

Nottingham Trent University
School of Art & Design
Course Specification

Basic Course Information

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| 1. Awarding Institution: | Nottingham Trent University |
| 2. School/Campus: | School of Art & Design |
| 3. Final Award and Course Title: | BA (Hons) Fashion Marketing and Branding |
| 4. Mode of study and normal duration: | FT 3 years
SW 4 years |
| 5. UCAS Code: | WN25 |

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

Background

Fashion marketing and branding is a fast-paced and continually evolving subject area. At the heart of the course is the understanding that creativity is an essential part of business and brand success.

With the immediacy of information and advancement of new technologies, brands and business are embracing new concepts, methods and channels of communication; changing the marketplace of jobs and requirements at an unprecedented pace. Furthermore, as brands and businesses continue to grow and make significant changes to minimise their environmental impact, we must recognise there is still a long way to go. Therefore, this course will take students on a transformative journey that equips them with key transferrable skills to enter and create change in a complex global world.

Introduction

The course will develop agile, creative and strategic visionary thinkers that stand out in a complex global business environment. The Fashion and lifestyle sectors are dealing with volatile uncertainty and significant societal changes, resulting in a demand for 'human' skills such as creativity, originality and initiative. Fashion marketing and branding combines these behaviours with key transferable skills, critical thinking and complex problem-solving. You will bridge the gap between the creative and strategic sectors of the fashion and lifestyle industries by combining business and entrepreneurial acumen. You will drive change and take a stand for responsible and sustainable practices; and be at the helm of sustainability challenging traditional conventions and re-imagining damaging behaviours. You will be at the forefront of innovation, identifying insights and inspiring a generation of newness.

The course has a strong focus on creative thinking, brand management, marketing and communications, within the exciting and challenging ever-evolving digitally-

orientated world. The course will allow you to develop your skills to become confident and independent marketeers of the future.

Distinctive Course Features

A key differentiator of the course is its combination of creative thinking and problem solving. These highly sought-after attributes develop a core combination of commercial understanding and visual dialogue within marketing concepts, theories and strategies. Furthermore, by embracing a digital mind-set you will aim to become agile, adaptable, emotionally intelligent and technologically competent; driven by anticipating the changing needs ahead. Your invaluable digital lexicon and digital dexterity will equip you with the key skills to confidently contribute to a progressive sector.

Through the continual evaluation of fashion and fashion consumption, you will respond to the accelerated rate of change by considering complex and significant societal issues. Thus, the examination of global macro and micro trends ~~te~~ will enable you to become change agents of the future. You will appraise how brands are redefining relationships and purpose, to work in ways that recognise differences and create newness using sustainable values. The entrepreneurial approach is applied with formal marketing and brand intelligence ~~that will~~ to enable you to engage confidently with the broader fashion and lifestyle environment by developing strategic solutions.

Furthermore, you will learn how brands are established and thrive, the importance of sustainability, and the influence emerging markets are having on brand and consumer relationships. This is underpinned by understanding their behaviours, influences and motivations. Therefore, by considering the global and local behaviours of brands, you will develop acute commercial awareness and cultural literacy of your own identity both within the course and beyond.

This serves to create an inspiring and challenging learning experience that combines academic rigor with industry expertise to enable you to become an authority within the subject discipline. There will be a challenging mix of theoretical and business-related studies, with elements of visual communication designed to appeal to students who wish to pursue a career in the fashion and lifestyle industry. The curriculum emphasises personalisation, allowing you to define the shape of the final year and output style. You will utilise your knowledge, assumptions, motives and intentions from prior knowledge to open a dialogue between learners and teachers to create a shared and collaborative learning experience.

Systemically, the course gives you the space to experiment with new ideas, take risks and challenge existing narratives, as well as the opportunity to put principles into action. In doing so you will ask big questions about the environment, economy

and all levels of society; alongside practical questions about responsibility, resource use and transparency.

The content is intellectually stimulating, current and progressive. The curriculum is designed to reflect contemporary and future issues by focussing on the following core industry related principles.

- The brand – designed to help you develop a confident and complex understanding of branding, brand creation and brand management. Focusing on research, observation, analysis and evaluation; you will debate the surrounding contemporary conversations on brands and their strategies.
- 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.
- Interdisciplinary and collaborative – this aspect is designed to develop your teamworking skills, many projects are team-focused with an emphasis on role-based responsibilities and collaboration.
- Visual narrative - you will be taught the skills needed to communicate visually, prototype new concepts and to reflect in your work an appreciation of the importance of the visual message within fashion marketing and brand identity.

Throughout the course each module provides a context in which the relationship between these four key aspects are explored and interwoven. This will provide you with an educational experience that has a unique emphasis on marketing and branding for the fashion profession and its related industries.

Work Based Learning Opportunities.

You will be actively encouraged to enhance your learning about the different roles within the industry. During Level 5, you will have the opportunity in the second half of the year to undertake a placement in professional practice as part of a credited module. In addition, you may choose to undertake short work experience or industrial placements throughout the years that may occur outside of your studies.

Exchange & Study visit opportunities

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. This includes optional opportunities to participate in global exchange study visits.

Course Aims

The course aims to:

- Bridge the gap between the creative and the strategic sectors.
- Create interdisciplinary and cross-disciplinary projects.
- Take a creative, questioning, and experimental approach.
- Produce agile and future thinking marketers.
- Develop analytical skills to respond to complex problems.
- Nurture and advance transferrable soft skills.
- Demonstrate core marketing and branding principles.
- Develop research, creative management and professional skills
- Understanding of financial planning, budgets, and management.
- Produce innovative business strategies.
- Utilise data to create insight specialists.

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.

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 current macro trends, global, social and ethical influences to produce a body of work that demonstrates strategic and creative thinking. (B)
- Evaluate and justify your choice of appropriate research methods to demonstrate lateral and creative approaches to generate original insights and identify opportunities. (B)
- Challenge and critique popular opinion through critical analysis, evaluation and application of research findings to demonstrate commercial acumen. (B)
- Develop and execute innovative and strategic viable responses to meet your project objectives. (B)
- Harness your network to develop your professionalism through your academic, creative, transferrable and entrepreneurial skills to support your future career and collaborative practice. (B)
- Determine and apply appropriate creative aesthetics, technology, visual and verbal language to effectively communicate to your intended audience. (B)

- Demonstrate quality academic practice through the correct application to produce a coherent and cohesive body of work. (B)
- Manage your own learning and critically reflect on your progress, capacity to build resilience and self-determination. (B)
- Evidence your awareness of significant issues in nature and humanity based on articulating one's identity in a global context. (B)
- Design appropriate responses to the changing environment beyond that of the traditional parameters to realise the creative potential of new and emerging technologies. (B)

QAA Art & Design (2017) and QAA Business and Management (2015) benchmark informed outcomes are indicated '(B)'.

8. **Learning and teaching methods**

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 and lifelong 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 learning within each module takes a scaffold approach, where throughout each year students progressively move towards a stronger understanding and, ultimately, greater independence in the learning process.

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 creates an experiential and dynamic learning environment through working alongside industry to replicate professional practices and deliver live project briefs. This will enable you to develop a broad and deep understanding of the subject of fashion marketing and branding, to acquire the skills required in the industry.

The learning environment is challenging with an aim to push boundaries, build confidence and resilience. The teaching environment provides a safe space to learn quickly through successes and challenges. You will be an active participant in the learning environment, contributing, challenging and debating with your peers and tutors.

To ensure your learning experience is engaging and varied you will have lectures, briefings, seminars and workshops, this is alongside tutorials, specialist software and CAD workshops. Presentation skills are a fundamental skill required within fashion marketing and branding, therefore you will take part in various forms of group and

individual presentations to develop the art of an effective, convincing and professional presentation.

You will work as part of teams within and beyond your subject area. All first-year students within the School of Art and Design will work together on one joint project. Delivered in two parts, this will initially take place as a one-day event in the autumn, followed by a week event early in the summer term. As a learning experience this will support your own knowledge of working practices and enable you to work collaboratively in groups in new and unique ways. In the second year, you will have further opportunities to work collaboratively with a wider range of students, partners and industry.

Throughout the course, there are additional opportunities to enhance your learning through optional study trips and international visits, which may be museums, exhibitions, industry visits and talks, conferences and trade shows. The study trips are aligned to the level of study and linked to the module level learning.

As part of our commitment to develop personalisation in our curricula, you will be offered a choice of modules at level 5, from which you will pick one. The module options presented have been selected by the course team in order to compliment your study, and to give you the opportunity to follow and deepen your interests, and study with students from other courses.

9. Assessment methods

The course is assessed as 100% coursework. It has formative and summative assessment points throughout all year. However, the capstone assessment is during final year and comprises of a self-devised project consisting of three parts. The final degree award is based on the outcome of the final year coursework.

A synoptic approach to assessment throughout the Project Me module at Level 6 enables you to combine learning from Level 4 and 5 in relation to employability and critically reflect on your self-development to enhance your employability opportunities. Additionally, the Employability Team support through, CV and professional development, mock interviews 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.

All assessment is 100% coursework, which will include, reports and other written documents, research portfolios, and presentations – both individual and/or group projects.

The assessment for the degree award is based on all work produced in Year 3 (level 6) of the degree.

10. **Course structure and curriculum**

The course is studied on a full-time (3 years) basis, with the option of a sandwich placement year between years two and three (4 years).

Level 4 (Year 1)	Core / Optional	Credits
Visual and Cultural Influences	Core	20
Principles of Fashion Marketing and Branding	Core	80
Visual and Self Identity	Core	20

Level 5 (Year 2)	Core / Optional	Credits
Marketing Strategy and Insight	Core	40
Digital Marketing & Communication*	Optional	20
Experimental Animation*	Optional	20
Buying, Merchandising and Product Fundamentals*	Optional	20
Publishing: Experimental Formats*	Optional	20
Brand Environments (A) or (B)	Core	40
Co Lab: Research, Exploration and Risk Taking	Core	20

* students must select 1 module (20 credits) from the suite of optional modules

Level 6 (Year 3 / 4)	Core / Optional	Credits
Strategic and Creative Solutions	Core	100
Project Me	Core	20

Through Level 4, 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 can start putting your learning

into practice. You are given direction on your studies and be supported by individual and group tutorials and peer group activities.

During Level 5, 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 through Level 4 and 5 and require you to study more extensively and challenge the Fashion Marketing and Branding subject. Level 6 emphasises the development of the autonomous learner through negotiated learning, reflection, and debate in individual and group tutorials.

Placement awards

Students undertaking the sandwich placement may achieve a Placement Diploma in Professional Practice, and students undertaking placements of shorter duration may be eligible for a Placement Certificate in Professional Practice.

Interim awards

Students who do not progress to the final stage may be eligible for an interim award of Certificate of Higher Education, Diploma of Higher Education or Ordinary Degree.

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 to assisting you to achieve the best results possible during your studies, providing a wide range of academic and pastoral help and advice. In addition to the course leader, module leaders and course administrator, a member of staff will also be assigned to you at the start of the course as your personal tutor.

As part of your induction, you will be introduced to the Student Handbook which includes information on how to access employability services, language support, disability services, fees and student finance services, Nottingham Trent Students' Union, health and wellbeing Services, international students support, study support and individual support.

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. Nottingham Trent Students' Union organise 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. The 'NOW' encourages students to take responsibility for their own learning. The university provides a range of academic and pastoral support throughout your university journal. Academic guidance is tailored to individual student needs.

The course has a strong connection with its alumni, which regularly feed into the learning and teaching environment.

13. **Graduate destinations/employability**

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. You will develop transferable skills for a range of careers in the creative sector and beyond or further study, as a key element of all compulsory modules.

The course has excellent employment statistics with students securing fashion and lifestyle businesses related jobs both nationally and internationally. Job roles include fashion marketing, digital marketing and social media, insights and data analysts, brand management, brand development, consumer and market research, PR and advertising.

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. Work experience is actively encouraged throughout the course although 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 Employability Team will prepare you for your future. There is also the optional opportunity to take part in international student experiences during Level 5, this includes exchange study visits, and European exchange schemes.

The course aims to enhance your ability to engage confidently, professionally and successfully with the fashion and lifestyle industry. 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 further study to continue professional and personal development.

14. **Course standards and quality**

There are well established systems for overseeing the quality of the curriculum within the School.

Module feedback questionnaires and annual surveys are used to gather feedback from students on their learning experiences.

Termly course committee meetings, attended by student representatives and academic staff, provide opportunities to raise and discuss matters contributing to the quality, standards and continuing development of the course.

The outcomes of the above inform an annual report highlighting positive features and areas to address which are further included in a course development plan. The plan is monitored through course committees and students can talk through the impact of any changes made.

Informally, course and individual tutorials additionally provide a means of gathering student feedback and enable staff to address matters as soon as they arise.

Externally, the School consult with industry representatives as part of the course review and development process to ensure continued relevance of the curriculum to the creative and cultural industries. An external examiner is appointed to provide advice and monitor the academic standards of the course and student achievement in relation to those standards.

15. **Assessment regulations**

This course is subject to the University's Common Assessment Regulations (located in Section 16A of the Quality Handbook).

16. **Additional information**

Collaborative partner(s):

Course referenced to national (QAA) Benchmark Statements:

Art and Design (2017) and Business and Management (February 2015)

Course recognised by:

NTIC progression route(s):

Foundation Certificate in Art, Design & Media

Date this course specification approved:

DAG 12/11/19

Any additional information: