

BA Fashion Marketing

Programme Specification

1. Programme title	BA Fashion Marketing BA Fashion Marketing with Foundation Year
2. Awarding institution	Middlesex University
3a Teaching institution	Middlesex University
3b Language of study	English
4a Valid intake dates	September
4b Mode of study	FT/PT for each intake
4c Delivery method	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
5. Professional/Statutory/Regulatory body	N/A
6. Apprenticeship standard	N/A
7. Final qualification(s) available	BA (Hons) Fashion Marketing BA (Hons) Fashion Marketing with Foundation Year
8. Academic year effective from	2024/25

9. Criteria for admission to the programme

We accept applications from students with a wide range of qualifications, including combinations of qualifications. The requirements for our most common entry qualifications can be found below:

112 UCAS Tariff Points including GCSE Grade C/4 in English

Our [general entry requirements](#) page outlines how we make offers where we have given a range (e.g. BBB – BBC in A levels), and how you will be made an offer if you are studying a combination of qualifications (e.g. BTEC and A level). In both cases, we will base this on information you've provided on your application.

Applications from mature candidates without formal qualifications are welcomed, provided they can demonstrate appropriate levels of relevant ability and experience.

If you are unable to meet the entry requirements for this course you may still be eligible for our Foundation year course. This is an extra year of study to prepare you for the full degree. For more information see our [Business Foundation page](#).

Eligibility

UK/EU and international students are eligible to apply for this course.

Academic credit for previous study or experience

Recognition of prior learning is accepted. If you have achieved a qualification such as a foundation degree or HND, or have gained credit at another university, you may be able to enter a Middlesex University course in year two or three. For further information please visit our [Transfer students page](#).

If you have relevant qualifications or work experience, academic credit may be awarded towards your Middlesex University programme of study. For further information please visit our [Accreditation of Prior Learning page](#).

Interviews, entrance tests, portfolios and auditions

Entry onto this course does not require an interview, portfolio or audition.

Foundation Year

We anticipate that Middlesex students from both the Foundation Year in Business and the Foundation Year in Art & Design may be interested in pursuing this BA programme. We welcome candidates who have successfully completed any relevant Foundation Year to apply to join the BA Fashion Marketing programme.

10. Aims of the programme

The programme aims to:

- Equip students with the commercial, creative, and critical knowledge bases and skills to become powerful intermediaries to shape the future fashion industry or apply their interdisciplinary marketing perspectives to other lifestyle and cultural industries.
- Provide learners with the opportunities to design and develop brand narratives and communication strategies through applied digital literacy skills.
- Foster collaborative professional practices through close engagement with industry

- Develop robust research and analytical skills which enable students to interrogate past and current fashion marketing practice to build creative speculative futures for the discipline.
- Empower students to use fashion marketing as a tool for enabling inclusive socio-economic development and enriching lives through culture.
- Development of student potential in terms of future proofed adaptability and resilience
- Promote responsible consumption in Fashion through interdisciplinary, collaborative marketing practice, in line with UN SDG12 Target 12.8 [By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature]

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. The role of marketing in driving consumption through integrated digital communication strategies which are designed to engage, persuade and influence target audiences.
2. Fashion, as a de-centred, global system which co-exists in multiple histories, narratives and economies from multiple cultural perspectives.
3. The historical evolution of commercial and creative features of the fashion business.
4. Contemporary theoretical and practical approaches to integrated marketing communication techniques as applied to fashion and related industries.
5. Strategic and speculative methods and marketing techniques for planning the future of the fashion industry.
6. Critical debates around ethics, sustainability, responsibility and how these relate to fashion and consumption.
7. How fashion and marketing construct meaning through products, services, creative platforms and brands.

Teaching/learning methods

Students gain knowledge and understanding through attendance, participation and engagement with interactive sessions, independent study, group debate and discussion. They also gain knowledge by attending industry practitioners talks and experts in the fields of marketing management. Such presentations will build on topics discussed in class and will improve understanding required for summative assessment.

Assessment methods

Students' knowledge and understanding is assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments, such as pitch decks responding to client briefs. Assessment is designed to develop and evaluate comprehensive knowledge of relevant theories, frameworks, and models.

B. Skills

On completion of this programme the successful student will be able to:

1. Identify appropriate sources, tools and methods to carry out independent research in fashion, culture and marketing with commercial and creative integrity.

2. Critically evaluate data, sources, arguments, assumptions, and abstract concepts to make sound judgements and propose creative and commercial solutions.
3. Implement creative, innovative fashion marketing techniques to engage consumer attention.
4. Evaluate the effectiveness of a project based on self, peer and client feedback mechanisms.
5. Frame appropriate questions to identify a range of responsible, collaborative marketing solutions to make fashion and related industries more responsible.
6. Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
7. Identify personal areas of strength and practitioner goals to strategise professional development.
8. Work effectively independently and as a team to achieve agreed objectives within a specific deadline.

Teaching/learning methods

Students learn skills through participation and engagement with, seminars, workshops, and individual and group activities by producing theoretical and practical work in response to assignment requirements.

Assessment methods

Students' skills are assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments, such as reports and presentations to clients. Assessment is designed to develop student skills in critical thinking and application. An integral feature of the programme is its emphasis on experiential learning and practically applied assessments, designed to improve student understanding of the 'real world' and develop transferrable and industry focused skills.

12. Programme structure (levels, modules, credits and progression requirements)

12.1 Structure of the programme

BUSINESS AND LAW FOUNDATION YEAR PROGRAMME STRUCTURE

BUSINESS AND LAW FOUNDATION YEAR PROGRAMME STRUCTURE

Term1

MGT0007 Foundations of Business, Law and Society (30 credits) (weeks 1 –12)

MBS0006 Academic Skills, Research & Technology (30 credits) (weeks 1-12)

Term 2

MSO0243 Data & Mathematical Literacy (30 credits) (weeks 13-24)

MGT0345 Business Foundation Project (30 credits) (weeks 13-24)

BA FASHION MARKETING PROGRAMME STRUCTURE (FULL-TIME)

Year 1 – Term 1:

MKT1120, MARKETING THEORY AND PRACTICE (30 credits) (Weeks 1-12)

FSH1907, BUSINESS ETHICS & FASHION MARKETING (30 credits) (Weeks 1-12)

Year 1 – Term 2:

MKT1901, CREATIVE COMMUNICATION & BRANDING (30 credits) (Weeks 13-24)

FSH1904, FASHION HISTORY & SOCIAL IDENTITY (30 credits) (Weeks 13-24)

Year 1 – Exit Award:

Cert HE Fashion Marketing /Cert HE Fashion Marketing with Foundation Year

Year 2 – Term 1:

FSH2904, FASHION CULTURES & SOCIAL RESPONSIBILITY (30 credits) (Weeks 1-12)

MKT2906, CONSUMER BEHAVIOUR & SOCIALLY RESPONSIBLE CONSUMPTION (30 credits) (Weeks 1-12)

Year 2 – Term 2:

FSH2901, FASHION INTERNSHIP (30 credits) (Weeks 13-20)

FSH2905, INDUSTRY & AUDIENCE (30 credits) (Weeks 18-24)

Year 2 – Exit Award:

DipHE Fashion Marketing/DipHE Fashion Marketing with Arts & Creative Industries Foundation Year

Optional Year:

FSH3901, INDUSTRY PLACEMENT (120 credits)

Optional Year – Exit Award:

Dip HE Fashion Marketing Plus Advanced Diploma in Professional Practice Dip HE Fashion Marketing with Arts & Creative Industries Foundation year plus Advanced Diploma in Professional Practice

Year 3 – Term 1:

FSH3904, VISUAL CULTURES RESEARCH PROJECT (30 credits) (Weeks 1-12)

MKT3903, NEW VENTURE CREATION & EXPERIENTIAL MARKETING (30 credits) (Weeks 1-12)

Year 3 – Term 2:

MKT3902, MARKETING CONSULTANCY PROJECT (30 credits) (Weeks 13-24)

MKT3901, SUSTAINABLE FASHION MANAGEMENT THE FUTURE (30 credits) (Weeks 13-24)

Year 3 – Exit Award:

BA (Hons) Fashion Marketing

BA (Hons) Fashion Marketing with Arts & Creative Industries Foundation Year

BA FASHION MARKETING PROGRAMME PART-TIME**Year 1 – Term 1:**

MKT1120, MARKETING THEORY AND PRACTICE (30 credits) (Weeks 1-12)

Year 1 – Term 2:

FSH1904, FASHION HISTORY & SOCIAL IDENTITY (30 credits) (Weeks 13-24)

Year 2 – Term 1:

FSH1907, BUSSINESS, ETHICS & FASHION MARKETING (30 credits) (Weeks 1-12)

Year 2 – Term 2:

MK1901, CREATIVE COMMUNICATION & BRANDING (Weeks 13-24) (30 credits)

Year 2 – Exit Award:

Cert HE Fashion Marketing

Cert HE Fashion Marketing with Business & Law Foundation Year

Year 3 – Term 1:

FSH2904, FASHION CULTURES & SOCIAL RESPONSIBILITY (30 credits) (Weeks 1-12)

Year 3 – Term 2:

FSH2901, FASHION INTERNSHIP (30 credits) (Weeks 13-20)

Year 4 – Term 1:

MKT2906, CONSUMER BEHAVIOUR & SOCIALLY RESPONSIBLE CONSUMPTION (30 credits) (Weeks 1-12)

Year 4 – Term 2:

FSH2905, INDUSTRY & AUDIENCE (30 credits) (Weeks 18-24)

Year 4 – Exit Award:

DipHE Fashion Marketing

DipHE Fashion with Business & Law Foundation Year

Optional Year:

FSH3901, INDUSTRY PLACEMENT (120 credits)

Optional Year – Exit Award:

DipHE Fashion Marketing + Advanced Diploma in Professional Practice

DipHE Fashion Marketing with Business & Law Foundation Year + Advanced Diploma in Professional Practice

Year 5 – Term 1:

MKT3903, NEW VENTURE CREATION & EXPERIENTIAL MARKETING (30 credits) (Weeks 1-12)

Year 5 – Term 2:

MKT3902, MARKETING CONSULTANCY PROJECT (30 credits) (Weeks 13-24)

Year 6 – Term 1:

FSH3904, VISUAL CULTURES RESEARCH PROJECT (30 credits) (Weeks 1-12)

Year 6 – Term 2:

MKT3901, SUSTAINABLE FASHION MANAGEMENT THE FUTURE (30 credits) (Weeks 13-24)

Year 6 – Exit Award:

BA (Hons) Fashion Marketing

BA (Hons) Fashion Marketing with Business & Law Foundation Year

12.2 Levels and modules

Level 4

Compulsory

Students must take all of the following:

MKT1120 Marketing Theory and Practice

MKT1901 Creativity Branding & Digital Communication

FSH1907 Business, Ethics and Fashion Marketing

FSH1904 Fashion History and Social Identity

Optional

n/a

Progression Requirements (UG E2.2)

Students must pass at least 90 credits to progress to Level 5. *To achieve Honours, failed credit will need to be repeated.*

Level 5

Compulsory

Students must take all of the following:

MKT2906 Consumer Behaviour & Socially responsible Consumption

FSH2904 Fashion Cultures and Social Responsibility

FSH2901 Fashion Internship

FSH2905 Industry & Audience

Optional

n/a

Progression requirements

Students must have passed at least 210 credits to progress to Level 6. *To achieve Honours, failed credit will need to be repeated.*

Level 6

Compulsory

Students must take all of the following:

MKT3903 New Venture Creation & Experiential Marketing

FSH3904 Visual Cultures Research Project

MKT3902 Marketing Consultancy Project

MKT3901 Sustainable Fashion Management: The Future

Optional

Students may also choose the following module if they wish (for an additional 120 credits).

FSH3901 Industry Placement Year (pass/fail)

Progression requirements

In order to graduate with an honours degree i.e. with a BA (Hons) Fashion Marketing award, students must have achieved 360 credit points from core modules. To graduate with an ordinary degree, 300 credit points with a minimum of 60 credit points at Level 6. University regulations apply.

FSH3901 is an optional module (marked as pass/ fail), for which students will receive an *additional* advanced diploma certificate.

*Please refer to your programme page on the website re availability of option modules

12.3 Non-compensatable modules

Module level: Level 6

Module code: *FSH3904 Visual Cultures Research Project*

13. Information about assessment regulations

This programme will run in line with general University Regulations.

14. Placement opportunities, requirements and support (if applicable)

There is a 6-week (150 hours minimum) placement opportunity in FSH2901 Fashion Internship.
There is an optional year in industry (minimum 400 hours placement) in the optional module FSH3901 Industry Placement Year
The university employability services MDX Works support students in all necessary documentation and processes required to undertake internship and placement opportunities.

15. Future careers / progression

Many elements of the programme design are also focused on ensuring that students are equipped with important transferrable skills in working both collaboratively and individually, which will enable smooth transition from academic study to the working environment. Through assessments which are authentically designed, they will replicate the types of activities they could expect to undertake when progressing in their fashion marketing careers. Whether our graduates wish to work as marketing managers, brand and creative consultants, analysts, researchers or entrepreneurs, the programme will allow them to acquire both general and specialised knowledge required to start building their chosen careers. The choice of topic for the research project will provide students with an opportunity to further develop specialist skills and knowledge. Those students intending to further their education, the MSc in Branding and Marketing Communications will equip them with a range of skills required for Doctoral level study.

The University Employability Service offers postgraduate students support in planning their career. The Chartered Institute of Marketing, Institute of Direct Marketing, Institute of Practitioners in Advertising and many other professional bodies offer career support to members and highlight job opportunities for all graduates.

16. Particular support for learning

- Programme induction workshop for all students within the first induction week.
- All academics in both departments (Design and Marketing, Branding and Tourism), including programme leaders, provide office hours on a weekly basis which students can make use of without making an appointment.
- Availability of guidance from Graduate Academic Assistants.
- Guidance is available on academic writing and language, and study skills.
- Availability of guidance from library staff, including dedicated Marketing and Fashion subject Librarians.
- E-mail access to academics and support services.
- Comprehensive information in programme and module handbooks.
- Facilities and equipment available to assist students with disabilities.
- Access to careers information and an Employability Service (MDXWorks) staffed with careers advisers with extensive knowledge of career options in fashion, business and marketing.
- Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.

- MyLearning/Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.
- There are multiple opportunities for digital assessment within the programme and the accessibility needs of learners are considered carefully in assessment design.
- Students may undertake a research project at their workplace where relevant and possible.
- UniHelp: The University's central service through which students can access a range of support for any concerns that might arise throughout their study.
- Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.
- Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team – providing information and advice on funding matters and housing.
- International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.
- ACI and Business and Management Progression and Support Team – providing ongoing student support to ensure students' progress on their programme, can be accessed on ACIprogression@mdx.ac.uk and balprogression@mdx.ac.uk
- Academic advising, both group and individual support sessions to support students with all aspects of their study and professional development.

Monthly Fashion Directorate Networking Hubs – open to all ACI students.

17. HECos code(s) : 100054 (Fashion) 100075 (Marketing)

18. Relevant QAA subject benchmark(s)

[QAA Benchmark statement for Art & Design \(December 2019\)](#)

<https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-business-and-management>

19. Reference points

CIM Professional Marketing Competencies

<https://www.cim.co.uk/membership/professional-marketing-competencies/>

CMA Misleading environmental claims

<https://www.gov.uk/government/collections/misleading-environmental-claims>

UN SDG12

<https://sdgs.un.org/goals/goal12>

20. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

21. Curriculum map for BA Fashion Marketing

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding

A1 The role of marketing in driving consumption through integrated digital communication strategies which are designed to engage, persuade and influence target audiences.

A2 Fashion, as a de-centred, global system which co-exists in multiple histories, narratives and economies from multiple cultural perspectives.

A3 The historical evolution of commercial and creative features of the fashion business.

A4 Contemporary theoretical and practical approaches to integrated marketing communication techniques as applied to fashion and related industries.

A5 Strategic and speculative methods and marketing techniques for planning the future of the fashion industry.

A6 Critical debates around ethics, sustainability, responsibility and how these relate to fashion and consumption.

A7 How fashion and marketing construct meaning through products, services, creative platforms and brands.

Skills

B1 Identify appropriate sources, tools and methods to carry out independent research in fashion, culture and marketing with commercial and creative integrity.

B2 Critically evaluate data, sources, arguments, assumptions, and abstract concepts to make sound judgements and propose creative and commercial solutions.

B3 Implement creative, innovative fashion marketing techniques to engage consumer attention.

B4 Evaluate the effectiveness of a project based on self, peer and client feedback mechanisms.

B5 Frame appropriate questions to identify a range of responsible, collaborative marketing solutions to make fashion and related industries more responsible.

B6 Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

B7 Identify personal areas of strength and areas for development to undertake appropriate further training and professional development.

B8 Work effectively independently and as a team to achieve agreed objectives within a specific deadline.

Programme outcomes: A1 A2 A3 A4 A5 A6 A7 B1 B2 B3 B4 B5 B6 B7 B8

Highest level achieved by all graduates: 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6

Module title	Module code by level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
Foundations of Business, Law & Society	MGT0007		x				x	x					x		x	x
Academic Skills, Research & Technology	MBS0006	x			x		x		x				x	x		x
Data & Mathematical Literacy	MSO0243				x	x			x	x						x
Business Foundation Project	MGT0345	x	x	x			x				x	x	x			x

Marketing Theory and Practice	MKT1120	X			X				X	X						
Creative Communication & Branding	MKT1901				X	X	X		X		X			X		X
Business, Ethics and Fashion Marketing	FSH1907		X	X			X						X			
Fashion History and Social Identity	FSH1904		X	X										X	X	
Consumer Behaviour & Socially Responsible Consumption	MKT2906	x					x	x		x	x		x			
Industry & Audience	FSH2905	x	x		x	x		x	x	x	x	x		x	x	x
Fashion Cultures and Social Responsibility	FSH2904		X		X		X	X	X				X	X		
Fashion Internship	FSH2901				X	X		X			X	X	X	X	X	X

Industry Placement Year (optional)	FSH3901	X			X	X		X	X		X	X	X	X	X	X
New Venture Creation & Experiential Marketing	MKT3903				x	x		x	x		x		x	x		x
Sustainable Fashion Management the Future	MKT3901					x	x			x	x	x				
Visual Cultures Research Project	FSH3904		X	X			X	X		X			X	X	X	
Marketing Consultancy Project	MKT3902	X						X		X	X	X		X	X	X