Award title: BA (Hons)

Full Course Title: Fashion Management and Marketing (3 Year)

26/27

Awarded by	University for the Creative Arts
Taught by	University for the Creative Arts/ London College of Contemporary Arts
Location	Sceptre Court, London
Language	English
Duration	3 years, Full-Time
Entry Criteria	Entry criteria and requirements • 112 UCAS tariff points from accepted qualifications*, or • Pass at Foundation Diploma in Art & Design (Level 3 or 4), or • Distinction, Merit, Merit at BTEC Extended Diploma, or • Merit at UAL Extended Diploma, or • 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject, or • 27 points in the International Baccalaureate, see more information about IB entry requirements • And 4 GCSE passes at grade A*-C and/or grade 4-9 including English and Maths. Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage those from diverse educational backgrounds to apply. If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component. *To see the accepted QCF qualifications, visit: http://uca.ac.uk/study/accepted-qualifications/ ** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results.
Recognition/Accreditation	N/A

Regulation	The University for the Creative Arts and its courses are regulated by the Office for Students. This course has been designed in line with Sector Recognised Standards and reference points, including the: [Business and Management Subject Benchmark Statement 2019] For further information about how the course is quality assured see UCA's Quality Assurance Handbook.

WHAT TO EXPECT

This innovative course has strong industry links and moves in tandem with a fast-paced fashion world, providing you with up-to-the-minute knowledge, excellent transferable skills to support you in your future career. You will be introduced to a wide range of possible career paths, including buying and merchandising, PR, and marketing, branding, and visual merchandising. With this comprehensive experience across Fashion Management & Marketing and creative business skills, you will be perfectly positioned to embark on a career in the fashion industry.

The BA programme focuses on the realities of the fashion industry and places emphasis on employability and strategic approaches while promoting creative thinking within a commercial context. You will work with industry professionals and will undertake live, and industry set briefs.

In your second year you will have the opportunity to undertake a period of work placement and will produce a critical analysis and future proposal for your placement company. The BA programme focuses on the realities of the fashion industry and places emphasis on employability and strategic approaches while promoting creative thinking within a commercial context. You will work through units that prepare you to develop your own strategic goals and key skills for your career aspirations.

The course produces highly employable graduates who possess essential and transferable skills relevant to the fashion management industry. By developing skills in buying, merchandising, fashion forecasting, marketing and management strategies, PR and marketing, economic and business development, this course will enable you to develop industry standard communication skills through report writing, graphic presentation and professional pitches.

Key Features:

- Industry Professionals: A broad range of high-profile industry professionals are brought in to highlight each industry sector and demonstrate how the theory works in practice.
- Business Management: you will acquire key business skills underpinning the creative fashion management.
- CAD Skills is embedded throughout the three years through timetabled CAD classes.
- Communication skills: You will learn to communicate visually, verbally, and creatively.
- Industry Placement: The course encompasses a well-supported industry placement in the second year of study.
- Industry Linked Assessment Methods: Assessment methods are designed to prepare you for industry. Pitches and presentations feature to prepare you for the challenges of industry.
- Live Industry Briefs: There are opportunities to take part in live project briefs.
- Personal Development Profile: PDP tutorials each year will help you to review and evaluate your progress on the course as well as your progress towards career aspirations.

Final Year Exhibition: You will be given the opportunity to organise an exhibition of your work.

You will study on campus for one day a week with a second day online blended learning.

Year 1 (Level 4)

At level 4, you will learn about the fundamental concepts, principles and practices that drive fashion management and marketing, equipping you with a comprehensive foundation of knowledge and skills for this sector. This level will focus on providing you with a solid understanding of various aspects of fashion management, fashion branding and promotion, marketing and fashion buying and merchandising. You will learn how to apply theoretical concepts to real world scenarios through the use of case studies and practical assignments. You will develop an appreciation of design elements and will learn to use Adobe software to develop visual responses to creative briefs.

Year 2 (Level 5)

At level 5, you will engage with key units that will equip you with the skills that are critical to responding to the dynamic nature of the fashion industry. You will learn to anticipate and adapt to changing consumer preferences, identify emerging trends and develop informed forecasts within the fashion industry. You will learn how to use your design skills to develop visual displays and explore innovative retail concepts, such as experiential retailing, that blur the lines between physical and digital shopping. You will also have the opportunity to go on an industry placement and apply your theoretical knowledge in a practical setting allowing you to gain real world experience and industry insights.

Year 3 (Level 6)

In your final year, you will have the opportunity to explore and develop ideas and themes that have emerged from your interests and future career aspirations. You will have the flexibility to choose your research areas and develop innovative concepts that respond to the shifts within a dynamic industry. You will learn how to translate critical analysis and creative thinking, into strategic plans to identify and plan for future sustainable business opportunities. You will develop an understanding of your own personal brand and tailor your learning and career planning to your future aspirations. You will create a portfolio of work that aligns with your vision for a future in fashion management and marketing.

Highlights	The campus is located in London and within close proximity to a variety of galleries, museums, and cultural events. The city has a vibrant fashion scene and is home to some of the world's most iconic designers and fashion houses, as well as a dynamic community of emerging talent. London Fashion Week, held twice a year, is a major event in the global fashion calendar. As a cultural hub, London provides a platform for creatives to highlight their skills, and the city's creative industries offer a wide range of job opportunities. The fashion management and marketing teaching team at LCCA being also industry practitioners, have a wide network of professional contacts and regularly invite companies, freelancers, and collectives to partake and give insight talks into the sector. This ensures that unit and assessments remain relevant and engaging.

Your Course – Unit by Unit

Year 1 (Level 4)				
Unit Codes and Titles	*Level*	*Credit Value*	*Elective Score*	*Most Popular Student choice of optional elective units or elective options in core units?*
Year 1				
Fashion Marketing	*4*	***20***	*Core*	
This unit will introduce you to the fundamental principles of fashion marketing and demonstrate how marketing provides the essential links between customer and the product. It provides essential grounding in the fashion marketplace and underpins work throughout your course.				

You will be introduced to fashion marketing and market research including primary and secondary research skills crucial to understanding and formulating reports on fashion management and marketing.				
Fashion Branding and Promotion	***4***	***20***	*Core*	
This unit will highlight that fashion branding is the organisational framework that systematically manages customer-centric processes. Brand management involves the gathering of fashion market intelligence, utilisation of resources, and consistently delivering the brand promise and message directly to the consumer. You will take on the role of brand consultants and be responsible for the design solutions for considered fashion brands and answer market and consumer demands in the creation of new brand communications for them. Such a diagnostic report facilitates a re-branding strategy that is targeted at specific identified target consumer groups and ensures brand loyalty.				
Fashion Buying and Merchandising	***4***	***40***	*Core*	
This unit looks at fashion buying and merchandising concentrating on theories and concepts and their influences on building a range. This unit will introduce the critical path allowing you to understand the whole journey from concept to consumer. You will gain a clear understanding of day-to-day roles within a buying office and develop awareness of product management, merchandising and sourcing strategies that are aligned to the overall brand strategy. The unit will embed an understanding of consumer profiling, market analysis and trend forecasting that inform the process of range planning and stock management which is crucial to optimise sales and stay competitive in the marketplace.				
Fashion Management	***4***	***40***	*Core*	
This unit introduces you to the fundamental principles of fashion management and fashion business through an international global lens. You will identify with how the macro environment affects fashion marketing and consumer groups. You will be introduced to sustainable issues pertinent to the fashion industry. You will be able to develop your own ideas about how brands develop future concepts relying on strategic business planning.				

Year 2 (Level 5)				
Unit Codes and Titles	*Level*	*Credit Value*	*Elective Score*	*Most Popular Student choice of optional elective units or elective options in core units?*
Year 2				
Forecasting and Fashion Futures	*5*	***40***	*Core*	
This unit will place emphasis on how fashion is driven by a constant need to predict changing cultural trends and social patterns across strategic fashion industry sectors including product development retail and marketing. Trend Forecasting provides key insights into inspirational colour, material and styling. It also signposts the changing nature of the high street, retail environment and new emerging marketing trends.				

In this unit you are asked to demonstrate an understanding of the methodologies used to inform fashion trend development. You will be expected to develop methods of research, analysis, and formulation to create your own vision for a future season.

You will apply your theoretical knowledge to identify and define an appropriate trend concept and demonstrate how visionary brands, products and marketing technology can be used to communicate this to target audiences.

Visual Merchandising and Experiential Retailing	***5***	***40***	*Core*	

Visual Merchandising involves the development of significant selling concepts which impact on, and embrace the whole 'consumer experience,' from the design of the floor plan and retail space design to the 'look' of the mannequins, store windows, fixtures and fittings and the way in which consumers interface with the brand and physical space.

This unit introduces you to the role and theories of visual merchandising for fashion, from creative concept development to resolution and client presentation.

Professional Practice and Industry Placement	***5***	***40***	*Core*	

This unit is self-initiated and will involve you taking a legitimate Industry placement opportunity, regarded by you and your unit leader as an appropriate and unique professional experience.

Prior to going on placement, you will have the opportunity for self-diagnosis in respect of your interests, strengths, weaknesses, and career ambitions. You will participate in mock interviews, appreciate assertiveness and negotiation, and complete your professional CVs in preparation for your industry placement.

This unit will help you to develop an appreciation of the fashion management industry. By observing company operations, you will come to appreciate how a company functions. You will also understand how different departments inform and inter-relate. You should gain a total overview of the industry through a study of your own experience in the fashion management environment.

Year 3 (Level 6)				
Unit Codes and Titles	*Level*	*Credit Value*	*Elective Score*	*Most Popular Student choice of optional elective units or elective options in core units?*
Year 3				
Strategic Research	*6*	***40***	*Core*	

The emphasis of this unit is on thorough, investigative research into key areas of fashion management and marketing to support a proposal for a new business concept.

You will be expected to consider the theoretical and professional contexts of your exploration of the competitive marketplace. It is important that your work and research is contemporary, innovative, and representative of its target audience and market.

Equipped with this knowledge you will be able to determine a future thinking and sustainable new business opportunity, which demonstrates a process of critical evaluation and a suitable proposal for implementation.				
Trend Forecasting and Concept Development	***6***	***20***	*Core*	
This unit involves an in-depth study of the macro environment. The findings from the study will be applied to discover future trends within a chosen market sector. Skills of synthesis and evaluation will be applied to translate primary and secondary research into future probable trends. Trend research will cover consumers, retail trends, design inspiration, colour, fabric and themes, relevant to a chosen market sector. Synthesis and evaluation will determine relevance and development, while conceptual skills will help create a unique set of trend concepts.				
Strategic Implementation and Career Planning	***6***	***60***	*Core*	
This unit involves the implementation of a proposal developed during the strategic planning unit. The structure and outcomes of your project will be determined by your SLA. You will update, analyse and synthesise your strategic research in order to produce a market report, a visual pack and present your new business concept. Your proposal may be industry-linked or self-initiated in line with your personal career aspirations within the fashion management industry. You will need to critically reflect on your work and articulate the contribution you have made to the subject. This critical analysis should inform your consideration of future career plans. You will have opportunities to develop your interview techniques, conduct career research and develop a career development plan for final presentation				

Who teaches this course?	The Fashion Management and Marketing course is designed to provide you with a unique opportunity to learn from a diverse and dynamic team of experienced professionals who have a wealth of both industry and academic experience. The teaching on this course is based in experiential learning, with an emphasis on supporting you to develop the professional skills and knowledge to pursue a career in fashion management and marketing. The teachers are passionate about their areas of expertise and the work that they do, ensuring that learning is engaging and relevant to the sector. Workshops and guest speakers will provide you with exciting opportunities to network with fashion management and marketing professionals outside of the teaching team and gain valuable industry insights.
What will learning look like?	**Learning and Teaching Strategy** The stimulating and challenging educational experience offered on the BA (Hons) Fashion Management and Marketing course focuses upon learning

	and teaching strategies provided through a combination of structured teaching, including individual peer to peer learning, one to one support and independent study. The college follows a blended learning approach which combines traditional classroom interaction with online digital resources, offering a dynamic and flexible approach to education. You will have a combination of on campus seminars and remote learning teaching and learning activities, allowing you the flexibility to engage with your studies at a time that you choose. You will learn how to use the Virtual Learning Environment (VLE) to access and engage with online resources, such as videos, podcasts, and virtual discussion forums each week. You will use online collaborative tools to work with your peers and lecturer virtually and will be supported to ensure that you make the most of these digital resources to enhance your learning and equip you with important digital skills for the future. You will be expected to engage fully with all online teaching resources, which have been designed to ensure that you get the required amount of structured learning as appropriate to your level of study. You will be asked to reflect on your learning each week, supporting you to adopt a self-aware approach to learning, ensuring that you are able to respond effectively to the goals and learning outcomes of your course, and identify areas where you need additional support. Your unit guide for each of your units will outline the expected-on campus and online learning. In each term, you will attend 6 hours of structured learning on campus, and the rest of your structured learning time will be remote. You will be able to engage with it at a time that suits your week. Your unit guide will indicate how the on-campus time is split between each unit for your on-campus teaching day. You will be able to find a range of information available on your VLE to support your learning and development, including unit handbooks, timetables, schemes of work, presentations, podcasts, student discussion boards and reference material directly related to your unit of study as well as library resources, databases, online journals and articles, careers advice, student development services and wider University help and support. You will learn personal time management and the ability to formulate goals and meet set deadlines to replicate your future professional working conditions. In keeping with all courses at LCCA, Fashion Management and Marketing provides an experiential learning experience, in which you will be introduced to and shown how to apply knowledge and skills that will be critical for future industry success. You will be encouraged to adopt a reflective approach to your learning and will be provided with opportunities to evaluate your work and negotiate your own learning action plan. The course benefits from the considerable resources provided by London, and regular guest practitioners from industry deliver guest talks or teach on specific projects bringing with them contemporary and current approaches to their disciplines and a critical external perspective. All projects are updated annually to embrace contemporary trends, industry developments, innovative ideas, and methods of delivery.

Tutorials

Group or one to one tutorial will provide you with the opportunity to receive feedback and direction on specific project work and progress from your tutor, and on occasions from your peers.

Group Critiques

Throughout the course, you will participate in group critiques, in which your work is peer-reviewed. Group critiques provide an invaluable form of self-appraisal, an opportunity to receive individual feedback from your tutor and peers, develop your presentation skills, respond to questions, and indirectly learn by means of the discussion centered upon the work of other members of the group.

Seminars

Seminar style teaching will be used to introduce and explain the learning outcomes and objectives, as detailed in unit handbooks and briefings, to set projects and contextualise learning. You will work individually and in groups learning how to apply taught theory and develop industry specific and transferable skills.

Technical Demonstrations

Technical demonstrations will support the acquisition of a range of technical skills in various IT packages specifically applicable to digital imaging pertinent to fashion management and introduce essential practical techniques such as, Adobe Software. Demonstrations and hands-on instruction will introduce you to you the practical experience needed for using these skills on your own.

Industry Placements

Industry Placements are a significant feature of BA (Hons) courses, as they ensure that you develop an understanding of the industrial workplace and build up a network of useful contacts. It is an area of special importance to Fashion Management and Marketing, as much of the industry relies on personal industrial connections for work opportunities.

In Year 2 (L5) you will participate in a series of classes to support the development of a range of professional skills and prepare you for entering a period of work placement in your second year. The work placement will provide you with the opportunity to place your knowledge and skills gained to date within an industry context and develop new experiences and skills within the workplace. The course views work placement as an essential component in the development of employability skills and in supporting you in the development of your professional practices.

External Visit

You will be expected to carry out research using a range of secondary and primary sources, including exhibitions, museums, trade fairs and suppliers, fashion businesses and retailers and other relevant sources of information.

Assessment Strategy

The team all work to clear practice relating to the aims, learning outcomes, and assessment criteria, ensuring that you know the assessment requirements and grading descriptors to succeed. This increases validity and assures work assessed and grades received are appropriate to the aims and learning objectives.

The Common Credit Framework

The Common Credit Framework renders the assessment process explicit and transparent, noting credit achievement where it occurs and gives due recognition to transferable skills and related competencies. It is also designed to recognise achievement rather than penalise failure, with progressive and incremental sanctions for poor performance within and across units. It also endows the basis for standard practice throughout the University for the calculation of progression and recommendation of Awards.

The range of assessment methods and criteria deployed across the provision are designed to serve the following purposes:

- To measure the performance over a specified part of the course in relation to the learning objectives, work requirement and outcomes.
- To provide constructive feedback about performance, assisting you to identify strengths and weaknesses.
- To determine the suitability to progress to the next Stage of the Course.
- To determine the award of an appropriate qualification.

Unit Assessment

Unit Assessment is the basic component of assessment. The credit value of each unit is proportional to its study time, providing weighting for the unit and allows each unit mark to contribute proportionately to the Stage mark. Assessment results will include written feedback in accordance with university benchmarks.

Unit Handbooks include a timetable for assessment, a clear statement of assessment requirements, and the assessment methods appropriate to its outcomes and length of study. At, LCCA, assessment requirements will vary depending on the nature of the unit. This course is assessed by a portfolio of evidence which might include (e.g.) coursework, oral presentations, workbooks, and written submissions.

The students experience various forms of assessment. Evidence of learning will include project work, reports, concept boards, digital presentations, scale models, presentations, and pitches.

Stage Assessment

Stage Assessment is the major summative assessment point, occurring at the end of each academic year and allows progression between Stages of a course. Where appropriate it may form the basis for the recommendation of an award. The purpose of Stage assessment is:

- To consider the overall performance of candidates within a Stage of the course,

- To award credit where appropriate and
- To set any conditions for progression or retrieval of failure.

Provision is made for moderation, including External moderation, where appropriate. Methods will vary throughout your studies. The range enables staff to align differing methods against differing outcomes, requiring both specified and portfolio submissions.

What strategies will be used specifically in response to student disability?

The teaching team will use a variety of teaching practices and methods to ensure that different learning methods engage different types of learners.

Tutor Led Assessment

Tutors will identify the level of achievement of the Learning Outcomes against the assessment submission and make judgements with relation to grade and level descriptors about your work

Internal Verification

Internal Verification serves to maintain parity of marking. The university verifies a ratio-based number of all final subject-specific unit marks. This number is determined using a ratio set by the University in relation to cohort numbers. Verification takes place prior to the unit marks being published to the students. You will be given feedback from your lecturers on your VLE. When appropriate, general feedback is also given verbally, in end-of-unit feedback sessions.

External Examiners

External examiners are nominated by the UCA Course Team and approved by the External Examiners Group. Their responsibilities include ensuring that proper academic standards are maintained, and that assessment is valid, reliable, appropriate, and fair.

Formative Assessment Feedback

Feedback can be formative, given during the development of your work. This feedback seeks to help you to evaluate and develop your work as you go. It is given with reference to the assessment criteria and may also describe other achievements or concerns. Formative feedback aims to help you to improve your work.

Summative Assessment Feedback

Summative feedback is the feedback given at the point of assessment; it is the final outcome of achievement for your assessment requirement such as a portfolio, essay, report, project, practice, and dissertation. It usually includes written feedback in reference to each assessment criteria and a numeric grade. The grading descriptors are used to describe student achievement for each assessment criteria.

Independent Study

You will be encouraged and supported in developing an effective and structured approach to Independent Study, as well as appropriate research skills. Fashion Management and Marketing requires the skills of self-directed work as well as teamwork, and as such is conducted within varying parameters and in response to briefs. The course will replicate these conditions as closely as possible by establishing the framework for independent study from an early point in the course. Likewise, without imaginative research, you will not attain the level of originality required to earn higher grades. Second and third-year projects will be designed in such a way that they cannot be completed without a well-managed, resourceful self-directed course of study, including independent time management schedules.

Independent study may take place within the university (e.g.: in the breakout space), at home, or at an appropriate location (e.g.: trade shows, and/or exhibitions.) You will always be required to show evidence of self-management and research in your assessment requirements. Self-directed study is especially important as effective time management and the ability to self-motivate are essential key skills in the professional workplace.

Inclusivity

The curriculum design and course delivery are central to providing an inclusive learning environment for those learners with differing learning styles and from diverse educational backgrounds. The range of teaching and learning methods aims to provide opportunities for all you to engage in the learning and development process. In addition, project briefs will encourage you to explore a variety of themes and ideas relating to differing social and cultural perspectives and seeks to foster originality and a personal design philosophy.

The course will actively respond to the needs of your requirements, to embed good practice in the delivery to meet the requirements of a diverse cohort. For example, one consideration is the effective management of dyslexia. The course will be project and practice led, clarifying a focus on research, workshop practice, and technical, material and process-based knowledge towards defined outcomes. This will link a concept-based beginning with a context related conclusion. This practical exploration is accessible to dyslexic learners allowing to learn through ‘doing.’

Attendance

Once you have a place on the BA (Hons) Fashion Management and Marketing course you are expected to attend all timetabled sessions, including workshops, inductions, and demonstrations. Regular attendance means that you can take full advantage of the learning and teaching opportunities available to you and gain the greatest benefit from their course. Poor attendance not only affects you, but it also affects other students who need to rely on each other in group projects.

If you regularly miss sessions, you will be contacted by a learning mentor or Course Leader and offered the opportunity to discuss any difficulties that

	might be affecting their attendance and ways in which the Course Team or Student Services can offer their support. Evidence shows that persistent poor attendance directly impacts the students' learning and development and leads to failure at assessment. The Course Team recognises that you may need to undertake part-time employment to support your studies and that you may have other commitments such as childcare or family events. However, the Course Team expects you to fit these commitments around timetabled sessions and their designated Independent Study, to take part in the course fully. Persistent non-attendance and unauthorized absences for 10 consecutive days will result in you being withdrawn from the course.
	Punctuality
	You are expected to arrive promptly before the start of your timetabled session so that you are ready for the register to be taken and ready to start your learning activities at the start of the session promptly. Please note that late arrival to timetabled sessions can be disruptive to fellow classmates, as it may affect the flow of the teaching and learning activities taking place.
By the end of the course, you will be able to:	Knowledge
	LO1. You will gather a comprehensive extensive breadth and depth of knowledge of contemporary business acumen in fashion management and marketing. LO2. You will demonstrate extensive knowledge and understanding of the roles of fashion management and marketing within global industrial and cultural contexts.
	Understanding
	LO3. You will explain fashion management and marketing within global industrial and cultural contexts. LO4. You will apply communication of macro and micro environmental issues as this apply to fashion management and marketing.
	Application
	LO5. You will assess and apply fashion management and marketing strategies, processes and techniques of analysis and evaluation. LO6. You will use effective communication through the application of a range of creative digital media.
Student Support	We aim to ensure, where possible, personal tutors remain with you throughout your degree studies to discuss all matters relating to student well-being and academic support. Academic Mentors and the Careers Team will also support you in discussions around your potential or

	preferred career direction. • You will also be further supported by: Unit leader for each unit • School support staff • Personal academic mentors • Careers Team • Technical support with IT and software • Canvas – a versatile online learning environment • Induction and ongoing re- induction sessions • Student Staff Course Boards • Library and learning resources
Our approach to employability is to:	The delivery and development of employability attributes and skills are imbedded within units across all three years of the degree programme. The development of employability skills within areas of creativity, design and layout, problem solving, digital skills, team working, time-management and communication are fully integrated within the teaching and learning of design practices. You will be exposed too and then asked to respond to a wide range of professional practices through external events and work placement in Level 5. Level 6 will encourage you to reflect on your strengths and needs in industry contexts and inform your career planning activities and preparation.

Our Commitments	
Sustainability	University for the Creative Arts (UCA) is committed to sustainable development and reducing the environmental impact of activities through our teaching, research, and day to day operations. Our courses align to Education for Sustainable Development as defined by UNESCO (2019): *'Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability, and a just society, for present and future generations, while respecting cultural diversity. It is about lifelong learning and is an integral part of quality education. ESD is holistic and transformational education which addresses learning content and outcomes, pedagogy, and the learning environment. It achieves its purpose by transforming society.'*
Equality, Diversity, and Inclusion	*"Equality, diversity, and inclusion are fundamental to our commitment to the extraordinary creativity of our staff and students. In the UK, the standards we are required to adhere to are embodied in the 2010 Equality Act. Equally important is how these standards are evidenced through the values and behaviours of the University and the individuals of which it is comprised. As well as compliance with these standards we should in my opinion all be exemplars and role models. In terms of everyday actions, this means we should treat others with respect and dignity, and value their contributions because of, and not despite, our differences. I am personally committed to diversity and in this regard the University has the highest expectations of every employee and student alike."* Professor Bashir Makhoul, President & Vice-Chancellor, University for the Creative Arts.

Overall methods of assessment	Written exams:	Practical exams:	Coursework:

Level 4	0%	0%	100%
Level 5	0%	0%	100%
Level 6	0%	0%	100%

Indicative course learning hours	Independent:	Structured:	Placement or Live Professional Activity:
Level 4	60 %	40 %	0.0%
	720 hours	480 hours	0 hours
Level 5	43 %	40 %	17 %
	520 hours	480 hours	200 hours
Level 6	70%	30%	0%
	840 hours	360 hours	0 hours

Additional Course Costs	Access to Adobe Suite is provided on campus. It is recommended that you subscribe to specific Adobe software so that you have access off campus to support the development of your work. You should allocate approx. £120 for field trips.
Equipment/materials recommended	You should have access to a laptop or desktop and Wi-Fi off campus to engage with the online learning activities and digital learning resources.
Visits	Visits to fashion management and marketing industry spaces, fashion spaces and events, galleries and museums can take place as part of a unit of study or for a year group. Advance notice would be given of any associated costs.