BA (Hons) Fashion Marketing Management – Sept 2020

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| **Level 4 - 1st Year (120 Credits)** | **Level 5 - 2nd Year (120 Credits)** | **Level 6 – 3rd Year (120 credits)** |
| Semester 1 * Principles of Fashion Studies (30) 2 x 2 hour lecture (all), 2 hour workshop 0118 x 3 deliveries (2xFMM, 1 x FBBM).
* Introduction to Fashion Marketing (20)
* Digital Media for Marketers (20)

Semester 2:* Fashion Visualisation (30) 2 x 2 hour lecture (all), 2 hour workshop 0118 x 3 deliveries (2x FMM, 1 x FBBM).
* Finance For Managers (20)
 | Semester 1:* Fashion Consumer Behaviour (20)
* Fashion marketing in Practice (20)
* Fashion Journalism and Creative Direction (20) 2 hour lecture (all), 2 x 2 hour workshops 0118.

Semester 2 (60-credits):* Creative Marketing Communication for Fashion (20)
* Marketing Research Methods (20)
* Optional - Experiential Fashion Strategies (20) 2 hour lecture (all), 2 x 2 hour workshops 0118.
 | Semester 1: * Fashion Creativity and Entrepreneurship (20) 2 x 2 hour lecture, 2 x 2 hour seminars

Semester 2:* Strategic Fashion Brand Management (20) 2 x 2 hour lecture, 2 x 2 hour seminars

AY:* International & Global Fashion Marketing (20) 2 x 1 hour seminar for fashion

Options - AY* PR and Fashion Stakeholder (20) 1 x 1 hour fashion seminar
* Fashion Sustainability / visioning for change (not sure of the name!) – 1 x 1 hour sem
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BA (Hons) Fashion Buying and Brand Management - Sept 2020 suggestions

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| **Level 4 - 1st Year (120 Credits)** | **Level 5 - 2nd Year (120 Credits)** |  |
| Semester 1 * Principles of Fashion Studies (30) 2 x 2 hour lecture (all), 2 hour workshop 0118 x 3 deliveries (2xFMM, 1 x FBBM).
* Introduction to Fashion Marketing (20)
* Digital Media for Marketers (20)

Semester 2:* Fashion Visualisation (30) 2 x 2 hour lecture (all), 2 hour workshop 0118 x 3 deliveries (2x FMM, 1 x FBBM).
* Finance For Managers (20)
 | Semester 1:* Fashion Consumer Behaviour (20)
* Fashion Industry in Practice (20)
* Fashion Buying and Merchandising (20) 2 hour lecture (all), 1 x 2 hour workshops 0118.

Semester 2 (60-credits):* Creative Marketing Communication for Fashion (20)
* Marketing Research Methods (20)
* Optional - Experiential Fashion Strategies (20) 2 hour lecture (all), 2 x 2 hour workshops 0118.
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