

## Nottingham Trent University Course Specification

### Basic Course Information

1.	Awarding Institution:	Nottingham Trent University
2.	School/Campus:	School of Art and Design/City Campus
3.	Final Award, Course Title and Modes of Study:	BA (Hons) Fashion Marketing and Branding Full Time
4.	Normal Duration:	Three Years
5.	UCAS Code:	WB25

### 6. Overview and general educational aims of the course

This course is for strategic, yet creative, thinkers with a strong focus on brand management, consumer behaviour and marketing communication within the exciting, global fashion/lifestyle industry. It combines business acumen with a visionary outlook. During the course your creativity will be reflected in your ability to generate exciting, innovative ideas and express yourself through written, verbal and visual communication skills. This is a great opportunity to focus your ability in a structured, commercially aware environment and take your first steps towards a dynamic career in the global fashion arena.

On this course you will learn how brands are established and thrive within a cut-throat, global market environment. You will learn the importance of the visual message and apply it to each brand touch point to influence the consumer buying decision journey.

This course will provide you with a challenging mix of theoretical and business related studies designed to appeal to students who wish to pursue a career in the fashion industry. The curriculum emphasises and develops an understanding of formal marketing and brand intelligence that will enable you to engage confidently with the broader fashion/lifestyle environment. The content is forward-looking and progressive and the curriculum is designed to reflect these elements by focussing on the following industry related principles.

- The Brand Message – designed to help you develop a confident and complex understanding of Brand Identity and its analysis. Focusing on research, observation and presentation skills in the debate surrounding Brand Positioning.
- The Marketing Strategy – supporting your skills in the creation of viable proposals, strategies and recommendations. Exploring and challenging, contemporary developments in current marketing contexts and environments within the global fashion/lifestyle industry.
- The Team Player – this aspect is designed to develop your team working skills, many projects are team focused with an emphasis on role based responsibilities.
- Visual Communication - you will be taught the skills needed to communicate visually and to reflect in your work an appreciation of the importance of the visual message within Fashion Marketing and Brand communication.

Each module provides a context in which the relationship between these four key aspects are explored and interwoven, and will provide you with an educational experience that has a unique emphasis on marketing and branding for the fashion

profession and its related industries. The course will give you a focus on enhancing your abilities to engage confidently, professionally and successfully with the fashion/lifestyle industry and connected areas of employment. Your critical and analytical problem solving skills and general transferable skills (interpersonal skills, team working etc.) will prepare you for a broad range of related employment opportunities or post-graduate study to continue professional and personal development.

#### **Preparation for the world of work**

We aim to support you to develop your employability. The course focuses on the sought-after-skills, industry insight and practical experience needed to help shape the future direction of global companies within the fashion and lifestyle industry.

During year 2 you will have the opportunity in the second half of the year to undertake a work experience placement as a credited module. In addition you may be able to undertake a short work experience or an industrial placement during year 1 or 3 that may occur during term time alongside your studies. The School's Work Experience Placement Policy will support you in developing a flexible approach that enables some work experience activity to occur within modules. This is to be negotiated with your tutors.

#### **Exchange & Study visit opportunities**

There is an opportunity to participate in an exchange study visit to the Fashion Institute of Technology in New York. An international perspective is embedded within the modules and supported by optional study trips to research some of the key fashion retail environments in the world.

### **7. Course outcomes**

Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.

#### **Knowledge and understanding**

By the end of the course you should be able to:

- Evaluate and apply theoretical and practical principles and concepts within the subject of Fashion Marketing and Branding. (B)
- Critically reflect upon Fashion Marketing and Branding subject to produce a body of work that reflects strategic and creative thinking. (B)
- Justify your choice of research methods to demonstrate an awareness of consumer, audience, market, brand and wider industry. (B)
- Challenge and debate popular opinion through evaluation of research findings, subject knowledge, lateral and creative thinking to demonstrate sound business acumen. (B)
- Appraise current macro trends, global, social and ethical influences to inform how this has impacted upon your decision making processes. (B)

#### **Skills, qualities and attributes**

By the end of the course you should be able to:

- Negotiate and collaborate to establish and enhance your academic, creative transferrable and entrepreneurial skills. (B)
- Determine the appropriate use of technology and technique to communicate your findings to your audience. (B)

- Demonstrate your progression in research skills to solve problems and identify opportunities. (B)
- Create innovative and strategic approaches to problem solving activity in order to meet project objectives. (B)
- Manage your own learning, critically reflect on progress and evidence your contribution to the learning environment both individually and as part of a team. (B)
- Build a commercial awareness, enterprise and entrepreneurial skills with regards to your career development. (B)

*(B) – these learning outcomes have been benchmarked against the UK's Quality Assurance Agency's subject statements to confirm these are appropriate for level 6 (final year of degree)*

## **8. Learning and teaching methods**

The Course teaching, learning and assessment strategy is informed by the principles, policies, practices and regulations detailed in the University's *Quality Handbook*, also supported by the School's *Assessment and Feedback Principles and Guidelines*.

The course is designed so that you will receive continuous feedback on your progress. Continual assessment is one of the most important learning and teaching strategies within the course, enabling you to develop as an independent learner. You will be encouraged to reflect on your work and undertake self and peer assessment, developing a clear understanding of the assessment criteria. The purpose of assessment is to enable you to demonstrate that you have met the learning outcomes of the course and reached a specified standard to attain the award.

The teaching methods used on the course will provide you with an exciting mix of learning experiences, both theoretical and practical. Throughout the course you will be introduced to different teaching and learning methods and content. The course is designed to enable you to develop a broad and deep understanding of the subject of Fashion Marketing & Branding, to acquire the skills needed in the industry.

In Year One you are introduced to the concepts and theories that underpin the Fashion Marketing and Branding subject. These are delivered in structured modules to ensure you fully understand these principles and have the opportunity to start putting your learning into practice. You will be given direction on your studies and be supported by individual and group tutorials and peer group activities.

During Year 2, the key Fashion Marketing and Branding concepts are brought together and applied to live industry projects or scenarios, where a deeper level of understanding is gained. You will focus on team working and the development of independent learning skills through the continued support of group tutorials and peer group activities.

The final year will harness knowledge and skills acquired in years 1 and 2 and require you to study more extensively and challenge the Fashion Marketing & Branding subject.

Year 3 emphasises the development of the autonomous learner through negotiated learning, reflection, and debate in group tutorials.

Fashion Marketing and Branding incorporates a broad range of teaching and learning methods, as it requires you to develop academic and practical knowledge and skills.

The following learning activities are used to ensure your learning experience is varied and engaging: -

- Lectures and Briefings
- Seminars
- Tutorials
- Workshops
- Visual communication workshops
- Peer and self-evaluation
- Team work
- Live projects
- Individual and group presentations
- External visits (Industry, Retail, Museums, Exhibitions, Trade shows, Conferences)

The lecture and seminar format will enable you to engage in a programme of delivery that introduces contemporary issues, strategies and debates within the business context. The workshops will focus on the development and application of visual analysis skills to realise the creative idea.

In the modules, teaching and learning is centred on lectures supported by smaller group seminars and workshops. The course will encourage you to take responsibility for your learning by providing you with a relevant series of lectures and seminars informed by contemporary industry developments. Generally each seminar will support the academic content of the lectures and each workshop will support the practical content. Seminars and workshops are more student-led than lectures. All teaching methods used (lectures, seminars and workshops) develop your subject knowledge and understanding and develop your transferable skills.

Group and individual tutorials will give you the opportunity to receive feedback for work in progress and to manage your workload effectively. After a tutorial, you will be expected to reflect on feedback given by the tutor and peers, and record and implement responses effectively before the next tutorial.

Team working opportunities will engage you in a learning environment that reflects the working practices within the professional context. You will be introduced to role based responsibility in directed and negotiated group projects.

## **9. Assessment methods**

The course conforms to the Common Assessment Regulations for undergraduate courses (Section 16A of the University's Quality Handbook).

Assessment is conducted according to the School's 'Assessment and Feedback: Principles and Guidelines' and ensures that the assessment process and standards are made clear to you. The course annually updates its own 'Assessment and Feedback Plan' which includes the details of how you will be assessed and the hand in dates. This is available on NOW and will be introduced to you during induction. The final degree award is based solely on the work produced during the final year of the course.

Towards the end of the course, you will also undertake a synoptic assessment. This requires you to reflect on the range of activities and experiences across the entirety of your course in relation to your future employability aspirations.

Failing a module

If for any reason you fail a module, you will be provided with referral and retrieval options as determined by the Board of Examiners or the Progression Board. These decisions are informed by the University's Common Assessment Regulations and the course team's academic judgment.

Progression to the next level requires the successful completion of 120 credit points (with the potential for carrying a maximum of 20 credits only through to year 2 that would need to be recovered during that academic session). If a student does not meet the course learning outcomes then the body of work will be reassessed against the interim (fall-back) award learning outcomes for an ordinary degree (equivalent to a minimum of 60 credits being achieved in the final year of the degree).

**Summary of Assessment Methods**

- Assessment criteria are aligned with module learning outcomes.
- Assessment is 100% coursework, which will include, reports and other written documents, research portfolios, and presentations
- Assessment will include individual and/or group assessments
- The assessment for the degree award is based on all work produced in Year 3 (level 6) of the degree.
- Progression through the course to be awarded an Honours Degree requires passing 120 credits at each level

**10. Course structure and curriculum**

The course is offered in full-time study mode only and all students must complete 120 credits at each level to achieve 360 credits for the BA (Hon) Fashion Marketing and Branding award.

Year	October - February	February - June
1	FMBR10001 Visual and Cultural Influences (40 Credits) 30 weeks	

	FMBR10002 Principles of Fashion Marketing and Branding (80 Credits) 30 weeks	
<b>2</b>	FMBR20001 Marketing Strategy and Communication (60 Credits) 14 weeks	FMBR20002 Brand Environment (60 Credits) 16 weeks
<b>3</b>	FMBR30001 Strategic and Creative Solutions (120 Credits) 30 weeks	

Year 1: 120 credits (level 4)

Module Titles:

Visual and Cultural Influences (40 credits)

Principles of Fashion Marketing and Branding (80 credits)

Year 1 provides a thorough foundation for understanding in the subject of fashion marketing and branding and the industry in which it operates. You will be taught the theory that underpins the subject, and encouraged to apply theory to real world examples. Through the development of your research and observational skills you will gain a more holistic understanding of the subject; the importance of the visual messages as well as the spoken or written content. You will develop your creative skills expressed through innovative thinking and learning to use various design tools. You will learn about the factors in the world that influence the fashion industry. Year 1 helps you establish a confident foundation of knowledge and skills and is the starting point for making further marketing and branding recommendations.

The course embeds employability throughout. Early in the course you will engage in learning core employability skills and career planning activities. Guest speakers are invited to talk about recruitment skills and the different job roles within the industry. You will be introduced to the employability team. An introduction to graduate attributes is delivered by careers consultants within NTU.

Academic tutorials are given on etiquette in industry, professionalism and a session on 'Preparation for work experience' in Year 2 including where to find industry contacts.

Year 2: 120 credits (level 5)

Module Titles:

Marketing Strategy and Communication (60 credits)

Brand Environment (60 credits)

Year 2 builds on the knowledge and skills learned in Year 1 and applies the theory taught to industry practice in a 'live' context. Common issues surrounding the development of strategic planning and recommendation will be addressed through live project briefs with industry. You have the opportunity to focus on brand positioning and identity management and how to develop an integrated communication plan including PR and advertising.

You will also have the opportunity to undertake a work experience placement or study an alternative project based module. Both options would hone the skills needed in industry. 'Live' projects provide an opportunity for you to put theory from Year 1 into practice.

In Year 2 you have the opportunity to go out on work experience placement for nine weeks. This gives you the opportunity to enhance and acquire new skills.

- Ability to put theory into practice
- Develop commercial awareness
- Reflect on personal career development
- Develop your network of industry contacts

You will have access to one of NTU's Employability programmes through the Acceler8 programme. This allows you to gain recognition of your extra-curricular experience. Develop key skills that employers want, and build your employability profile. You will understand how to present yourself as a brand, what are your unique selling points that set you apart from your peers and make you employable.

There is also free student membership of the Institute of directors (IoD) Membership gives you instant access to a number of IoD events. You can network with successful business leaders and entrepreneurs and tap into a wealth of current knowledge through Guru panels and mentors.

#### Year 3: 120 credits (level 6)

Module Title:

Strategic and Creative Solutions (120 credits)

The final year, draws together your skills and knowledge developed in the previous two years, and allows you to demonstrate your creative and strategic skills in independent study projects related to your selected discipline. Students select projects based around various macro trends that are driving social and economic change. These ideas are condensed to deliver a large body of research around one of these macro trends for your Stage one research dissertation. Stage two identifies opportunity for a new brand or business or a repositioning strategy for an existing company or brand.

A synoptic approach to assessment enables you to combine learning in relation to employability through your self-devised individual projects. Mock interviews are set up with the employability team within NTU to give you experience and practical application on applying for jobs. The course includes a number of opportunities for you to undertake 'work-like' contexts or engage with external opportunities, professional-led projects, activities with employer involvement, and you will produce work that is held to professional standards.

## **11. Admission to the course**

### **Entry requirements.**

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

## 12. **Support for learning**

The School is committed in assisting you to achieve the best results possible during your studies and will provide you with a wide range of academic and pastoral help and advice.

At the start of your course you will be invited to participate in an 'induction week' where you will undertake a range of activities that will introduce many of the key facilities available within the University and will also provide you with an essential introduction to the course. You will meet the staff and your fellow students and will be able to find out more about how you will be taught and assessed on your course. At the same time, the Student's Union organise their social events in 'welcome week' that will encourage you to become involved in and meet people from the wider NTU community. NTU's Online Workspace is referred to as 'NOW'. All course and module information is posted on this site for you to access at any time.

To ensure that you have a clear understanding of the way in which you are progressing within the modules, you will receive feedback on the progress that you are making on a regular basis. Some of the feedback that you will receive is formal and will occur both during and at the end of the module and may be written. Group tutorials are also an important opportunity to note the feedback that you are getting from your tutors and fellow students and are seen as an important part of the feedback mechanism in the School of Art and Design. You will also be assigned a personal tutor who will meet with you on a regular basis. These sessions are to support you with both academic and pastoral matters. You might also discuss other issues including ways in which you might continue to develop your general skills and preparing ahead for your next career steps.

Academic guidance is given in the supervision sessions and is tailored to individual student needs. For international students, the Language Centre provides tailored sessions that all students whose English isn't their first language are encouraged to attend.

The 'NOW' encourages students to take responsibility for their own learning. All course and module information is uploaded for ease of access when working on or off site.

## 13. **Graduate destinations/employability**

This course has a strong focus on producing highly employable graduates and is committed to offering experiences throughout the three years of study that will enhance your understanding of the industry's requirements. Live projects and opportunities to visit companies and trade fairs are an important part of the curriculum and this together with support from subject specialist staff and the Careers Service will prepare you for your future. It is also possible to arrange short work experiences in addition to the opportunity at year 2. Work experience can be undertaken in years two and three with the agreement of the module leader during term time. You will be actively encouraged to find work in the holiday period and learn about different roles within the industry. The course has excellent employment statistics with students securing fashion business related jobs both nationally and internationally. Jobs include fashion marketing roles, brand

management, brand development, consumer and market research, fashion buying, PR and advertising.

You will also develop transferable skills for alternative careers in teaching and other unrelated roles. Some of you might opt for further postgraduate study in fashion or a related subject. Employability is a key element of all compulsory modules and demonstrated by:

- Career input and self-promotion activities throughout all years.
- Live projects with industry and external agencies at years 2 and 3.
- Student exchange schemes in Year 2.
- National and International competitions.
- Visiting professionals during all years.
- Careers workshops in conjunction with NTU Careers Service in Year 2 and 3.
- Flexible arrangements for work experience.
- Receiving introductions about post-graduate study options within the subject.

#### 14. **Course standards and quality**

We would like you to contribute to the continuing development of this course and we welcome all feedback and have a number of ways in which we can formally and informally receive this. You will have an opportunity to put yourself forward to be considered as a course representative at the beginning of each of your years of study. As part of this role you will be invited to attend the course committee meetings that occur three times a year and contribute to the conversations and debate to support the continuing health of the course. Any issues brought up at the course committee meetings are reported to the School Academic Standards and Quality Committee and actions identified from thereon in with responses reported back to you either via the next course committee meeting or via the NOW.

An external examiner is appointed whose job it is to make judgements about the course and report on the standards achieved in relation to other comparable courses in the UK. Part of their role is to review samples of assessed work and confirm at the Board of Examiners that the internal assessment and moderation practices are fair and in line with the School's and NTU's policies. The external examiner also writes a report at the end of each academic year and this will be available to you via NOW, together with a response to this written by the course team and the Course Committee.

It is important to the course and the School that you have opportunities to offer feedback on modules, the course or any aspect of University life. There are a number of ways that you will be asked for your views either informally or formally. The module feedback that you will be asked to complete is in the form of a questionnaire and is referred to as 'EvaSys'. In addition to this, you have other formal channels where you can give feedback and these are at Student/staff liaison meetings, Course Committee Meetings (CCM) and via school-level meetings.

#### 15. **Assessment regulations**

This course is subject to the University's Common Assessment Regulations (located in Section 16A of the Quality Handbook). Any course specific assessment features are described below:

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16. **Additional information**

Collaborative partner(s):	Management Development Institute Singapore
Course referenced to national (QAA) Benchmark Statements:	Course outcomes are referenced to the Quality Assurance Agency's benchmark statements for subjects in Art and Design (February 2017) and Business and Management (February 2015)
Course recognised by: NTIC progression route(s):	<b>N/A</b>
Date this course specification approved:	29 <sup>th</sup> September 2017  SASQC Approval: Significant modification changes approved at SASQC 15 May 2019

Any additional information:

**Special features of the course**

- Experience live projects and competitions as part of and in addition to your curriculum, in collaboration with visiting professionals, brands and professional bodies from fashion and related industries.
- Opportunity to undertake a work experience placement in the second year or a module focusing on one specific aspect of the subject.
- Exchange study visits to the Fashion Institute of Technology in New York, and European exchange schemes are available.
- Opportunities to develop an international perspective through a structured overseas visits programme to the major fashion capitals.
- Opportunities in the curriculum to contribute to research initiatives within the subject discipline.

Unique opportunities to work collaboratively on promotional and live events.