UNIVERSITY OF **Southampton**

Programme Specification 2017/18

This programme is currently going through re-validation, where changes to the programme may take place.   Offer holders will be informed of any changes following the re-validation approval.

5464 BA Fashion Marketing/Management
5465 BA Fashion Marketing
5466 BA Fashion Management

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of study	Full time
Duration in years	3 years (36 Months) following standard progression for a FT student.
Accreditation details	N/A
Final Award	Bachelor of Arts
Name of award	Fashion Marketing or Fashion Management
Interim Exit awards	Certificate of Higher Education and Diploma of Higher Education
FHEQ level of final award	6
UCAS code	WN25
QAA Subject Benchmark or other external reference	QAA Subject Benchmark Statements for Art and Design and General Business and Management National Qualifications Framework
Programme Lead	Amanda Bragg-Mollison
Date specification was written	Jan 2010
Date Programme was validated	01/06/2013
Date Specification last updated	Sept 2015

Programme overview

Brief outline of the programme

The Fashion Marketing / management programme combines business with creativity in preparation for industry roles in the fields of fashion buying, merchandising, branding, retail management, PR, styling, digital marketing and communications. The core modules provide the opportunity to explore and advance knowledge relevant to specialist contexts and theories in fashion marketing and management, but equally as important, how to apply this theoretical understanding to real life practical situations. All modules and assessments are linked to real industry issues and projects enabling students to leave with a highly commercial mind-set and prepared for employment.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

Special features of the programme

The programme plans optional study trips each year either in the UK, Europe or further afield to develop an appreciation of fashion in relation to trend, culture, retail, production and consumer.

Learning and teaching

The programme employs a variety of integrated teaching and learning strategies designed to support you in developing your own learning skills and in becoming increasingly independent. These include lectures, tutorials, tutor and student led seminars, group learning activities, workshops, presentations, guest speakers, student presentations, peer assessment and self-directed study. In addition study trips are optional and focus on teaching and learning the different cultural approaches to fashion and retail. Learning and teaching aligns specifically to allow for the learning outcomes of each core module on the programme to be successfully met.

Assessment

Combinations of formative and summative assessments are present throughout the programme. Formative assessment methods such as oral and visual presentations will provide you with on-going feedback on the

progress of your understanding of key concepts, as well as develop your critical awareness and knowledge. These formative assessment situations will give you the opportunity to learn from your tutors and peers and enable you to reflect upon your own learning.

Summative assessments will address specific evidence of your work such as through written illustrated reports, presentations or digital creative work. In the final year the Final Marketing or Management Project requires you to produce a consolidated body of work that communicates the scope and ambition of your fashion marketing and management project and represents the culmination of your studies. Assessments align specifically to allow for the learning outcomes of each module on the programme to be successfully met.

Educational aims of the programme

This programme aims to build your knowledge and understanding of marketing and management aligned to the fashion industry. It aims to provide you with both the practical skills and intellectual framework appropriate to your specialism. The core modules provide the opportunity to explore and advance knowledge relevant to specialist contexts and theories in fashion marketing and management. The option modules enable you to select and extend your learning directed towards your career orientation. Pathway modules focus on allowing you to develop specialist knowledge and understanding applicable to future employment in the creative industries.

The aims of the programme are to:

- Provide you with a comprehensive understanding and appreciation of key areas in fashion marketing and management, the relationships between these, their application and their importance in an integrated framework
- Develop your understanding of a range of contemporary issues and practices surrounding fashion marketing and management with a critical perspective
- Encourage you to develop the practical, theoretical and intellectual abilities to review, reflect upon and evaluate your own ideas in relation to fashion marketing and fashion management in the creative industries.
- Enable you to develop your individual strengths and interests in fashion marketing and management
- Develop your practical, theoretical and intellectual skills to enable you to progress to employment or postgraduate study

Programme learning outcomes

A. Knowledge and understanding
Having successfully completed this programme you will be able to demonstrate knowledge and understanding of:

A1. a range of issues in fashion marketing and management theory including markets, customers, finance, people, technologies and operations
A2. fashion organisations, the external environment in which they operate and how they are managed
A3. the development and operation of markets for resources, goods and services in a fashion marketing and management environment
A4. pervasive issues including globalisation, corporate social responsibility, sustainability and business innovation and creativity
A5. the development, management and exploitation of information systems for fashion marketing and managerial applications
A6. how to apply skills and methodologies of fashion marketing and management to complex situations and changing practices
A7. how to identify and apply the skills you will need to practise professionally in the fashion industry or take further study of the subject

Fashion Marketing

A8. An in-depth understanding of fashion marketing, informed by recent research, including the professional, cultural and technological innovations evolving in this field.

Fashion Management

A9. an in-depth understanding of fashion management practice and theory including fashion buying, analysing the nature of fashion, stock management and distribution, managing supply chains and the role of fashion in developing brand value.

Teaching and learning methods
The programme employs a variety of learning and teaching methods designed to support you in developing your own learning skills and in becoming increasingly independent. These include lectures, tutor and student-led seminars, inductions to new technologies, group learning activities and projects, optional study visits, guest

lectures and presentations by arrangement, student presentations, tutor feedback sessions, peer assessment and self-directed study.

Assessment methods

A variety of formative assessment methods such as oral and visual presentations will provide you with ongoing feedback on the progress of your understanding of your work. These formative assessment situations will give you the opportunity to learn from your tutors and peers and enable you to reflect upon your own learning.

Summative assessments will address specific evidence of your work such as through written essays, reports, presentations and a digital creative work. In Part 3 the Final Marketing Project requires you to produce a consolidated body of work that communicates the scope and ambition of your fashion marketing project and represents the culmination of your studies.

B. Subject specific intellectual and research skills
Having successfully completed this programme you will be able to:

B1. confidently engage in problem solving and decision making in relation to set or self-initiated fashion marketing and fashion management projects or briefs
B2. generate ideas, concepts and proposals appropriate to fashion marketing and fashion management situations
B3. how to effectively analyse and evaluate your ideas in relevant professional contexts
B4. apply creative ideas and proposals to current research and trends in fashion marketing and management
B5. critically identify the strengths of your own work and that of others and accordingly recognise your own potential within the fashion marketplace
B6. formulate, question and test new and established ideas from a diverse range of approaches
B7. demonstrate your understanding of how to critically analyse data and information

Teaching and learning methods
Lectures, tutor and student-led seminars, individual and group tutorials, seminar feedback sessions, project reviews, visiting lecturers, peer assessment and self-directed study are all designed to enable you to develop your intellectual thinking and research skills.

Seminars and group discussions focus on evaluating ways of developing ideas and working methods, in addition to developing your critical and analytical abilities. Learning activities and expectations progress from establishing an understanding of the discipline, through exploring and testing boundaries, to synthesis and focus.

Assessment methods
Assessment methods designed to assess your thinking and research skills take a variety of forms. These include written illustrated reports, digital creative, learning journals, oral and written presentations as well as digital and creative portfolios for some modules. The ability to effectively communicate your ideas through written, oral and visual formats utilising a range of appropriate media is considered.

C. Transferable and generic skills
Having successfully completed this programme you will be able to:

C1. effectively communicate across visual, oral and written formats using an appropriate range of media
C2. promote your work professionally and present to a range of audiences
C3. self-manage your time in terms of planning, setting goals, meeting deadlines and individual initiative and enterprise
C4. demonstrate interpersonal skills and collaborative learning
C5. apply self-reflection, awareness and criticality to diverse criteria
C6. use information technology and digital imaging proficiently
C7. use library and IT resources effectively

Teaching and learning methods
Teaching and learning methods designed to help you develop a range of transferable and generic skills will be developed throughout your programme of study and include seminars and seminar feedback sessions as well as group tutorials, project reviews, lectures, peer assessment and self-directed study. IT workshops, inductions and library sessions will support you in the development of your transferable skills. Written assignments and presentations will enable you to structure and communicate ideas while seminars, tutorials and peer assessment will help you develop self-confidence.

Assessment methods
Your transferable skills will be assessed in conjunction with subject-specific skills and are intended to complement your overall learning. Summative and formative assessment of presentations and group sessions will provide feedback on a range of generic communication skills.

D. Subject specific practical skills

Having successfully completed this programme you will be able to:

D1. systematically and comprehensively source, analyse and interpret fashion marketing and management information, using key tools and methodologies with skill and confidence

D2. creatively employ complex practical skills utilising technologies and materials to fulfil a set or self-initiated brief

D3. select methods and techniques to address visual, practical, intellectual and cultural demands of an evolving fashion environment

D4. independently identify and define an area for study in fashion marketing or fashion management and systematically manage the practical skills and processes involved to develop a project

D5. explore, develop and present visual imagery, applying acquired practical skills, to a professional standard, as appropriate to a fashion marketing or fashion management context

D6. apply a range of fashion marketing or fashion management skills, tools and methodologies to a self-initiated project

D7. work successfully as part of a team on fashion marketing and management projects, and identify strengths and weaknesses in project planning.

Teaching and learning methods

Your subject-specific practical skills will be developed throughout your programme of study and include IT inductions and digital workshops. Seminars and tutorials will provide you with an additional opportunity to develop your subject specific skills. You will acquire and build on practical skills in the proficient use of the Adobe Creative Suite to support the visual component of your programme.

Assessment methods

The methods that will be used to assess your practical skills will include illustrated reports, digital portfolios, presentation boards, presentations, exhibition and marketing reports. Progression is recognised in the assessment scheme. Assessment evaluates your practical skills as they increasingly demonstrate your ability to critically evaluate and synthesise material necessary to communicate your ideas in your final year.

Graduate attributes

Graduate Attributes are the personal qualities, skills and understanding you can develop during your studies. They include but extend beyond your knowledge of an academic discipline and its technical proficiencies. Graduate Attributes are important because they equip you for the challenge of contributing to your chosen profession and may enable you to take a leading role in shaping the society in which you live.

We offer you the opportunity to develop these attributes through your successful engagement with the learning and teaching of your programme and your active participation in University life. The skills, knowledge and personal qualities that underpin the Graduate Attributes are supported by your discipline. As such, each attribute is enriched, made distinct and expressed through the variety of learning experiences you will experience. Your development of Graduate Attributes presumes basic competencies on entry to the University.

Programme structure

The programme is structured over 3 years with an optional Year in Employment and you also have the opportunity to apply to study abroad for the second semester of year two at one of our exchange institutions. The programme is constructed by core and option modules, allowing for an in-depth understanding of the subject areas of fashion marketing and fashion management.

Part 1

In Part 1 you will be introduced to the underlying concepts and principles associated with fashion marketing and management; including markets, customers, people, finance and promotion. You will develop research, practical and digital skills using the latest industry creative software. You will also develop the ability to present, evaluate and interpret qualitative and quantitative data so as to be able to develop lines of argument and make sounds judgements appropriate to a range of basic fashion theories and practices.

Part 2

Part 2 builds on the first year of study and enables integration and consolidation of learning to take place. In Part 2 you will deepen your knowledge and critical understanding of established principles in fashion marketing and management and test and apply them more widely to a range of situations and employment contexts in conjunction with your extended communication and presentation skills. Your chosen option module will support and enhance career-orientation as you progress towards and an increasing level of independence.

Part 3

Part 3 modules bring together your development and progress in the preceding parts to a more professional level and enable exploration of the inter-relationship between the different areas of fashion marketing or fashion management. By the time you have reached Part 3 you will be expected to work independently and produce work to a professional standard. You will be able to demonstrate a personal an innovative response to fashion marketing and management through sustained independent research, critical and creative development and the application of a high level of subject specific and transferable skills. You will have sufficient knowledge and understanding of current fashion marketing and fashion management practices to enable you to express your creativity in a global context with consideration of pervasive fashion issues.

The Final Fashion Marketing/Management Project allows you to confirm in-depth subject focus in fashion marketing or fashion management for exposure to a defined audience and aligned to employability. You will have acquired a comprehensive understanding of the contemporary fashion marketplace sufficient to enable you to recognise and exploit fashion marketing and management career opportunities, take up professional practice or progress to postgraduate study

Typical course content

There is an introductory first year of core teaching focusing on fashion markets, finance, consumers, fashion promotion and core practical digital skills. The second year allows the student to select a pathway in either management or marketing for fashion; the management pathway focuses on product management with modules centring on buying and merchandising, supply chain management and digital commerce. The marketing pathway develops a deeper understanding of fashion promotion, fashion communication, creative brand management and digital marketing, though both pathways collaborate closely so the student can expect to understand all aspects of the industry. In the third and final year the focus moves towards an independent research led approach with students writing their own briefs and developing a critical body of work aligned to their career ambitions. Group work and transferable skills such as time and project management, visual and verbal presentation for industry are central to teaching on the programme throughout the curriculum.

Information about pre and co-requisites is included in individual module profiles.

Summary structure of the programme

See Appendix 3

Assessment mapping

See Appendix 2

Additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. Costs that students registered for this programme typically also have to pay for are included in **Appendix 4.**

Progression requirements

The programme follows the University's regulations for **Progression, Determination and Classification of Results: Undergraduate and Integrated Masters Programmes** as set out in the University Calendar.

Intermediate exit points

You will be eligible for an interim exit award if you complete part of the programme but not all of it, as follows:

Qualification	Minimum overall credit in ECTS/CATS	Minimum ECTS/CATS required at level of award
Diploma of Higher Education	at least 120/240	45/90
Certificate of Higher Education	at least 60/120	45/90
Bachelor's degrees [eg: BA (Hons), BSc (Hons), BEng (Hons)] (for integrated masters' programmes)	at least 180/360	45/90

Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.
- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career Destinations, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls (18.00-08.00)
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Union Southampton provides

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; Union Southampton provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Associated with your programme you will be able to access:

- Programme documents accessed via SUSSED School site.
- Dedicated fashion marketing/management suites for FMM students at the Winchester campus
- Inductions
- Blackboard (e-learning)
- Institutional subscriptions to fashion services such as LSN Global, Drapers, Retail Week, WGSN
- IT demonstrations
- Module and Project briefings
- Industry-linked projects and internships
- WSA Library - supporting studies through specialist collections, research method inductions and other supporting facilities to include:
    - Library induction tours
    - Books and Exhibition Catalogues
    - Journals & Magazines
    - Slide Collection
    - Video and DVD Collection
    - Special Collections
    - Newspaper Cuttings
    - Reserve Collection
- Computing and ICT facilities at WSA: with large scale specialist printers, IT facilities also available on the Highfield campus
- Personal Academic Tutors
- Student e-mail and access to tutorial staff
- Module Leaders

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation survey for each module of the programme
- Acting as a student representative on various committees, e.g. Staff: Student Liaison Committees, Faculty Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group

The ways in which the quality of your programme is checked, both inside and outside the University, are:

- Regular module and programme reports which are monitored by the Faculty
- Programme validation, normally every five years.
- External examiners, who produce an annual report
- A national Research Assessment Exercise (our research activity contributes directly to the quality of your learning experience)
- Higher Education Review by the Quality Assurance Agency for Higher Education

Criteria for admission

The University's Admissions Policy applies equally to all programmes of study. The following are the typical entry criteria to be used for selecting candidates for admission. The University's approved equivalencies for the requirements listed below will also be acceptable. The entry criteria for our programmes are reviewed annually by the Faculty. Those stated below were correct as of August 2016. **Applicants should refer to their specific offer conditions on their offer letter.**

Qualification	Grades	Subjects required
GCE A level	BBB	Preferably a Humanities subject eg. Business, Economics, English, History.

Mature applicants

Access to HE Course or other suitable qualification gained within the past 2 years

Recognition of prior learning (RPL)

If you have professional experience, or credit through prior learning at another institution, you may be eligible to use this experience against some of the programme requirements for period of study. You will need to present evidence that you have met the learning outcomes of the programme. The University's Recognition of Prior Learning Policy can be accessed via the link below:
http://www.southampton.ac.uk/quality/assessment/prior_learning.page

Advanced entry partnerships

Direct entry to Part 2

English language proficiency (IELTS)

Overall	Listening	Reading	Writing	Speaking
6.5	5.5	6.0	6.0	5.5

Career opportunities

Fashion Marketing/Management graduates have a very strong track record of employability due to their unique blend of theoretical, practical and commercial knowledge. Graduates have secured a range of relevant opportunities across various functions of the industry, including buying, merchandising, PR, styling, digital marketing, branding, trend research and analysis and retail management. Several of our graduates have secured places on some of the most competitive graduate training schemes in the industry such as John Lewis, Next and HOF. Our annual event Future Focus, held in central London, allows high-profile brands to directly source our top talent, providing a great platform for our students and helping businesses find the best calibre and talent for their brands.

External Examiner(s) for the programme

Name: Ruth Marciniak   **Institution**: Glasgow Caledonian University

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff: Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their personal tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook (or other appropriate guide) or online at http://www.southampton.ac.uk/wsa/index.page

As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our Disclaimer to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's programme validation process which is described in the University's Quality handbook.

Revision History

1. Validated June 2013
2. Transferred to new template 25/09/15
3. Transferred to new template 24/02/2017

Appendix 1

5464 BA Fashion Marketing/Management, learning outcomes mapping document

Core = (Cr),

Module Code	Module Title	Knowledge and Understanding									Subject Specific Intellectual Skills							Transferable/Key Skills							Subject Specific Practical Skills						
		A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4	D5	D6	D7
ARTD1076	Research & Comm. Skills (Cr)					X											X						X			X					
ARTD1080	Digital Fashion Practices (Cr)						X	X				X		X				X						X						X	X	
ARTD1077	Introduction to Fashion Business (Cr)	X	X									X					X	X			X					X	X					
ARTD1079	Fashion Promotion (Cr)	X						X			X		X					X		X				X	X	X					X
ARTD1078	Consuming Fashion (Cr)					X	X						X		X			X				X						X			X
ARTD2086 (Mktg only)	Fashion Communication (Cr)				X		X		X			X		X	X			X			X		X			X				X	X
ARTD2087 (Mktg only)	Creative Branding for Fashion (Cr)			X	X		X		X					X	X		X		X			X	X		X	X					X
ARTD2088 (Mktg only)	Digital Fashion Marketing (Cr)				X	X		X						X	X			X					X		X			X			
ARTD2089 (Mang only)	Prod Mgt: Buying & merchandising (Cr)				X		X			X		X		X	X			X			X		X			X				X	X
ARTD2090 (Mang only)	Fashion Chain Management (Cr)			X	X		X			X	X				X	X		X		X				X	X			X		X
ARTD2091 (Mang only)	Digital Fashion Commerce (Cr)				X	X	X			X			X	X				X					X		X			X			
ARTD3039 (Mktg only)	Strategic Fashion Marketing Plan (Cr)		X				X	X	X					X		X	X	X				X	X		X	X		X		X	
ARTD3037 (Mktg only)	Professional Planning & Evaluation (Cr)						X	X	X			X		X					X		X	X				X					X
ARTD3038 (Mktg only)	Final Fashion Marketing Project. (Cr)				X		X	X	X					X		X	X	X				X	X		X	X		X		X	
ARTD3045 (Man only)	Strategic issues in Fashion (Cr)		X			X	X		X			X			X		X	X			X		X		X	X	X				
ARTD3047 (Man only)	Professional Planning & Evaluation (Cr)						X	X		X			X		X				X		X	X				X					X
ARTD3046 (Man only)	Final Fashion Management Project (Cr)				X		X	X		X				X		X	X	X				X	X		X	X		X		X	

Appendix 2
5464 BA Fashion Marketing/Management - Assessment Mapping
Core = (cr)

Module Code	Module Title	Coursework 1	Coursework 2	Coursework 3
ARTD1076	Research & Comm. Skills (Cr)	A portfolio of tasks submitted online, 12 in total plus a summary text of 2500 words – 100%	N/A	N/A
ARTD1080	Digital Fashion Practices (Cr)	Digital portfolio comprised of 6 X A3 boards (2 Physical boards & 4 digital) Contextual File of up to 2,250 words-100%	N/A	N/A
ARTD1077	Introduction to Fashion Business (Cr)	3500 word Illustrated report. 100%	N/A	N/A
ARTD1079	Fashion Promotion (Cr)	Individual Illustrated Project Report (2,500 words) – 70 %	Supporting creative digital Portfolio – 20%	Group learning journal 500 words – 10%
ARTD1078	Consuming Fashion (Cr)	Illustrated report 2250 words – 100%	N/A	N/A
ARTD2086 (Mktg only)	Fashion Communication (Cr)	Learning Journal: group working (500 words)-10%	Illustrated Project Report 3000 words– 70%	Supporting digital creative work – 20%
ARTD2087 (Mktg only)	Creative Branding for Fashion (Cr)	Creative campaign report 3000 words – 70%	Creative portfolio in support of written assignment – 30%	N/A
ARTD2088 (Mktg only)	Digital Fashion Marketing (Cr)	2000 word equivalent report and illustration of visual digital strategy (1000 word equivalent) 100%	N/A	N/A
ARTD2089 (Mang only)	Prod Mgt: Buying & merchandising (Cr)	B& M Illustrated Report 3000 words -70%	Portfolio of 3 presentation boards illustrating the range proposal - 20%	Learning Journal: group working focus 500 words -10%
ARTD2090 (Man only)	Fashion Chain Management	4500 word illustrated report 100%	N/A	N/A
ARTD2091 (Man only)	Digital Fashion Commerce (Cr)	2000 word illustrated report and visual illustration of modifications (1000 word equivalent) – 100%	N/A	N/A
ARTD3039 (Mktg only)	Strategic Fashion Marketing Plan (Cr)	Group presentation of identified strategic fashion marketing/ management issues – 20 minutes per group (individually assessed) -20%	2500 word Strategic Audit identifying strategic options for marketing place. 30%	2500 word illustrated Strategic Fashion Marketing Plan with implementation proposal. 50%
ARTD3037 (Mktg only)	Professional Planning & Evaluation (Cr)	Curriculum Vitae + 1000 word personal business plan. - 50%	Assessed interview– 50%	N/A
ARTD3038 (Mktg only)	Final Fashion marketing Project (Cr)	The final project must consist of a Project Report (5,000 word equivalent) & supporting creative portfolio of work (2,000 word equivalent) -100%	N/A	N/A
ARTD3045 (Man only)	Strategic issues in Fashion (Cr)	7000 word illustrated management report. 100%	N/A	N/A
ARTD3047 (Man only)	Professional Planning & Evaluation (Cr)	Curriculum Vitae + 1000 word personal business plan- 50%	Assessed interview – 50%	N/A
ARTD3046 (Man only)	Final Fashion Management Project (Cr)	The final project must consist of a Project Report (5,000 word equivalent) & supporting creative portfolio of work (2,000 word equivalent) -100%	N/A	N/A

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Appendix 3

5464 BA Fashion Marketing/Management programme structure

Part 1 Marketing and Management

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD1076 Research & Communication Skills	Core	7.5	15	ARTD1079 Fashion Promotion	Core	22.5	45
ARTD1080 Digital Fashion Practices	Core	7.5	15	ARTD1078 Consuming Fashion	Core	7.5	15
ARTD1077 Introduction to Fashion Business	Core	15	30				

Part 2 Marketing Pathway

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD2086 Fashion Communication	Core	22.5	45	ARTD2087 Creative Branding for Fashion	Core	22.5	45
Select one from: ARTD2045 Intro to Writing for the Creative Industries ARTD2039 Intro to Digital Practices & Theory ARTD2038 Intro to Visual Culture	Core optional	7.5	15	ARTD2088 Digital Fashion Marketing	Core	7.5	15

Part 2 Management Pathway

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD2089 Product Management: Buying and Merchandising	Core	22.5	45	ARTD2090 Fashion Chain Management	Core	22.5	45
Select one from: ARTD2045 Intro to Writing for the Creative Industries ARTD2039 Intro to Digital Practices & Theory ARTD2038 Intro to Visual Culture	Core optional	7.5	15	ARTD2091 Digital Fashion Commerce	Core	7.5	15

Part 3 Marketing Pathway

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD3039 Strategic Fashion Marketing Plan	Core	22.5	45	ARTD3038 Final Fashion Marketing Project	Core	22.5	45
You must study the same option module in part 3 as you did in Part 2. ARTD3035 Digital Practices & Theory ARTD3050 Writing to Publication ARTD3031 Visual Culture	Core optional	7.5	15	ARTD3037 Professional Planning and Evaluation for Marketing	Core	7.5	15

Part 3 Management Pathway

Semester One				Semester Two			
Module	Type	ECTS	CATS	Module	Type	ECTS	CATS
ARTD3045 Strategic Issues in Fashion	Core	22.5	45	ARTD3046 Final Fashion Management Project	Core	22.5	45
You must study the same option module in Part 3 as you did in part 2 ARTD3035 Digital Practices & Theory ARTD3050 Writing to Publication ARTD3031 Visual Culture	Core optional	7.5	15	ARTD3047 Professional Planning and Evaluation for Management	Core	7.5	15

Appendix 4

5464 BA Fashion Marketing/Management additional costs

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme typically also have to pay for:

- Books and Stationery Equipment (such as Lab equipment, Field Equipment, Art equipment, Recording Equipment, stethoscopes, fob watch, Excavation equipment, Approved Calculators)
- Materials (such as laboratory materials, textbooks, drawing paper, fabric, thread, computer disks, Sheet Music)
- Software Licenses
- Printing and Photocopying Costs (such as Printing coursework for submission, Printing and binding dissertations or theses, Academic Poster (A1) printing).
- Field Trips (including accommodation costs for the field trips)
- Work Experience and Placements (including accommodation costs near the placement, additional insurance costs)
- Travel Costs for placements, field trips and to and from the University and various campus locations (including travel insurance).
- Paying for immunisation and vaccination costs before being allowed to attend placements.
- Parking costs (including on placements at hospitals)
- Replacing lost student ID cards
- Costs of attending a graduation ceremony (e.g. hiring a gown for graduation).

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at http://www.calendar.soton.ac.uk/
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