



UNIVERSITY OF
PORTSMOUTH

COURSE SPECIFICATION

BA (Hons) Fashion Marketing

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COURSE SPECIFICATION

Course Title	<i>BA (Hons) Fashion Marketing</i>
Final Award	<i>BA (Hons)</i>
Exit Awards	<i>CertHE, DipHE</i>
Course Code / UCAS code (if applicable)	<i>U3304PYC</i>
Mode of study	<i>Full time</i>
Mode of delivery	<i>Campus</i>
Normal length of course	<i>3 years, 4 years with placement</i>
Cohort(s) to which this course specification applies	<i>September 2023 intake onwards</i>
Awarding Body	<i>University of Portsmouth</i>
Teaching Institution	<i>University of Portsmouth</i>
Faculty	<i>Creative and Cultural Industries</i>
School/Department/Subject Group	<i>Art Design and Performance</i>
School/Department/Subject Group webpage	<u><i>School of Art, Design and Performance</i></u>
Course webpage including entry criteria	<u><i>BA (Hons) Fashion Marketing</i></u>
Professional and/or Statutory Regulatory Body accreditations	<i>N/A</i>
<u>Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level</u>	<i>Level 6</i>

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the [Course and Module Catalogue](#) for further information on the course structure and modules.

Educational aims of the course

The BA (Hons) Fashion Marketing course aims to:

- Provide students with a challenging mix of theoretical and business-related studies designed for students who wish to pursue a career in the fashion industry.
- Provide a broad contextual, historical and global knowledge of fashion and related industries.
- Develop an awareness of trends and enable students to critically evaluate the environmental and social impact of the fashion industry on a global scale, and have a commitment to social and environmental improvement within an ethical framework.
- Develop the professional, critical, creative and technical skills of the students, enabling them to generate exciting, forward-thinking and innovative ideas effectively through written, verbal and visual means appropriate to the fashion market.
- Provide students with the opportunity to study a flexible coherent programme, including level 5 option modules.
- Equip graduates with the necessary transferable skills for lifelong learning and flexibility in the context of changing labour markets.
- Provide students with the knowledge and skills required to maximise career and / or postgraduate study opportunities.
- Enable students to develop high levels of critical, evaluative and strategic thinking.
- Enable students to view change and enterprise as constants in business and society and as an integral part of fashion marketing learning.
- Encourage students to recognise the importance of the industry-education relationship and engage confidently with the broader fashion and lifestyle environment.

Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The [Quality Assurance Agency for Higher Education \(QAA\)](#) sets out a national framework of qualification levels, and the associated standards of achievement are found in their [Framework for Higher Education Qualifications](#) document.

The Course Learning Outcomes for this course are outlined in the tables below.

A. Knowledge and understanding of:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A1	Demonstrate an understanding of the historical, social, cultural and economic and global context for fashion, including legal, ethical and regulatory frameworks that affect production, distribution, circulation and consumption.	Learning is achieved by lectures supplemented by seminars, practical sessions and workshops. Lectures together with online material provide theoretical/conceptual foundations.	Assessment is via a mix of coursework and examination. Coursework includes individual and group work, presentations, case studies, live client work and assignments

		Seminars, practical sessions and workshops build on and develop further knowledge and understanding.	
A2	Appraise current macro trends, global, social and ethical influences to inform how this has impacted upon your decision-making processes.	Learning is achieved by lectures supplemented by seminars, practical sessions and workshops. Lectures together with online material provide theoretical/conceptual foundations. Seminars, practical sessions and workshops build on and develop further knowledge and understanding.	Assessment is via a mix of coursework and examination. Coursework includes individual and group work, presentations, case studies, live client work and assignments
A3	Critique and apply the requirements of marketing and business practices related to specific markets of the global fashion industries.	Learning is achieved by lectures supplemented by seminars, practical sessions and workshops. Lectures together with online material provide theoretical/conceptual foundations. Seminars, practical sessions and workshops build on and develop further knowledge and understanding.	Assessment is via a mix of coursework and examination. Coursework includes individual and group work, presentations, case studies, live client work and assignments

B. Cognitive (Intellectual or Thinking) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	Identify and make appropriate use of market data to inform a critical piece of work.	Cognitive skills are developed through lectures supported by seminars and independent learning.	Assessment of cognitive skills occurs in the range of assessment methods employed, such as examination, and/or continuous assessment, individual course

			work and/or group work. The Placement is also assessed via employer reports and a self-completed learning log discussed with a Placements Tutor.
B2	Generate ideas independently and/or collaboratively in response to set briefs and /or self-initiated activity.	Cognitive skills are developed through lectures supported by seminars and independent learning.	Assessment of cognitive skills occurs in the range of assessment methods employed, such as examination, and/or continuous assessment, individual course work and/or group work. The Placement is also assessed via employer reports and a self-completed learning log discussed with a Placements Tutor.
B3	Critically apply theoretical models to the solution of fashion industry related problems.	Cognitive skills are developed through lectures supported by seminars and independent learning.	Assessment of cognitive skills occurs in the range of assessment methods employed, such as examination, and/or continuous assessment, individual course work and/or group work. The Placement is also assessed via employer reports and a self-completed learning log discussed with a Placements Tutor.
B4	Interpret and synthesise visual and textual information for written or visual practice.	Cognitive skills are developed through lectures supported by seminars and independent learning.	Assessment of cognitive skills occurs in the range of assessment methods employed, such as examination, and/or continuous assessment, individual course work and/or group work. The Placement is also assessed via

			employer reports and a self-completed learning log discussed with a Placements Tutor.
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C. Practical (Professional or Subject) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Analyse a realistic problem and develop creative solutions.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for application of knowledge and the development of key practical skills.	Practical skills form part of self-managed learning and are key to performance in a range of assessments including live client work, case studies, role plays and presentations.
C2	Apply resourcefulness and entrepreneurial skills to support your own practice and the practice of others.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for application of knowledge and the development of key practical skills.	Practical skills form part of self-managed learning and are key to performance in a range of assessments including live client work, case studies, role plays and presentations.
C3	Create and communicate a suitable message, selecting and making appropriate use of media and techniques, to a defined audience.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for application of knowledge and the development of key practical skills.	Practical skills form part of self-managed learning and are key to performance in a range of assessments including live client work, case studies, role plays and presentations.

D. Transferrable (Graduate and Employability) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	Show the development of team working skills and interact efficiently with peers, staff and external agencies.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, learning logs, presentations

			and final year project.
D2	Employ self-management skills to study independently or collaboratively, set goals, manage workloads, meet deadlines and anticipate and accommodate change.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, learning logs, presentations and final year project.
D3	Employ critical awareness, to analyse information and experience, formulate independent judgments and articulate reasoned argument through reflection, review and evaluation and identify personal strengths and needs.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, learning logs, presentations and final year project.
D4	Articulate ideas and information coherently in visual, verbal and written forms.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, learning logs, presentations and final year project.

Academic Regulations

The current University of Portsmouth [Academic Regulations](#) will apply to this course.

Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the [MyPort](#) student portal.

In addition to these University support services, this course also provides access to:

CCI Creative Careers: Support to add degree-related and relevant work experience for CV building including a work placement year, summer or short internships and part-time work.

CCI Creative Skills: One to one support sessions and group tutorials in creative software and skills relevant to CCI courses and future careers.

CCI Academic Skills: Access to resources to support learning strategies and techniques through one to one tutorials or group workshops.

CCI Student Support Advisor: Help to find appropriate academic, pastoral or practical support.

Specialist equipment and facilities relevant to the course.

Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our [Policy for Listening to and Responding to the Student Voice](#) where you can also find further information.

Reference Points

The course and outcomes have been developed taking account of:

- [University of Portsmouth Curriculum Framework Specification](#)
- [University of Portsmouth Strategy](#)
- [University of Portsmouth Code of Practice for Work-based and Placement Learning](#)
- [Quality Assurance Agency UK Quality Code for Higher Education](#)
- [Quality Assurance Agency Qualification Characteristic Statements](#)
- [Quality Assurance Agency Subject Benchmark Statement](#) for Art and Design (2016) and Business and Management (2019)
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Requirements of Professional and/or Statutory Regulatory Bodies: N/A
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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Document details

CSD Template Date	July 2022
Author	Tom Clulee
Date of production and version number	28/02/2022 v1.0
Date of update and version number	03/08/2023 v1.1
Minimum student registration numbers	20

