here:

<http://www.leedsbeckett.ac.uk/studenthub/placement-information/>

Length

40 weeks, undertaken between year 2 and year 3 (Level 5 and 6)

Location

Not specified

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/public-information)

There are no additional or non-standard regulations which relate to the course.

Key Contacts

Your Course Director

Caroline Hemingray

Your Academic Advisor

will be allocated at induction.

An Academic Advisor drawn from the Course Team

Your Course Administrator

Professional Accreditation

N/A

Course Overview:

Aims

This professional course prepares students who are passionate about fashion, to enter the diverse fashion industry in a number of roles relating to marketing, visual communication and journalism. From marketing to branding, trend forecasting, visual communication, styling and writing, the subjects covered will equip students with the industry relevant skills required to enter a wide range of employment opportunities available both within, and external to, the fashion industry.

At the heart of this course is the potential for students to lead their own learning through the specialist option modules at Levels 5 and Level 6. Specialist option modules relate to the three key areas; marketing, visual communication for fashion and fashion writing. Students may explore a range of specialist modules in Level 5, before deciding on which specialist route to focus on in Level 6. As a consequence, students are able to develop a range of professional, specialist skills, increasing their employability and career opportunities within the diverse fashion industry. Throughout the course, students will develop a strong understanding of the cultural, ethical and environmental concerns of the contemporary fashion industry.

The course uses a combination of lecture-based, and studio-based teaching, to allow students to develop an understanding of the fashion industry from both a theoretical and practical perspective. In particular, the specialist visual communication for fashion and fashion writing modules, allow students to explore and combine the theoretical, creative and practical elements of the course. Students also have the opportunity to work on live industry, and industry-led, briefs which enable students to contextualise their learning and work to an industry standard.

In addition to industry-set briefs, and guest lectures from industry experts, students also have the option to complete a placement year between Level 5 and Level 6. The sandwich placement year allows students to gain valuable and extensive first-hand work experience. Students are able to build industry contacts, develop their knowledge and skills in an immersive industry environment, and try different aspects of the diverse fashion industry to ascertain their desired career path upon graduation.

The course aims:

- to produce confident, enterprising, adaptable, co-operative fashion marketing graduates
- to enable students to achieve their full potential with the requisite skills to enter the global fashion marketing and communication industry
- to create graduates who will be able to challenge popular notions about fashion design and propose ethically and culturally responsive solutions to fashion marketing
- to develop students' skills in marketing, communication and fashion writing
- To develop enterprising, effective, self-reliant and self-directed graduates capable of life-long learning.

Course Learning Outcomes

1	<p>Research</p> <p>Combine knowledge, theories and principles in the analysis and solution of national and global fashion marketing problems and issues.</p>
2	<p>Concept Development</p> <p>Bring together different elements of theory and practice in relation to fashion marketing problems, and critically evaluate the proposed outcomes.</p>
3	<p>Concept Realisation</p> <p>Apply knowledge, techniques and theoretical principles in the identification and judgement of a range of valid solutions to fashion marketing problems and issues, and reflect on the appropriateness of the outcomes.</p>
4	<p>Presentation</p> <p>Communicate in a clear and concise way, in formal styles, in relation to major pieces of academic work appropriate to the context, taking into account the audience.</p>
5	<p>Professionalism</p> <p>Work autonomously to complete significant extended academic tasks and be able to accept responsibility for the process and outcomes.</p>

Teaching and Learning Activities and Your Modules

Level 4
<p>At level 4 all students will complete the same core modules. All modules will be delivered online* through a combination of lectures, practical sessions and group / individual tutorials.</p> <p>*if social distancing rules are relaxed during the course of the academic year, we hope to deliver some module on-campus</p>

Teaching Block 1	Core (Y/N)
Fashion Brands 1	Y
Introduction to Marketing Communications	Y
Teaching Block 2	Core (Y/N)
Fashion Forecasting	Y
Visual Communication 1	Y
Teaching Block 3	Core (Y/N)

Contextual Studies 1	Y
Understanding Markets and Consumers	Y

Level 5 Core Modules (2021/22 for FT students and 2022/23 and 2023/24 for standard PT students)

F5.4 Contextual Studies 2

Fashion Brands 2

Fashion Trend Analysis

Indicative Level 5 Option Modules (delivery years as per Level 5 core modules above)

Visual Communication for Fashion 2

Fashion Styling

Fashion Writing

Fashion Writing New Media

Entrepreneurial Marketing

Consumer Insight

Marketing Planning

Level 6 Core Modules (2022/23 for FT students and 2024/25 and 2025/26 for standard PT students)

Dissertation

Professional Practice

Indicative Level 6 Option Modules (delivery years as per Level 6 core modules above)

Retail Futures

Visual Communication for Fashion 3

Fashion Writing

Final Major Project Visual Communication for Fashion

Final Major Project Fashion Writing

Contemporary Brand Management

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Sandwich placement years spent out of the University are not included in the calculation unless they are credit bearing and attributed to a level of the course. Modules may have more than 1 component of assessment.

Level 4 is assessed by coursework predominantly, with some examinations and practical assessments.

Level 5 is assessed by coursework predominantly, with some examinations and practical assessments.

Level 6 is assessed by coursework predominantly, with some examinations and practical assessments.

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	324 hours	209 hours	161 hours
Independent Study	876 hours	992 hours	1039 hours
Placement	-	-	Negotiable

Learning Support Arrangements

Students will be able to access the university learning support team and will be able to access online and onsite resources and facilities. Students on this course will have access to specialist resources and this will be communicated during induction.

Students will also be designated an Academic Advisor and/or Personal Tutor. Your Academic Advisor/Tutor will be the first port of call for all issues relating to your learning experience and will be able to offer advice and support relating to your studies.

Social distancing and PPE are required to be adhered to in keeping with the government guidelines. These may include masks, gloves, individual responsibility for cleaning workstations and one-way systems around buildings. Students will be informed of the requirements and any changes