

Programme Specification 2018/19

8237 BA (Hons) Fashion Marketing with Management

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of study	Full time
Duration in years	3 years (36 Months) following standard progression for a FT
Accreditation details	Accredited by IDM (Institute of Digital Marketing)
Final Award	Bachelor of Arts
Name of award	Fashion Marketing with Management
Interim Exit awards	Certificate of Higher Education and Diploma of Higher Education
FHEQ level of final award	6
UCAS code	WN25
QAA Subject Benchmark or other external reference	QAA Subject Benchmark Statements for Art and Design and General Business and Management National Qualifications Framework
Programme Lead	Amanda Bragg-Mollison
Date specification was written	January 2017
Date Programme was validated	06/06/2018
Date Specification last updated	05/06/2018

Programme overview

Brief outline of the programme

The Fashion Marketing with Management programme is a specialist programme combining business with creativity at a leading Russell Group University. The programme is taught within an Art School environment to facilitate unique access to other creative disciplines for the purpose of collaboration and learning, and offer the opportunity to simulate commercial working environments and situations.

The programme is shaped around the specific business environment relating to fashion consumers, fashion brands, fashion products, retail, fashion communication and the related international aspects of fashion marketing and management. The structure and content of the programme curriculum has been developed in consultation with industry to ensure you graduate prepared for a range of future fashion business careers, and allows you to identify your own individual career interests and skills.

The core modules provide the opportunity to explore and advance knowledge relevant to specialist contexts and theories in fashion marketing and management, but equally as important, how to apply theoretical understanding to real life practical situations. All modules and assessments are linked to real industry issues and projects enabling students to leave with a highly commercial mind-set and prepared for employment or further study. You will learn about the importance of brand building and brand marketing, and explore specialist aspects of fashion marketing, such as sustainable fashion business and marketing, product management, creative strategy, digital fashion marketing, customer relationship management, technology, consumer behaviour, international fashion marketing, retail futures, marketing strategy, leadership and innovation. As well as your own individual work there are opportunities for collaboration with other students on group projects, and you will gain invaluable experience by interacting with fashion industry professionals through guest lectures and industry speakers, visits and live industry projects. Alongside the theoretical and commercial knowledge you will acquire, you will learn creative skills in art direction, fashion styling, and moving image as well as the practical skills of the Adobe Creative Suite (Photoshop, Indesign and Illustrator). Visual presentation is vital in the creative industries, as such these practice based and creative skills taught across modules will set you apart with an industry ready portfolio of work.

Accreditation from the IDM (Institute of Digital marketing) supports the ambitions of the programme to ensure that you learn the key contemporary knowledge and skills required to compete in the market place today. The digital skills delivered in the programme are highly sought after by today's employers and you will have the opportunity to secure a Professional Certificate in Digital Marketing following your third year module 'Digital Marketing' upon successful completion of this module and a further optional 3 hour exam.

This distinctive programme prepares graduates for industry roles in the fields of fashion buying, merchandising, branding, retail management, PR, styling, digital marketing, commerce and communications.

Special features of the programme

Accreditation



The Institute of Digital Marketing is a leading professional body for digital marketers and exists to develop the digital marketing profession, maintain professional standards and improve the skills of marketing practitioners. The BA Fashion Marketing with Management programme at the Winchester School of Art has been accredited by the IDM to give students the opportunity to gain the professional qualification of a Certificate in Digital Marketing to impress employers who expect graduates to come equipped with a good understanding of digital marketing and its use in business. The IDM qualification is highly sought after by employers, and has been mapped alongside our own degree to ensure we are equipping students with the best opportunities for a successful marketing career with the most up to date digital marketing competencies.

Study Trips

The programme plans optional study trips each year either in the UK, Europe or further afield to develop an appreciation of fashion in relation to trend, culture, retail, production and consumer. Recent trips have included New York, Paris, Milan, Berlin, Florence and Rome. Study trips aim to expand the students understanding of fashion, retail and culture in different markets and might include for example visits to trade shows, head offices, cultural events or exhibitions.

Year in Employment

As part of this programme, you are eligible to apply to undertake the University's Year in Employment (YIE). This offers you a great opportunity to complete a work placement between Part 2 and Part 3 of your degree, and will help you develop work-based skills. The University of Southampton Work Experience Team offer support and guidance before and throughout your placement.

Successful students who pass the YIE will graduate with Year in Employment on their degree certificate.

Please see the website for further details.

<https://www.southampton.ac.uk/careers/students/work-experience/year-in-employment.page>

Year Abroad

An optional Year Abroad between the second and third year of the programme provides the students with the opportunity of studying with one of our international partners for an academic year to develop a different cultural and academic appreciation and perspective of the subject, as well as develop international or European networking opportunities for the future. Your Year Abroad will be supported by a programme Exchange Coordinator and a dedicated handbook.

Learning and teaching

The programme employs a variety of integrated teaching and learning strategies designed to support you in developing your own research, critical thinking, practical and writing skills and in becoming increasingly independent and confident in preparation for your future career. These include lectures, tutorials, tutor and student led seminars, group and team learning activities, workshops, presentations, guest industry speakers, student presentations, peer assessment and self-directed study, all designed to enable you to develop your intellectual thinking and research skills. Seminars, tutorials and peer assessment will all help you develop self-confidence across the programme and team working facilitates the learning of industry relevant scenarios to contextualize theory into practice.

Seminars and group discussions focus on evaluating ways of developing ideas and working methods, in addition to developing your critical and analytical abilities. Learning activities and expectations progress from establishing an understanding of the discipline, through exploring and testing boundaries, to synthesis and focus.

Your subject-specific practical skills will be developed throughout your programme of study and include inductions to the photo studios and digital workshops. Seminars and tutorials will provide you with an additional opportunity to develop your subject specific skills. You will acquire and build on practical skills in the proficient use of the Adobe Creative Suite to support the creative, practical and visual components of your programme.

In addition study trips are core and optional depending on the module and focus on teaching and learning the different cultural approaches to fashion and retail, exploring relevant events, trade shows, stores, brands and exhibitions to contextualize the taught theory on the programme.

Assessment

Combinations of formative and summative assessments are present throughout the programme. Formative assessment methods such as oral and visual presentations will provide you with on-going feedback on the progress of your understanding of key concepts and ideas, as well as develop your critical awareness and knowledge. These formative assessment situations will give you the opportunity to learn from your tutors and peers and enable you to reflect upon your own learning.

Summative assessments will address specific evidence of your work such as through written illustrated reports, presentations, essays, reflection and digital creative work. Assessment methods designed to assess your thinking and research skills take a variety of forms. These include written illustrated business reports, essays, learning journals, oral and written presentations, as well as digital and creative portfolios for some modules. The ability to effectively communicate your ideas through written, oral and visual formats utilising a range of appropriate media is considered. Your transferable skills will be assessed in conjunction with subject-specific skills and are intended to complement your overall learning. Summative and formative assessment of presentations and group sessions will provide feedback on a range of communication skills. The methods that will be used to assess your practical skills will include illustrated reports, digital portfolios, presentation boards, presentations and marketing reports. In the final year the Final Marketing Project requires you to produce a consolidated body of work that communicates the scope and ambition of your fashion marketing project to represent the culmination of your studies. Assessments are designed to enable you to evidence how you meet the learning outcomes for each module and the programme. You will have the opportunity to sit an optional IDM examination following successful completion of the Digital Marketing module in your third and final year.

Educational aims of the programme

This programme aims to build your knowledge and understanding of marketing and management aligned to the fashion industry. It aims to provide you with both the practical skills and intellectual framework appropriate to this area of study. The core modules provide the opportunity to explore and advance knowledge relevant to specialist contexts and theories in fashion marketing. The optional core modules enable you to select and extend your learning directed towards your career orientation. All modules focus on allowing you to develop specialist knowledge and understanding applicable to future employment in the creative industries.

The aims of the programme are to:

- Enable you to develop and promote creativity through enquiring, analytical and imaginative methods
- Enable you to develop digital and technological literacies and specialist technical skills
- Develop and apply research skills, critical thinking and independent judgment
- Develop innovation through practical intelligence and experimentation
- Enable you to locate your work within theoretical and cultural context
- Provide you with advanced communication skills, in a range of formats
- Equip you with professional skills to facilitate employment and further study
- Promote collaboration, ethical and social engagement

Programme learning outcomes

A. Knowledge and understanding

Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

- A1. Specialist and strategic issues across fashion marketing and management;
- A2. Fashion organisations and the external environment in which they operate;
- A3. Critical and theoretical frameworks influencing the fashion market;
- A4. The development, management and exploitation of digital and technological strategies for fashion marketing and management;
- A5. How to apply skills and methodologies of fashion marketing to complex situations and practices;
- A6. How to identify and apply the skills you will need to practice professionally in the fashion industry or take further study of the subject;
- A7. Innovative approaches relevant to fashion markets, consumers and commercial environments.

B. Subject specific intellectual and research skills

Having successfully completed this programme you will be able to:

- B1. Articulate and apply creative ideas and proposals to current research in fashion marketing;
- B2. Formulate and effectively analyse ideas, concepts and proposals appropriate to fashion marketing and management contexts;
- B3. Demonstrate problem solving skills and decision making in relation to set or self-initiated fashion marketing and management projects or briefs;

- B4.** Systematically and comprehensively source, analyse and interpret fashion marketing and management Intelligence;
- B5.** Critically evaluate your work to recognize your ambition within a professional marketplace;
- B6.** Synthesize concepts in the development of innovative ideas;
- B7.** Critically evaluate your research to make informed judgments and proposals in the fashion industry.

C. Transferable and generic skills

Having successfully completed this programme you will be able to

- C1.** Effectively communicate across visual, oral and/or written formats using an appropriate range of media;
- C2.** Present your work professionally with consideration of the target audience;
- C3.** Study independently, set goals and manage your workload;
- C4.** Demonstrate and utilize appropriate academic referencing;
- C5.** Demonstrate effective use of academic and learning resources;
- C6.** Employ digital skills and resources effectively to support your learning.

D. Subject specific practical skills

Having successfully completed this programme you will be able to:

- D1.** Demonstrate practical skills in fashion styling and creative direction;
- D2.** Develop innovative strategic and creative fashion propositions through photography and moving image;
- D3.** Develop and produce creative digital fashion content.

Graduate attributes

Graduate Attributes are the personal qualities; skills and understanding you can develop during your studies. They include but extend beyond your knowledge of an academic discipline and its technical proficiencies. Graduate Attributes are important because they equip you for the challenge of contributing to your chosen profession and may enable you to take a leading role in shaping the society in which you live.

We offer you the opportunity to develop these attributes through your successful engagement with the learning and teaching of your programme and your active participation in University life. The skills, knowledge and personal qualities that underpin the Graduate Attributes are supported by your discipline. As such, each attribute is enriched, made distinct and expressed through the variety of learning experiences you will experience. Your development of Graduate Attributes presumes basic competencies on entry to the University.

Programme structure

Introduction

The Fashion Marketing with Management programme is structured over three-years full-time with an optional Year in Employment or Year Abroad at one of our exchange institutions between your second and third year. The programme consists of core and optional core modules. You are able to choose from a list of optional core modules in the first semester of your second year to introduce broader themes of study that expand your knowledge of the creative arts, studying and learning alongside other students at the school including fashion designers, fine artists, graphic designers and games designers. These learning interfaces allow students valuable networking and collaboration opportunities, and the chance to broaden their understanding and perspectives on subjects across art and design.

Typical course content

Part One

'Introduction to Research' in your first semester introduces you to effective learning and studentship at undergraduate level. It will orientate you to the practices and knowledge base needed to understand your programme and will introduce you to how to reflect on the work of others, the process of evaluation and the contextualization of your ideas. Alongside Introduction to Research in the first semester, 'Fashion Business' provides you with knowledge of underlying concepts and principles of the fashion market, offering an introduction to the key areas of organisations, markets, consumers, marketing, products, and pricing in relation to the fashion industry. You will gain knowledge about the marketing process, segmentation, the internal and external marketing environment, and the marketing mix. You will gain an understanding of the language and terminology of marketing and management, and the module provides you with a foundation for future learning. The final module in your first semester, 'Fashion Contexts', delivers a broad understanding and appreciation of fashion; it will develop your knowledge and understanding of fashion in contemporary and historical contexts. By studying a range of critical fashion eras and events, contemporary fashion influencers and media that have impacted the

current fashion landscape, this module will provide you with knowledge to underpin your wider programme of study and supports students who have joined from a diverse range of backgrounds.

The second semester of your first year includes modules on 'Consumer Intelligence' and 'Styling & Creative Practice'. Styling & Creative Practice introduces and explores contemporary fashion styling and photography, visual communication and creative practice within the fashion industry. Utilising research methodologies introduced in 'Fashion Research' you will begin to develop your own fashion imagery through research, evaluation and creative experimentation for the marketing of brands. This module is designed to provide you with a practical introduction to the fundamental tools, software and resources that may be applied to the creation, manipulation and presentation of fashion media and imagery through the Adobe Creative Suite. You will be introduced to styling practice, the role of stylist / photographer in the fashion studios and digital post-production. 'Consumer Intelligence' will develop understanding of consumer behavior and the trends in consumer lifestyles and sub-culture that are at the core of creative marketing and management strategy.

Part Two

Part Two builds on the first year of study and enables integration and consolidation of learning to take place. In Part Two you will deepen your knowledge and critical understanding of established principles in fashion marketing management and test and apply them more widely to a range of situations and employment contexts in conjunction with your extended communication and presentation skills. Your chosen optional core module will support and enhance career-orientation as you progress towards and an increasing level of independence.

In the first semester of your second year 'Trend Forecasting' introduces you to the essentials and theories of trend forecasting within the context of the fashion industry with the emphasis on product trends. You will examine the role of the futurologist whose task it is to pinpoint the zeitgeist, the direction society is moving. 'Product Management' builds on the Trend Forecasting module to enable you to examine the fashion retail environment in more detail from the perspective of a buyer and a merchandiser in relation to a fashion brand. You will develop knowledge and understanding of buying and merchandising skills through a teaching scheme of work including product and brand management; range planning, pricing, retail strategy, sales forecasting, sourcing and manufacturing strategy.

As part of your studies in Part Two, Semester 1, you will be able to select one of six optional core modules, each designed to provide you with an opportunity to broaden your studies and engage with peers from other art and design subjects in an interdisciplinary environment.

The module choices will provide you with the creative freedom to explore areas outside of your main specialism.

Business Skills for the Creative Industries will introduce you to a range of creative techniques and design thinking skills to help you develop a business idea within the creative industries. As part of this module you will have the opportunity to gain knowledge of business start-up ideas and develop the skills required to produce and present an effective business plan.

Creative Writing will introduce you to a range of diverse non-academic writing styles, from journalism to more 'creative' forms such as prose fiction, memoir, poetry and scriptwriting, developing skills in handling writing voice and in understanding the process of effective communications both in the creative industries and the wider public arena.

Creative Futures focuses on the capacity of creative practices to influence new scenarios and creative futures. You will have the opportunity to understand creative practices as part of an ethical and participatory framework. The module will explore democratic forms of innovation through citizen participation, including collaborative and environmental practices, activism, social innovation and economic sustainability.

Image & Branding will promote your understanding of key concepts around brand signature and visual aspects of branding. The module provides you with an opportunity to analyse case studies to build your knowledge in relation to brand signature design and explore debates and trends impacting brand aesthetics.

Visual Culture will introduce some of the core theoretical issues that underpin the production of visual culture, questioning the role of images in the construction of identity and the ways in which we understand the world around us. The module engages you in various themes around visual production and sub-cultures, using the premise that- as future artists, designers or workers in the creative industries- you will be future producers of visual culture or even visual counter-cultures.

Sight & Sound will introduce you to the language of cinema. Using key texts and self-generated or found visual samples as a basis for learning, Sight and Sound will explore film genres for you to understand the usefulness of cinematic studies as a way of strengthening your academic and practice based portfolio.

The optional core module choice will allow you to take increasing responsibility for the direction of your studies in preparation for your final year.

The second semester explores the future retail environment through the module 'Retail Futures' and considers the

future role of fashion retailing and its place in the effective distribution of fashion product to the consumer. Changing consumption trends, retail evolution, impact of technology, retail distribution, international retail strategies and retail spaces and experience. Creative Strategy, also taught in the second semester, enables you to develop an understanding of the fusion of strategy and creativity in fashion. It explores the increasing demand for co-operation of integrated communications within the context of an ever-changing media landscape including the shift of power and how this has moved from the media to the consumer, as well as the priority to set a narrative across the promotion and communication landscapes of fashion brands by way of storytelling through moving image to develop successful campaigns and branding.

Part Three

Part Three modules bring together your development and progress in the preceding parts to a more professional level and enable exploration of the subject. By the time you have reached Part Three you will be expected to work independently and produce work to a professional standard. You will be able to demonstrate a personal and innovative response to fashion marketing through sustained independent research, critical and creative development and the application of a high level of subject specific and transferable skills. You will have sufficient knowledge and understanding of current fashion marketing and management practices to enable you to express your creativity in consideration of pervasive fashion issues.

The 'Critical Issues' module in the first semester of your final year explores the strategic issues of fashion businesses today and in the future for example innovation, sustainability, leadership and culture, globalisation, innovation and marketing ethics. Students will develop understanding of the factors, which determine a business's success or failure, and factors outside of a brand or businesses control, with view to building skills in the application of theory to practical outcomes, and recommendations via an individual presentation. It is anticipated that this module will build and develop ideas for your final project. The Digital Marketing module, also in semester one, covers the curriculum needed to take the optional Professional Certificate in Digital Marketing exam from the Institute of Digital Marketing (IDM). A successful pass of the IDM exam will provide you with professional accreditation in Digital Marketing for your CV. This content is designed to equip you with the most up to date digital marketing knowledge and skills in preparation for industry and of competitive advantage in the market place.

The final semester allows for an independent research led approach with students writing their own briefs and developing a critical body of work aligned to their career ambitions in the final project. Professional planning as a stand-alone module in semester two supports the student's final weeks before entering the workplace. Group work and transferable skills such as time and project management, visual and verbal presentation for industry are central to teaching on the programme throughout the curriculum.

The Final Fashion Marketing Project allows you to confirm in-depth subject focus in fashion marketing to a defined audience and aligned to employability. You will have acquired a comprehensive understanding of the contemporary fashion marketplace sufficient to enable you to recognise and exploit fashion marketing career opportunities, take up professional practice or progress to postgraduate study.

Summary structure of the programme

Modules in this programme are either 7.5 ECTS (15 CATS), 15 ECTS (30 CATS), or 22.5 ECTS (45 CATS). The programme is worth 180 ECTS (360 CATS) with each level of study worth 60 ECTS (120 CATS).

See Appendix 3

Assessment Mapping

See Appendix 2

Additional costs

See Appendix 4.

Progression requirements

The programme follows the University's regulations for [Progression, Determination and Classification of Results: Undergraduate and Integrated Masters Programmes](#) as set out in the University Calendar.

Intermediate exit points

You will be eligible for an interim exit award if you complete part of the programme but not all of it, as follows:

Qualification	Minimum overall credit in ECTS/CATS	Minimum ECTS/CATS required at level of award
Certificate of Higher Education	at least 60/120	45/90
Diploma of Higher Education	at least 120/240	45/90

Support for Student Learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- Library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- High speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- Computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- Standard ICT tools such as Email, secure filestore and calendars.
- Access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career Destinations, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.
- Study Skills Hub

The Students' Union provides

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:

- Programme documents accessed via the SUSSED School site.
- Inductions
- Blackboard (e-learning)
- Study skills hub
- Studios, workshops and digital suites
- Technical demonstrations
- Specialist workshop activity support
- Module and Project briefings

- WSA Library - supporting studies through specialist collections, research method inductions and other supporting facilities to include:
 - Library induction tours
 - Books and Exhibition Catalogues
 - Journals & Magazines
 - Slide Collection
 - Video and DVD Collection
 - Special Collections
 - Newspaper Cuttings
 - Reserve Collection
 - Artists' Book Collection
 - Fine Art Study Collection. The material is rare and unique so is for reference only.
- The Winchester Gallery exhibits local, national and international visual art and design exhibitions
- Computing and Digital facilities at WSA including dedicated Mac Suites with Apple Mac Computers with a range of Digital Software, large scale specialist printers, laser cutter, and 3D printer. Lynda.com is an online digital support platform that students can access via their UoS email username and password.
- Digital facilities are also available on the Highfield campus
- Personal Academic Tutors
- Study Exchanges
- Students who take part in the Study Exchange in Semester 2 Part 2 will be supported by the Study Exchange Co-ordinator, who briefs all students participating and maintains contact with them. All students also receive a Study Exchange Handbook.

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation surveys for each module of the programme
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committees, Faculty Programmes Committee or providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group.
- The National Student Survey (NSS)

The ways in which the quality of your programme is checked, both inside and outside the University, are:

- Regular module and programme reports which are monitored by the Faculty
- Programme validation, normally every five years.
- External examiners, who produce an annual report
- A national Research Excellence Framework (our research activity contributes directly to the quality of your learning experience)
- Higher Education Review by the Quality Assurance Agency for Higher Education

Career opportunities

Fashion Marketing with Management graduates have a very strong track record of employability due to their unique blend of theoretical, practical and commercial knowledge. Graduates have secured a range of relevant opportunities across various functions of the industry, including buying, merchandising, PR, styling, digital marketing, branding, trend research and analysis and retail management. Several of our graduates have secured places on some of the most competitive graduate training schemes in the industry such as John Lewis, Next and HOF, Tom Ford, PR, Topshop, LK Bennett. Our annual London event allows high-profile brands to directly source our top talent, providing a great platform for our students and helping businesses find the best calibre and talent for their brands.

External Examiner(s) for the programme

Name: Ruth Marciniak **Institution:** Glasgow Caledonian University

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their personal tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook (or other appropriate guide) or online at <http://www.southampton.ac.uk/wsa/index.page>

As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's Programme [Validation Process](#) which is described in the University's Quality handbook.

Revision History

1.

Appendix 1

8237 BA (Hons) Fashion Marketing with Management Learning outcomes mapping document

Module Code	Module Title	Knowledge and Understanding							Subject Specific Intellectual Skills							Transferable/Key Skills						Subject specific practical skills		
		A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4	C5	C6	D1	D2	D3
ARTD1105	Introduction to Research			X		x				X		X						X	X	X				
ARTD1108	Fashion Styling & Creative Practice	X				X			X	x		x				x						x	X	x
ARTD1107	Introduction to Business		X	X						X		X			X		X		X					
ARTD1106	Fashion Contexts		X	X						X		X			X	X			X					
ARTD1109	Consumer Intelligence	X	X							X					X	X				X	X			
ARTD2107	Trend Forecasting	X	X	X								X		X		X		X			X			
ARTD2106	Product Management	X	X			X		X			X			X		X	X	X					X	X
ARTD2108	Retail Futures	X	X	X	X			X			X	X			X	X		X						X
ARTD2109	Creative Strategy	X	X						X	X		X		X	X	X		X			X	X	X	X
ARTD3XXX	Digital Marketing	X			X	X	X	X		X	X	X		X				X				X		X
ARTD3XXX	Professional Planning		X			X	X						X			X	X							X
ARTD3XXX	Critical Issues	X	X	X		X			X	X			X	X		X		X						X
ARTD3XXX	Final Project for Fashion Marketing with Management	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X		x		X

Appendix 2

8237 BA (Hons) Fashion Marketing with Management - Assessment Mapping

Module Code	Module Title	Semester	ECTS/ CATS	Assessment 1	Assessment 2
ARTD1105	Introduction to Research	S1	7.5/15	Illustrated report (2500 words)-100%	N/A
ARTD1108	Fashion Styling & Creative Practice	S2	15/30	Individual presentation (15 minute)-20%	Annotated Contextual Portfolio PDF including 5 images (up to 1500 words) - 80%
ARTD1107	Introduction to Business	S1	15/30	Illustrated report (2500 words)-100%	N/A
ARTD1106	Fashion Contexts	S1	7.5/15	Illustrated Essay (1500 words)-100%	N/A
ARTD1109	Consumer Intelligence	S2	15/30	Illustrated essay (2500 words)-100%	N/A
ARTD2107	Trend Forecasting	S1	7.5/15	Annotated Visual Digital Trend Package (equivalent to 2500 words)-100%	N/A
ARTD2106	Product Management	S1	15/30	Individual Concept Presentation (10 minutes) - 30%	Illustrated report (2000 words)-70%
ARTD2108	Retail Futures	S2	15/30	Retail Concept visualization (digital PDF) -30%	Report (3000 words)-70%
ARTD2109	Creative Strategy	S2	15/30	A moving image promo piece (30 seconds)-40%	Creative campaign including written content for fashion (1000 words) & 4 self-produced and styled images - 60%
ARTD3xxx	Digital Marketing	S1	22.5/45	Digital Illustrated Campaign Plan (5000 words)-100%	N/A
ARTD3xxx	Professional Planning	S2	7.5/15	Self-Promotion Video (1 minute)-60%	Personal Career Plan including CV (1500 words) -40%
ARTD3xxx	Critical Issues	S1	7.5/15	Individual Pre-recorded Presentation of identified strategic issues(20 minutes)- 100%	N/A
ARTD3XXX	Final Project for Fashion Marketing with Management	S2	22.5/45	Illustrated Written Research Report (5000 words)-70%	Practical /Creative Outcome e.g. magazine, brand book, website mock-up, look book, trend manual, [concept boards x 6] or short film - 30%

Appendix 3

8237 BA (Hons) Fashion Marketing with Management programme structure

Part One

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD1105 Introduction to Research	Core	7.5	15	ARTD1108 Fashion Styling & Creative Practice	Core	15	30
ARTD1106 Fashion Contexts	Core	7.5	15	ARTD1109 Consumer Intelligence	Core	15	30
ARTD1107 Introduction to Business	Core	15	30				

Part Two

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD2106 Product Management	Core	15	30	ARTD2108 Retail Futures	Core	15	30
ARTD2107 Trend Forecasting	Core	7.5	15	ARTD2109 Creative Strategy	Core	15	30
You must select and pass one from: Optional core Modules ARTD2117 Business Skills for the Creative Industries ARTD2125 Creative Writing ARTD2118 Creative Futures ARTD2119 Image and Branding ARTD2126 Sight and Sound ARTD2120 Visual Culture							
	Optional Core	7.5	15				

Part Three

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD3XXX Critical Issues	Core	7.5	15	ARTD3XXX Final Project for Fashion Marketing with Management	Core	22.5	45
ARTD3XXX Digital Marketing	Core	22.5	45	ARTD3XXX Professional Planning	Core	7.5	15

Appendix 4

8237 BA (Hons) Fashion Marketing with Management-additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays / reports, assignments, digital creative work and final major project work as are required to fulfill the academic requirements for each programme of study. In addition to this, students registered for this programme typically also have to pay for the items listed in the table below.

In some cases you'll be able to choose modules (which may have different costs associated with that module), which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at www.calendar.soton.ac.uk.

Main Item	Sub-section	PROGRAMME SPECIFIC COSTS
Approved Calculators		Candidates may use calculators in the examination room only as specified by the University and as permitted by the rubric of individual examination papers. The University approved models are Casio FX-570 and Casio FX-85GT Plus. These may be purchased from any source and no longer need to carry the University logo.
Stationery		You will be expected to provide your own day-to-day stationary items, e.g. pens, pencils, notebooks, etc.). Any specialist stationery items will be specified under the Additional Costs tab of the relevant module profile.
Textbooks		Where a module specifies core texts these should generally be available on the reserve list in the library. However due to demand, students may prefer to buy their own copies. These can be purchased from any source. Some modules suggest reading texts as optional background reading. The library may hold copies of such texts, or alternatively you may wish to purchase your own copies. Although not essential reading, you may benefit from the additional reading materials for the module.
Equipment and Materials Equipment	Art Equipment & Materials: Drawing paper; painting materials; sketchbooks	If a student wishes to use sketchbooks as a means of charting the progression of creative ideas/inspiration, students will be required to purchase their own from any source.
	Styling Equipment	Students will be provided with photographic studios and core equipment to produce images in studio, however students will need to source (buy or borrow) such materials as clothing, make up, accessories for fashion shoots across modules.
	Photography:	Students will be provided with access to the Media stores to borrow cameras / video cameras and associated items for the purpose of photographic work. Alternatively students may wish to buy / use their own.
IT	Memory Sticks or External Hard Drives	Students will need to buy their own for storage of work
	Software Licenses	The programme provides licenses for software situated on the schools premises. Software for any individually owned computing device is the responsibility of the Student.
	Laptop	A MAC laptop is the recommended choice if purchasing for individual use due to its suitability for the creative industries.
Printing and Photocopying Costs		In some cases, written coursework such as essays; projects; dissertations are submitted online and by hard copy. The costs of printing a hard copy for submission of such Coursework will be the responsibility of the student. Final major project costs may likely be higher than other modules, and these costs are the responsibility of the student. The cost of photocopying will also be the responsibility of the student. https://www.southampton.ac.uk/isolutions/students/printing
Optional Trips	Accommodation:	Accommodation costs when abroad on any field / study trip will be paid for by the student
	Travel costs	Travel costs are the responsibility of the student unless otherwise stated. International Study trips may range between £350-£1200 depending on the selected destination. UK based trips cost approx. £25-40 subject to destination
Industry Placements & Study Exchanges	Accommodation, Insurance, Travel costs etc.	These cost are dependent upon the destination and other variables.
Optional Visits		Some modules may include optional visits. You will normally be expected to cover the cost of travel and admission, unless otherwise specified.
Travel and Parking Costs		The Union Southampton provides a free shuttle bus service, which runs every hour between the Winchester Campus and the Highfield Campus. Students are responsible for all other daily travel expenses including parking

IDM Accreditation	Exam for IDM Certificate in Digital Marketing	Optional exam £100 + VAT cost to the student - examination held in May June of the Final Year
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