



LEEDS
BECKETT
UNIVERSITY

Course Specification

**BA (Hons) Fashion
Marketing and Enterprise**

Course Code: BFMEN

2026/27

leedsbeckett.ac.uk

Award and Title: BA (Hons) Fashion Marketing and Enterprise (BFMEN)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

General Information

Award	<p>Bachelor of Arts with Honours Fashion Marketing and Enterprise</p> <p>If you opt to undertake a full year placement and this is completed successfully you will have the words 'with placement year' added to the award title including for any contained awards that you are eligible for.</p>
Contained awards	<p>Bachelor of Arts Fashion Marketing and Enterprise Diploma of Higher Education Fashion Marketing and Enterprise Diploma of Fashion Marketing and Enterprise Diploma of Higher Education Fashion Marketing and Enterprise Diploma of Higher Education Fashion Marketing and Enterprise Diploma of Fashion Marketing and Enterprise</p>
Awarding body	<p>Leeds Beckett University</p>
Level of qualification and credits	<p>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).</p> <p>If you have opted to undertake a full year placement and complete this successfully you will achieve an additional 120 credit points at level 5. This will be included in your transcript.</p>
Course lengths and standard timescales	<p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is:</p> <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus based, with placement year – if applicable)
Part time study	<p>There is no part time route with this course.</p>
Location(s) of delivery	<p>The majority of teaching will be at City campus but on occasion may be at Headingley campus.</p>
Entry requirements	<p>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/</p>

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

Course fees

Course fees are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course.

Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

4.1 Pass / Fail Assessment

All modules at Level 4 are exempt from the regulatory framework of the university, allowing for a pass / refer assessment.

Alignment with the university's regulatory framework, students at Level 4 can progress to Level 5 having achieved 100 credits.

Classification determined by:

25%: Level 5 (second semester only)

75%: Level 6

Professional Accreditation or Recognition Associated with the Course

Professional body

N/A

'In Year' Work Placement Information

Summary

Students may also enrol on a 120-credit point placement module which allows students to gain credit during a placement year. Terms and conditions apply and full details will be discussed during the course.

The optional placement year can be referred to as a 'sandwich year', 'internship' or 'work experience'. An industrial placement is an excellent opportunity to improve your employability and job prospects. Through practical work experience an industrial placement will help you acquire and evidence the skills employers want and make valuable contacts within the fashion industry.

The industrial placement year involves sourcing and undertaking a placement between your second and third year of study, effectively making your degree 4 years in length. Whilst there is a support network in place to help you source and obtain a placement, you must take responsibility for your own placement and actively engage with the process.

Length

As a placement year student, you are expected to find employment in the fashion industry/subject area for a minimum of 40 weeks. This may consist of up to three separate placements, although it is recommended that you complete the placement year with one company for the entire duration or two placements of approximately equal length.

Location

You are responsible for securing your own placement, with support and guidance available from the university. Your placement can be based in the Leeds area, elsewhere in the UK, or internationally, depending on your circumstances and the opportunities available.

When considering a placement location, you should take into account factors such as accommodation costs, travel expenses, and overall affordability. It is important to note that you will need to cover your own travel costs to and from your placement, so choosing a financially viable location is essential. Careful planning will help ensure a successful and manageable experience.

Approval

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

Timetable

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.

Key Contacts

Your course director

Sam Hudson-Miles

Your course administrator

Fashion Administration Team
bafashionadmins@leedsbeckett.ac.uk

Course Overview

Aims

The aims of the programme are to:

1. Cultivate the ability to research and critically analyse diverse sources and methods, to inform your creative practice.
2. Foster the development and realisation of your creative practice through sustained conceptualisation, experimentation, and critical evaluation.
3. Enhance communication skills by developing methods to effectively present and articulate your creative practice to appropriate and diverse audiences.
4. Encourage your critical reflection on personal and professional positioning within broader environmental, societal, and professional contexts.
5. Promote independence, effective organisation skills, and meaningful engagement within your diverse course community and inclusive, specialist learning environment.

Course learning outcomes

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

1	RESEARCH and ANALYSE: Research, critically analyse, and synthesise diverse primary and secondary sources to inform your practice.
2	CONCEPTUALISE, PROCESS and REALISE: Develop, realise and refine your practice through sustained conceptualisation, experimentation, and critical evaluation, individually or collaboratively.
3	COMMUNICATE: Refine methods to communicate your practice, engaging diverse audiences.
4	REFLECT and POSITION: Critically evaluate and refine personal and professional positioning related to environmental, societal and professional contexts and perspectives in your field.
5	ENGAGE and CONTRIBUTE: Demonstrate effective and sustained organisation and management, appropriately engaging with a diverse course community.

Teaching and Learning Activities

Summary

Our subject area values inform everything we do and support the university's three graduate attributes, Enterprise, Digital Literacy, and Global Outlook.

Enterprise

Whole Self: We support you in being genuine and true to yourself, as this authenticity fosters trust and valuable connections. We strive to create a passionate community, where you can find joy and meaning in the work you make.

Curiosity: We encourage speculative and curious play, as this leads to deeper understanding and

continuous growth. By nurturing your curiosity, you can unlock new opportunities and insights, while confidently taking risks and navigating uncertainty.

Engagement: Active engagement, responsiveness, and resilience are key to overcoming challenges and achieving success. We support you in staying engaged and motivated, even in the face of adversity. By building your confidence and resilience, you can navigate obstacles and continue to thrive.

Digital Literacy

Future: By staying future-focused, we ensure that you have the knowledge and skills needed to succeed in a rapidly changing world. We support you in planning for your future and achieving your long-term goals.

Global Outlook

Change: By integrating ethical and sustainable practices into the way we work, we aim to minimise our environmental impact. We are committed to social justice, and using our creative skills to promote fairness, equality, and respect for all individuals.

Belonging: Our commitment to equality, diversity, and inclusion is embedded in every aspect of our delivery. We strive to create an environment where everyone feels valued and respected, regardless of their background or identity. By fostering a culture of inclusivity and respect, we ensure that all voices are heard and that everyone has the opportunity to succeed in our community.

Each module acts as an overarching framework for embedded projects that focus on the development of studio practice, contextual studies, and professional skills. Taught sessions will include lectures, workshops, seminars, and tutorials.

Through studio practice modules, you will learn ways in which to take an iterative approach through the exploration and testing of creative and technical concepts and processes. Through creative risk taking and ideas generation, you will develop skills in reflective practice through documentation and annotation, and the confidence to be proactive in your independent learning.

Lectures will facilitate your understanding of key cultural, social, and historical issues, and awareness of responsible, ethical, and socially engaged practices.

Your awareness of the industry and skills for employability will be supported by industry professionals through, for example, visiting practitioners, live projects, and industry visits.

Seminars and workshops will teach processes involved with selecting and evaluating information from a range of perspectives, critically analysing images, objects, information, and texts, and developing the principles of academic writing to essays and reports. You will understand how to research effectively, and why it is important.

Seminars and tutorials will support the development of presentation techniques, and your organisational and project planning skills.

The notional hours of each module include a requirement for independent study which takes a blended approach to guided independent study through Learning Support Specialist support, and your own self-managed study.

Courses within the Art and Design subject area make use of MyBeckett and the bespoke VLE, CAGD. A new digital space is under development, which will allow for the 'live', individual and changing nature of learning to be captured. AI will support us to bring together multiple feedback moments and filter them

into a 'learning map' for students and staff. It will track key learning moments and support our students to navigate and connect their whole learning journey. It will be a progress record for staff, who will be able to see learning beyond the confines of a module and identify points of supportive intervention, as and when required. This development will work with existing platforms.

Your modules

This information is correct for students progressing through the programme within standard timescales. 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

Compulsory modules

Module title	Credits	Semester/ teaching period
Fashion, Practice, Context, Professional: Exploration	60	1
Fashion, Practice, Context, Professional: Experimentation	60	2
Number of credits of compulsory modules	120	

Level 5

Compulsory modules

Module title	Credits	Semester/ teaching period
Fashion, Practice, Context, Professional: Communities	60	1
Fashion, Practice, Context, Professional: Situation	60	2
Number of credits of compulsory modules	120	

Placement year

Compulsory modules

Module title	Credits	Semester/ teaching period
Placement Year	120	Full Year
Number of credits of compulsory modules	120	

Level 6

Compulsory modules

Module title	Credits	Semester/ teaching period
Fashion, Practice, Context, Professional: Positioning	60	1
Fashion, Practice, Context, Professional: Futures	60	2

Assessment and Scheduled Learning and Teaching Activities

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 60-credit module equates to 600 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

Learning outcomes will be mapped against a 'body of work' made up of different projects and responses, produced over the duration of the module. This allows for a more rounded view of performance, across a range of work and longer timeframe. It is more reflective of the creative process and the interrelated skills you will develop. It also embraces the integration of practice, contexts and professional skills which is key to our delivery. Opportunities for formative feedback are woven throughout your learning, in the form of group and individual tutorials, critiques, presentations (in-person, pre-recorded) and a plethora of reflective processes appropriate to individual specialisms. You will be able to track your progress through your 'living assessment profile' where feedback and reflection will be captured throughout this module. Approximately halfway through the module you will take part in a 'student progress review', this is a supportive, co-designed process to support your learning journey.

The holistic and inclusive nature of assessment means that you will submit a 'body of work' that is appropriate to your subject. Your specialist project brief will outline the options of what can be submitted, see examples below.

A body of work: this may include a number of creative and or contextual outcomes, supported by research, analysis and developmental work, in response to specialist project briefs.

Examples:

Research and development work: to support your ideas and learning journey

Final work: this can take many different forms and will be detailed in your project brief

Written work: up to an indicative word count of 5,000 words or equivalent for this module (this may include writing in different forms i.e. critical study, essays, creative writing, reports, and reflective journal entries)

Presentations: a choice of live or pre-recorded will always be given

Research and development films: up to 5 minutes' duration

Photo/visual essay: visual research captured through imagery

Living assessment record: your digital learning and assessment record

Student progress review: learning opportunity to review and discuss progress.

Level 4

Level 4 is assessed by coursework predominately, with some practical assessments and critical writing.

Level 5

Level 5 is assessed by coursework predominately, with some practical assessments and critical writing.

If a full year placement is chosen

Level 5 placement is assessed by a portfolio.

Level 6

Level 6 is assessed by coursework predominately, with some practical assessments and critical writing.

Workload

Overall Workload	Level 4	Level 5	Placement	Level 6
Teaching, learning and assessment	360 hours	340 hours	-	320 hours
Independent study	840 hours	860 hours	-	880 hours
Placement	-	-	1400 hours	-