



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Fashion Marketing

Course Code: BAFAM

2024/25

leedsbeckett.ac.uk

BA (Hons) Fashion Marketing (BAFAM)

Applicant Facing Course Specification for 2024/25 Undergraduate Entrants

Confirmed at NOV/2023

General Information

Award	Bachelor of Art with Honours Fashion Marketing
Contained Awards	Bachelor of Arts Fashion Diploma of Higher Education Fashion Marketing Certificate of Higher Education Fashion Marketing
Awarding Body	Leeds Beckett University
Level of Qualification and 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 and Standard Timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below: <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus based with one year work placement)• 6 years (part time, campus based)
Part Time Study	PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.
Location(s) of Delivery	The majority of teaching will be at City campus but on occasion may be at Headingley campus.
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer

are located here: <https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/>

Admissions enquiries may be directed to:
AdmissionsEnquiries@leedsbeckett.ac.uk.

Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Timetable Information

Timetables for Semester 1 will be made available to students during induction week via:

- i) The Student Portal (MyBeckett)
- ii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

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

Key Contacts

Your Course Director	Dr Christopher Harris
Your Academic Advisor	An Academic Advisor will be allocated during induction.
Your Course Administrator	Sarah Bowler bafashionmadmins@leedsbeckett.ac.uk

Sandwich or Other 'In Year' Work Placement Information

Summary

The placement year is an excellent opportunity for students to gain extensive first-hand knowledge of the fashion industry. It also enables students to try different aspects of a diverse industry and ascertain if they wish to continue with a particular career path upon graduation.

Students completing the Industrial Placement Year variant of BA Fashion Marketing will automatically be enrolled upon the 20 credit Level 6 module Industrial Placement Year. Successful completion of this will result in 20 credits being 'carried over' into their Level 6 study, replacing the Professional Practice module.

During the placement year students will be visited by staff at least once, with those students on multiple placements being a priority for more than one visit. During the visit the tutor will examine the nature and extent of the professional experience, discuss placement learning, monitor and guide progress with regard to the selection of a dissertation topic and discuss with the work based mentor the student's overall performance and progress.

While on placement, the students and their prospective employers are required to complete a Health and Safety assessment form, satisfactory completion of which is required for the placement to be approved.

Students are required to record their experiences during the placement year in the form of a reflective report.

Placement year students are expected to find employment in the fashion / related industry for a minimum of 40 weeks. This may consist of up to three separate placements, although it is recommended that students complete the placement year with one company for the entire duration of the placement year, or two placements of approximately equal length. The formal relationship is directly between the student and the company. While they are on their placement students have to remain registered with Leeds Beckett University.

The course staff team, along with the Placements Team, will help students with the process of finding and applying for a placement, but it is ultimately the student's responsibility to secure the placement. 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:

<https://www.leedsbeckett.ac.uk/enhancing-employability/getting-a-placement/>

Length

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

Location

Students may choose to complete a placement in the UK or abroad, although those working abroad may not be visited in person.

Professional Accreditation or Recognition Associated with the Course

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.

Aims

The aims of the programme are to:

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

- develop enterprising, effective, self-reliant and self-directed graduates capable of life-long learning.

Course Learning Outcomes

At the end of the course, students will be able to:

1. Research

Combine knowledge, theories and principles in the analysis and solution of national and global fashion marketing problems and issues.

2. Concept Development

Bring together different elements of theory and practice in relation to fashion marketing problems, and critically evaluate the proposed outcomes.

3. Concept Realisation

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.

4. Presentation

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.

5. Professionalism

Work autonomously to complete significant extended academic tasks and be able to accept responsibility for the process and outcomes.

Teaching and Learning Activities

Summary

BA Fashion Marketing reflects the nature of the fashion industry in its diverse curriculum across marketing, visual communication and fashion writing. As such students will be taught in a variety of different ways including lectures, seminars, studio-based learning, industrial visits, and skills-based demonstrations such as CAD.

The format of module delivery varies, from lecture-based modules, to studio-based modules depending on the specialism. Whilst Level 4 is predominantly lecture-based, Level 5 and 6 modules are more varied, depending on the option modules studied.

The Level 4 and Level 5 core modules, Fashion Brands 1 and Fashion Brands 2, Fashion Forecasting and Fashion Trend Analysis, Contextual Studies 1 and Contextual Studies 2, are predominately lecture based. These lecture series are supported by subject specific, and study skills, seminars and tutorials.

The Visual Communication for Fashion modules across all levels, Fashion Styling at Level 5 and Fashion Writing modules at Levels 5 and 6, are taught using a combination of practical classes, seminars, tutorials and studio sessions, all underpinned with in-class lectures, industry input and may include external visits.

Studio-based sessions allow the acquisition of practical skills and understanding which is embedded and developed within project briefs.

In each level of the course understanding of the cultural, historical, technical, and ethical context in which fashion exists is engendered through the study and critical analysis of this industry in the global context. The projects and assignments increase in complexity as the course develops and incrementally the responsibility for shaping the project brief is devolved to students. This process culminates in the personally determined Final Major projects in Visual Communication and Fashion Writing in Level 6. Similarly, students specialising in the Marketing modules will explore specialist, in-depth subjects relating to marketing. All modules are delivered on-site and supplemented with recorded material where appropriate.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Visual Communication for Fashion 1 (20 credits)	Y	F4.4 Contextual Studies 1 (20 credits)	Y
Fashion Forecasting (20 credits)	Y	Fashion Brands 1 (20 credits)	Y
Customer Orientated Marketing (20 credits)	Y	Marketing Media for Fashion (20 credits)	Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
F5.4 Contextual Studies 2 (20 credits)	Y	Visual Communication for Fashion 2 (20 credits)	N
Fashion Brands 2 (20 credits)	Y	Fashion Styling (20 credits)	N
Fashion Trend Analysis (20 credits)	Y	Fashion Writing Editorial (20 credits)	N
		Fashion Writing New Media (20 credits)	N

Level 5			
		Fashion PR and Brand Communication (Indicative marketing option module) (20 credits)	N
		Marketing for Brand Creation and Development (Indicative marketing option module) (20 credits)	N
		Retail Marketing (Indicative marketing option module) (20 credits)	N

The option modules are indicative of a typical year. There may be some variance in the availability of option modules. Students to choose 3 options with at least one of the marketing elective modules in L5 and L6.

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Dissertation (40 Credits)	Y	Dissertation continued (40 credits)	Y
Professional Practice (20 credits)	Y	Visual Communication for Fashion: Final Major Project (20 credits)	N
Fashion Brand Marketing (20 credits)	N	Fashion Writing: Final Major Project (20 credits)	N
Visual Communication for Fashion 3 (20 credits)	N	Marketing for the Arts (20 credits)	N
Fashion Writing (20 credits)	N	Digital Marketing for Fashion (20 credits)	N
Industrial Placement Year (20 credits)	N		

Level 6 modules are split between the two core modules of Dissertation (40 credits) and Professional Practice* (20 credits), and a choice of the three specialist strands of Marketing, Visual Communication and Fashion Writing, as per level 5. Those choosing the Visual Communication and Writing strands are required to choose a marketing module. Students choosing the marketing strand complete all three marketing modules. There is no option to choose a 'Mixed' route in level 5 as students are expected to complete specialist study in preparation for their chosen career path. Indicative marketing option modules include; Fashion Brand Marketing, Marketing for the Arts, Digital Marketing for Fashion.

Students registered on the Industrial Placement Year variant of the course and successfully completing the Industrial Placement Year 20 credit module are exempt from Professional Practice.

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 typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director, but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities, and independent study. Modules may have more than one component of assessment.

Assessment

Level 4 is assessed by coursework

Level 5 is assessed by coursework

Level 6 is assessed by coursework.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	324 hours	209 hours	161 hours
Independent Study	876 hours	991 hours	1039 hours
Placement	-	-	Negotiable

Learning Support

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 specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers are available 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. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be

contacted via email at studentadvice@leedsbeckett.ac.uk, telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

Support and Opportunities

Within MyBeckett 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.