

Programme Specification

Award and title:

BA (Hons) Fashion Marketing;

BA (Hons) Fashion Marketing (with placement)

<i>School:</i>	York Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2026-27
<i>in the month(s) of</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	Lord Mayor's Walk
<i>Programme/s accredited by:</i>	N/A
<i>Exit awards:</i>	Certificate of Higher Education Diploma of Higher Education Fashion Marketing BA (Ord) Fashion Marketing BA (Ord) Fashion Marketing (with placement)
<i>UCAS code / GTTR / other:</i>	
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Business Management 2023
<i>Mode/s of study:</i>	Undergraduate periods of study ¹ for full time non-standard period of study as follows: Full time for 3 years Full time for 4 years (with placement)
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity:</i>	Yes
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	No

Introduction and special features

Fashion as a career choice offers aspiring fashion marketing professionals the opportunity to immerse themselves in a very creative and innovative global community. BA (Hons) Fashion Marketing has been developed to ensure your success in the many diverse specialisms that are available on graduation. You will have the chance to enhance your employability skills through an optional placement year between your second and final year and Study Abroad options, designed to align with the industry's growing global demands and the evolving needs of the fashion world. The curriculum emphasises the fashion industry's

¹ The standard period of study will apply unless otherwise stated; please refer to the Regulations for Undergraduate/Taught Postgraduate/Professional Doctorate Awards <https://www.yorks.ac.uk/policies-and-documents/regulations/> for information on standard periods of study

sustainability challenges, with modules exploring how the sector is addressing and striving to reduce its environmental footprint within an ethical framework.

The programme is grounded in theory and practice and its design will ensure that you graduate with an excellent understanding of what is happening at the forefront of the industry. The programme offers you practical and commercial skills to enter roles in the many varied employment destinations that fashion has to offer. In addition, it will offer you a learning experience that develops close connections with peers, staff, and the fashion sector to develop your professional skill set and directly reflects our commitment to educating you for a successful career.

Our academic team have brought their extensive industry experience into building the pillars of the programme. The team has utilised these strong ties with fashion to introduce industry specialists into the delivery via guest lectures, workshops, live projects, and career guidance. The teaching and learning approaches are designed to equip you with a diverse range of theoretical and practical knowledge to align you with the reality of applying these skills in your chosen specialism.

This structure within our BA (Hons) Fashion Marketing programme is aligned with the university's Work-Related Experiential Learning (WREL) strategy. WREL embeds the key employability skills in assessments by working directly with business leaders in issues impacting their firms. Industry specialists provide direct feedback to support you to become a skilled, self-directed and reflective individual as you explore and enhance your career ambitions.

In addition, as signatories to the Principles for Responsible Management Education (PRME), York Business School is committed to integrating responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership. Issues such as corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes. By studying Fashion Marketing, you will be taking an active role in the protection of the planet and people.

Special features

The course offers you the following:

- Trips relevant to your professional development, which have included Paris and London
- Visiting fashion marketing specialists delivering lectures and workshops
- Academic staff with extensive industry experience
- Digital training on industry standard software
- A student voice, where we get you to discuss your experiences and ambitions
- Live, work-related activities and/or assessments so that you can apply the theories you have learnt to real world challenges
- An opportunity to take a year in Industry for those on the "with placement" variant
- The chance to study abroad for one or two semesters at level 5 without extending the length of your degree programme.
- The opportunity to qualify as a Microsoft Office Specialist across the suite of Microsoft Office programmes.
- Excellent personal and academic support from your academic tutor throughout the programme.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage.

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. Develop your professional skills to succeed within a diverse, ever-changing fashion industry through an experiential learning approach to develop a confident knowledge of marketing strategies, marketing activities, integrated marketing communication strategies and their application within global fashion market contexts.
2. Equip you with the ability to lead on creative solutions to contemporary issues in the fashion sector through independent, innovative and entrepreneurial thinking that will positively impact on business success.
3. Empower you with the resilience and understanding to managing complex marketing practices through the implementation of ethical, sustainable, and socially responsible initiatives from trend forecasting to product disposal that will have a positive impact on the environment.

Programme learning outcomes

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

Level 4

- 4.1 **Examine** 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 **Identify and analyse** management decisions in a variety of fashion industry contexts including sustainability and equality issues.
- 4.3 **Demonstrate** the ability to apply a range of academic, analytical and intellectual skills relevant to Level Four study, including information-gathering (verbal and visual), analysis and problem identification.
- 4.4 **Construct, communicate and present** coherent arguments, ideas and findings clearly to both specialist and/or non-specialist audiences.
- 4.5 **Demonstrate** the ability to gather evidence and perspectives on fashion marketing issues to make informed arguments, identify implications, and formulate relevant conclusions
- 4.6 **Demonstrate** independent learning with guided support to explore a wide variety of learning sources and opportunities
- 4.7 **Demonstrate Development of** transferable skills for career opportunities or future studies through teamwork, time management, reflection, and creative and critical thinking.
- 4.8

Level 5

- 5.1 **Evaluate and differentiate** a range of relevant concepts, theories and models to the solution of specific fashion marketing problems
- 5.2 **Analyse and discuss** tactical decisions within diverse fashion organisations including ongoing issues with sustainability and equality.
- 5.3 **Utilise** a range of academic, analytical, and intellectual skills relevant to Level Five study including, information-gathering (verbal and visual), problem-solving, critical analysis, and evaluation
- 5.4 **Communicate** ideas, arguments, and findings effectively to specialist and non-specialist audiences using clear and concise language and appropriate visual aids as an ongoing professional learning experience.
- 5.5 **Review and apply** appropriate theories, concepts and tools to develop innovative solutions to fashion marketing challenges.

- 5.6 **Demonstrate** independence in analysis, evaluation, argument formation and learning to explore a wide variety of learning sources and opportunities
- 5.7 **Independently** identify and participate in employability-related activities to enhance career opportunities.

Placement variant

PPLO 1 **Demonstrate** sustained professional behaviour in a workplace environment.

PPLO 2 **Recognise** the links between practice and theories relevant to your area of study

Level 6

- 6.1 Critically **select and engage** with a range of advanced concepts, theories and models, critique and interrogate the validity of information its source and use this information to inform and create fashion marketing solutions.
- 6.2 **Synthesise** and critically evaluate strategic and tactical decisions in a variety of fashion contexts and consider their implications on sustainability and equality.
- 6.3 Apply a range of academic and intellectual skills relevant to Level Six study. These include the application of information-gathering (verbal and visual), problem-solving, critical analysis, and evaluation
- 6.4 **Communicate** complex ideas, arguments, and findings effectively to specialist and non-specialist audiences as an ongoing professional learning experience incorporating creativity and innovation using clear and concise language and appropriate visual aids.
- 6.5 **Plan, design and conduct** extended research and enquiry that draws on the critical thinking, knowledge and creative problem solving, and skills gained throughout the course.
- 6.6 **Demonstrate independent** study skills through exploring a wide variety of learning sources and opportunities which enhance employability through extended learning and industry communities.
- 6.7 **Demonstrate** readiness for employment by refining skills in relation to communication, analytical reasoning, time management, visual and verbal presentations, team skills and adaptability to real time industry challenges.

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensable (NC) or compensable (X)
BMB4010M	4	1	Responsible Business	20	C	X
BMF4005M	4	1	Fashion Marketing Principles	20	C	X
BMF4006M	4	1	Visual Fashion Communications	20	C	X
BMF4007M	4	2	Creativity and Collaboration	20	C	X
BMF4008M	4	2	Digital Fashion	20	C	X
BMF4009M	4	2	Fashion, Society and Culture	20	C	X

BMF5006M	5	1	Consumer Behaviour and Trends	20	C	X
BMF5007M	5	1	Fashion Branding and PR	20	C	X
BMF5008M	5	1	Campaign Planning	20	C	X
BMR5004M	5	2	Business Research Methods	20	C	X
BMW5005M	5	2	The Business Lab: Real-World Consulting in Action	20	C	X
BMF5009M	5	2	Fashion Buying and Fashion Futures	20	C	X
For students taking the 'with placement' programme						
BMP5007P	5	Y	Placement Year	0	C	NC
BMR6008M	6	1&2	Research Investigation	40	C	NC
BMF6006M	6	1	Creative Communications	20	C	X
BMF6007M	6	1	Luxury Brand Management	20	C	X
BMF6008M	6	2	Future Innovation	20	C	X
BMF6009M	6	2	Career Design	20	C	X

Please note that not all options may be available every year as they depend on student demand and staff availability.

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 40) to progress.

Learning, teaching and assessment

BA (Hons) Fashion Marketing has been developed to address the dynamic and evolving nature of the fashion industry, which increasingly seeks graduates with diverse, innovative, and creative thinking skills. The programme is built on the integration of theory and practice and to maintain industry relevance lecturers and practitioners are integrated into the delivery and the assessments.

We have developed a structured personal growth strategy across your 3/4 years of study. Your personal and professional development are guided by the following **three pillars** embedded within the course: **Self, Skills, Strategy**.

Self (Level 4): Discover Your Potential

Level 4 is your chance to explore what fashion marketing is and where your strengths sit within it; how well you work in a team or your ability to think creatively by critically reflecting on your learning experiences. You'll identify areas of growth, such as understanding theories and how they are applied, how to research or learning about the structure of the fashion industry. By the end of Level 4, you'll have a clearer picture of your interests and can start to shape your future career path.

Skills (Level 5): Build Your Expertise

Level 5 is where you put theory into practice. You will develop professional skills through hands-on, industry-standard projects, like creating marketing campaigns, or using digital tools to promote fashion brands. This is your time to experiment and refine your abilities. By working on real-world challenges, you'll gain confidence and develop your professional personality, building on your strengths to succeed in the fashion industry.

Year in industry – also known as placement year

If you have chosen BA (Hons) Fashion Marketing but later decide that you would like to do a placement, you can do this by choosing the University's opt in placement year to run between level 5 and 6.

A placement year will help you to gain valuable experience in real employment. York St John University will provide you with support to help source a placement which meets your career aspirations; however, it is your responsibility to secure your own placement. Support will be available through central University services such as the Careers and Employability Team. Students who undertake the year in industry often return for level 6 more focused on their studies and deemed more job ready by employers. You will be prepared for your placement year through activities throughout level 5, which will assist you in making preparations for applying for and undertaking a placement. This will include CV and cover letter writing, as well as interview skills. You will work with the central University services with the support of an academic tutor to identify placement opportunities. On achieving a year in industry placement, you will need to liaise with the careers and placements team to enable checks around insurance to take place before starting the placement. You will be expected to demonstrate your achievement while on placement through a reflective poster which explores the interconnectivity of university learning and learning in the workplace. In order to undertake a year in industry placement you will need to have achieved the minimum requirements for progression at level 5 and will also have to satisfy the following criteria:

- You must have no outstanding modules from level 4 or 5.
- You must demonstrate a good level of professionalism in your academic conduct within the university, to the point where your course lead is willing to agree your suitability for the proposed placement.

During the year in industry placement, you will be allocated a mentor from within the University, who will monitor your progress throughout the placement. This may include MS Teams/email conversations. You will have a minimum of one field visit which will include a conversation with the employer. There will also be three keeping in touch (KIT) days based on campus where you will be able to meet up with other on placement students, reconnect with friends on campus, and have some sessions about managing your placement and transition back into university life. (NB if your placement is abroad you will be able to join through virtual means).

Strategy (Level 6): Shape Your Future

In your final year, you will be supported in developing your career strategy. You will work on industry briefs, network with professionals, and create a personal brand that showcases your unique talents. Whether it is through project development, or connecting with mentors, you'll leave the course with a clear plan and the tools to succeed. At graduation, you will be ready to step into the fashion world with confidence, creativity, and a strategy to realise your potential.

Assessments are key in your learning journey. We need you to develop critical thinking, problem-solving, and effective communication. The programme provides you with diverse assessment methods aimed at cultivating both professional and transferable skills essential for academic and professional success. Presentations and group work are integral components as these are highly valued skills within the industry. So are 'portfolios' of work, so when we have a creative module there needs to be a focus on the development process, as in Level 4 in *Digital Fashion*, Level 5 in *Fashion Branding and PR*, or in your final year, *Creative Communications*. Other modules need a more business-based approach so you will move from presenting a concept to realising this in a report. These skills are developed across all years, including *Principles of Fashion Marketing* in Level 4 and *Consumer Behaviour and Consumer Trends* in Level 5. Other assessments focus on the importance of formative feedback and effective reflection on your development and self-management skills, such as *Creativity and Collaboration* in Level 4. In your final year, you get to personalise your learning experience in line with their career goals through *Career Design*.

The modules are designed for delivery to a diverse group of students, ensuring they are relevant and accessible to everyone. The delivery acknowledges that you have varied learning styles and diverse backgrounds and employs a range of teaching and assessment methods to promote equal understanding. Equality and diversity are central in providing an inclusive learning environment for you. Discussion and feedback between peers, staff and industry professionals are integral to the course, building a strong sense of community and a strong experiential learning environment for you.

Teaching is delivered through various methods, including lectures, projects, seminars, tutorials, workshops, external visits where relevant, and the online learning platform, Moodle. This platform serves as a central hub for communication between staff and yourself, as well as among you peers. It also disseminates course and module announcements. Lecture slides and supplementary materials are provided electronically, while discussion forums, group collaboration tools, and links to external research resources are also made available to you.

Progression and graduation requirements

The University's [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-compensable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised:

Programme originally approved: