

## Programme Specification

### BA (Hons) Fashion Marketing

### BA (Hons) Fashion Marketing (with placement)

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2024-25
<i>in the month(s) of:</i>	September, January (Level 6) <sup>1</sup>
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	
<i>Exit awards:</i>	Certificate of Higher Education Fashion Marketing Diploma of Higher Education Fashion Marketing Diploma of Higher Education Fashion Marketing (with placement) BA (Ord) Fashion Marketing BA (Ord) Fashion Marketing (with placement)
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Business Management (2015)
<i>Mode/s of study:</i>	<a href="#">Undergraduate periods of study</a> for full-time  Non-standard period of study as follows: <ul style="list-style-type: none"><li>• Full-time 4 years with placement</li></ul>
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Placement year opportunity:</i>	Yes

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## Introduction and special features

Developed for the industry of the future and delivered by academics with relevant professional experience, this course offers you the opportunity to explore the theories and creative concepts behind global fashion marketing with the emphasis on the needs of a new digital era.

The course offers you a balanced mix of academic and creative challenges through the York campus and strong industry links. The course will provide you with highly desirable professional skills creating a strong advantage on graduation in the employment market. The course has been created with a flexible, reactive delivery that is responsive to industry demands. This innovative approach includes the development of content creation skills and how to exploit the potential of social media, how to transform consumer insights from rich data into future fashion trends, and how to manage creativity across disciplines in the industry. This will prepare you for the digitally savvy consumers that are disrupting and transforming global fashion markets, an invaluable asset for the employer of the future.

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<sup>1</sup> Direct entry to Level 6 is available in September and January, but entry to other Levels is restricted to September

The course delivery includes content from industry specialists through guest lectures and you will be given the chance to work on live fashion briefs. You will be prepared for their chosen career by developing your essential digital skills that will creatively communicate concepts and ideas through the use of industry standard software, alongside the ever growing need to analyse and interpret data. You will be given the chance to develop your personal brand identity and career potential by working with them to create a strong digital CV and portfolio of work.

Aligned with our Work Related Experiential Learning Framework (WREL), the BA (Hons) Fashion Marketing course has been developed to give you the opportunity to realise your ambitions in the many roles that the fashion industry can offer you. The initiative embeds employability across your modules, offering you a well-designed, industry focused professional development system that runs throughout the duration of your course.

As signatories to PRME (Principles for Responsible Management Education), York Business School are committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

### **Special features**

- A focus on the fashion industry and the marketing area which will provide the knowledge and skills you will need as a marketer.
- Throughout the course there is regular opportunity to engage with a range of practitioners such as fashion marketers, buyers, consumer insight specialists, trend agencies, retailer and brand managers, and take part in work related experiences and internships.
- Programme of guest speakers which will enhance your learning and links with the fashion community.
- Use of 'real life' (live) projects in assessments giving you practical application of the theory.
- Systematic development of employability skills through a Continuing Professional Development framework (Success Lab).

### **Admissions criteria**

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

### **Programme aim(s)**

The aims of the programme are to:

1. Prepare you for a career in a rapidly changing fashion environment with the skills needed to adapt and develop as the environment changes.
2. Enable you to be a graduate who is able to improve the quality of fashion marketing decision-making, and business practice across a range of organisations and in a variety of contexts.

## **Programme learning outcomes**

Upon successful completion of the programme students will be able to:

### **Level 4**

#### **Knowledge and understanding**

- 4.1 Describe and explain a range of relevant concepts, theories and models to the solution of business and marketing problems in the context of the Fashion Industry.
- 4.2 Describe and identify decisions in a variety of Fashion Industry contexts.

#### **Cognitive and thinking skills**

- 4.3 Demonstrate the ability to apply a range of academic and intellectual skills relevant to Level Four study including, information-gathering, analysis and problem identification.

#### **Practical/professional skills**

- 4.4 Exhibit skills in relation to communication, organisation and working with others.
- 4.5 Demonstrate the use of research skills to gather information.

#### **Key transferable skills**

- 4.6 Demonstrate own learning with guided support to explore a wide variety of learning sources and opportunities.

### **Level 5**

#### **Knowledge and understanding**

- 5.1 Compare and Contrast a range of relevant concepts, theories and models to the solution of business and marketing problems.
- 5.2 Analyse and discuss tactical decisions in a variety of organisational contexts.

#### **Cognitive and thinking skills**

- 5.3 Demonstrate the application of a range of academic and intellectual skills relevant to Level Five study including, information-gathering, problem-solving, analysis, and evaluation

#### **Practical/professional skills**

- 5.4 Exhibit the development and achievement of skills in relation to communication, organisation and working with others
- 5.5 Demonstrate the use of research and enquiry to further their understanding

#### **Key transferable skills**

- 5.6 Show independence in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities

### **Level 6**

#### **Knowledge and understanding**

- 6.1 Apply a range of relevant concepts, theories and models to the solution of business and marketing problems.
- 6.2 Synthesise and evaluate strategic and tactical decisions in a variety of organisational contexts.
- 6.3 Critically evaluate fashion marketing thinking through an extended piece of research.

#### **Cognitive and thinking skills**

- 6.4 Apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid management decision-making.

#### **Practical/professional skills**

- 6.5 Exhibit the achievement of skills in relation to communication, organisation and working with others in a professional manner.
- 6.6 Conduct research and enquiry to further your understanding and to inform fashion marketing decision-making.
- 6.7 Demonstrate the use of marketing skills (e.g. presentation both visual and verbal, leadership, time management).

#### **Key transferable skills**

- 6.8 Manage your own learning to explore a wide variety of learning sources and opportunities.

## Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take <b>C or O</b>	non-compensatable or compensatable <b>NC or X</b>
BMB4001M	4	1	Practising Responsible Business Behaviours	20	C	X
BMM4004M	4	1	Principles of Fashion Marketing	20	C	X
BMM4005M	4	1	Fashion, Society and Culture	20	C	X
BMD4002M	4	2	Business Analytics and the Block Chain	20	O	X
BMM4010M	4	2	Marketing Communications, Social and Digital	20	O	x
BMM4006M	4	2	Product Development: Concept to Consumer	20	C	X
BMM4007M	4	2	Visual Fashion Communication	20	C	X
BMM5003M	5	1	Consumer Behaviour and Consumer Trends	20	C	X
BMM5005M	5	1	International Fashion Branding	20	C	X
BMM5006M	5	1	Sourcing, Supply Chain, Ethics and Distribution	20	C	X
BMR5002M	5	2	Research Methods for Service Industries	20	C	X
BMW5003M	5	2	Career Development and Employability	20	O	X
BMW5004M	5	2	Entrepreneurship and Business Development	20	O	X
BMM5007M	5	2	Fashion Trends, Buying and Analytics	20	C	X
<b>For students taking the 'with placement' programme</b>						
BMB5009P	5P	Y	Placement Year	0	C	NC
BMR6001M	6	1&2	Research Investigation	40	C	NC
BMM6006M	6	1	Fashion Retail Strategy	20	C	X
BMM6007M	6	1	Fashion Communication and New Media	20	C	X
BMM6008M	6	2	Fashion Career Planning and Portfolio	20	C	X
BMM6009M	6	2	Managing Creativity and Innovation in Fashion	20	C	X

### Continuing professional development

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events under the guise of 'Success Lab' which will help you to progress through the course and into the job market and provide the work-based skills employers require.

Success Lab, a three-year programme that runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will attend events and short courses that are offered in addition to your degree. We will offer you additional qualifications and experience in areas that are important for employers such as public speaking, Sage accounting and copywriting.

You will be offered the chance to attend exhibitions and make visits, to take part in our leadership and management programme and to attend a series of inspiring lectures with executive speakers. In the past we have hosted CEOs and Chief Executives from Pandora, Royal Mail, ASDA and Welcome to Yorkshire among others.

### **Study abroad**

You have the opportunity (subject to meeting the University threshold standards) to undertake a semester or full year abroad<sup>2</sup> as part of your studies during your second year.<sup>2</sup>

### **Learning, teaching and assessment**

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Fashion Marketing.

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

### **Progression and graduation requirements**

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

The exit award of BA Ordinary is not available to students entering at Level 6.

### **Internal and external reference points**

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

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*Date written / revised: June 2019*

<sup>2</sup> If you are taking the placement award you are only eligible for one semester abroad.

