



BA (Hons) Fashion Management and Marketing (3 Year)



Course Information Document 2026-27

BA (Hons) Fashion Management and Marketing (3 Year)

Awarded by	University for the Creative Arts
Taught by	London College of Contemporary Arts
Campus School	London
Language	English
Duration	3 years Full-time
Entry Criteria	At UCA, we want to attract the best and most creative minds in the country – so we take a balanced approach to candidate assessment, taking both individual portfolios and exam results into account. That's why your portfolio is an especially important part of your application to study with us – and we can help. Our academics can offer you expert advice on how to showcase your creative work and build a portfolio that will make your application stand out. More advice on how to create an exceptional portfolio is also available here, along with specific portfolio requirements for this course. Along with your portfolio, the standard entry requirements** for this course are: · 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 Functional Skills English/Key Skills Communication Level 2.

Other relevant and [equivalent](#) level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds 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.

>>In these cases, a strong portfolio is especially helpful.<<

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 2023.

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 through units that prepare you to develop your own strategic goals and key skills for your career aspirations.

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 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 are 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 either one day a week, two evenings a week, or split evening combined with either a morning or afternoon weekend session. This depends on the study option you select. Your second study day will take place

as online (asynchronous) blended learning, enabling a flexible, applied, and future-ready learning experience.

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 using 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 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 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.

Principles of this course

This course will deliver a personalised learning journey, following five key principles:

- Practice-led and professionally contextualised
- Discipline-specific with interdisciplinary exposure
- Technologically relevant
- Employment focussed
- Internationalised learning

Highlights

The London College of Contemporary Arts (LCCA) brings you an applied business degree programme that combines creative thinking with hands-on learning, designed to prepare you fully for the realities of the professional world. What makes this programme distinctive is its strong focus on real-world projects, industry partnerships, and cross-disciplinary collaboration, enabling you to explore business challenges from multiple perspectives. This applied approach supports the development of practical problem-solving, effective communication, and sharp analytical skills that are highly sought after across both creative and commercial sectors.

You will be supported in developing a creative and enquiring mindset, alongside a growing awareness of how businesses operate in fast-changing and dynamic environments. With access to specialist facilities, expert tutors with industry experience, and guided learning, you will produce work that meets current industry standards. The programme also offers opportunities for live briefs, industry exposure, and networking events, helping you build valuable professional connections. You will have the chance to reflect your individual strengths, interests, and career goals throughout your studies.

The programme aims to build a solid foundation of knowledge and transferable skills that can support further study or direct entry into entry-level employment in a wide range of business-related fields, all while encouraging an entrepreneurial spirit and adaptability essential for today's evolving job market.

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)

Fundamentals of Fashion Marketing and Communications; 30 credits

Fundamentals of Fashion Marketing and Communications introduces you to the core principles and practices of fashion marketing, branding, and creative communication, establishing a strong foundation for further study in the discipline. You will examine how brands communicate their identity, values, and products to diverse audiences through a variety of visual and strategic channels.

Fashion Event Management; 30 credits

Fashion Event Management explores the operational, logistical, and creative processes underpinning the planning, management and delivery of fashion events and productions, including runway shows, photoshoots, presentations and digital campaigns. You will develop an understanding of how creative vision is translated into practical reality through effective coordination, resource management and team leadership. Emphasis is placed on industry standards, sustainability considerations and professional skills, enabling you to gain practical insight into the production process and prepare for future roles in fashion management.

Fashion Buying and Merchandising; 30 credits

Fashion Buying and Merchandising introduces you to the commercial and strategic functions that underpin the success of fashion businesses, focusing on the interconnected disciplines of buying, merchandising, and retail planning. You will gain insight into the processes that transform creative ideas into commercially viable products, exploring the balance between innovation, market demand, and profitability.

Understanding Consumer Behaviours; 30 credits

Understanding Consumer Behaviour examines the complex factors that shape fashion consumption, focusing on the social, cultural, political, and economic influences that drive purchasing decisions and brand engagement. You will develop the ability to research, identify, and analyse target markets, understanding how different consumer groups form relationships with fashion products, services, and brands.

Year 2 (Level 5)

Forecasting Fashion Futures; 30 credits

Forecasting Fashion Futures immerses you in the critical world of fashion forecasting, exploring how predicting cultural shifts and social patterns drives the entire industry. You will master the methodologies used to inform trend development, moving beyond theory to conduct your own research, analysis, and formulation of a unique vision for a future season. By applying this knowledge, you will learn to define a compelling trend concept and demonstrate how visionary brands and marketing technologies can be used to communicate it effectively to a target audience.

Visual Merchandising and Experiential Retailing; 30 credits

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 module introduces the role and theories of visual

merchandising for fashion, from creative concept development to resolution and client presentation.

Fashion Industry Placement; 30 credits

The Fashion Industry Placement is self-initiated and requires you to secure and undertake a legitimate Fashion Industry placement, working a minimum of 8 hours per week. The purpose of the module is to provide first-hand experience of the fashion management industry, enabling you to connect academic study with professional practice. By engaging with day-to-day operations, you will develop an understanding of how fashion businesses function, including the interrelationships between different departments and roles. Through active participation and observation, you will gain insight into the structures, processes, and challenges that shape the industry. This experience will be supported by guided self-reflection, encouraging you to evaluate your personal development, professional skills, and career ambitions in the context of their placement. Ultimately, the module aims to broaden your appreciation of the fashion management sector, offering a holistic perspective on industry practice and preparing you for future career opportunities.

Professional Development and Placement Support; 30 Credits

Professional Development and Placement Support prepares you for your industry placement by developing key professional and employability skills. Through guided reflection, practical workshops, and assessment activities, you will identify your strengths and areas for development, explore your career ambitions, and gain the confidence to present yourself effectively in professional contexts. The focus is on bridging academic study with workplace expectations, ensuring you are well-prepared to maximise opportunities during your placement and beyond. Employability-focused activities include producing professional CVs, cover letters, and LinkedIn profiles, as well as practical preparation for recruitment processes. You will participate in mock interviews and simulated professional tasks, receiving constructive feedback to build competence and confidence.

Year 3 (Level 6)

Strategic Research Proposal; 30 credits

The emphasis of the Strategic Research Proposal 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; 30 credits

Trend Forecasting and Concept Development involves an in-depth study of the macro environment. The study's findings will be applied to identify future trends within a chosen market sector. Skills of synthesis and evaluation will be applied to translate 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; 60 credits

Strategic Implementation and Career Planning involves the implementation of the proposal developed during the strategic planning unit. 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 course team, led by the Course Director, brings together a wealth of academic expertise and high-level professional experience across business and creative industries.

Academic staff hold postgraduate qualifications in their relevant disciplines—many at Master’s or PhD level—or bring significant senior industry experience, including entrepreneurship, applied business leadership, and advanced professional practice. This ensures that teaching is both academically rigorous and grounded in current industry context.

Subject Leaders are responsible for the design, delivery, and academic quality of their modules, while lecturers support student learning through engaging, interactive teaching and ongoing guidance in preparation for assessment.

Embedded within the provision is a strong connection to industry. Students benefit from regular engagement with industry experts through guest lectures, workshops, and live project activity. These external contributors bring current insight, professional expertise, and practical know-how, enriching the curriculum and, where appropriate, supporting opportunities for placements and real-world project experience.

The provision is further strengthened by a dedicated team of Student Success Tutors, all of whom hold recognised teaching qualifications. Working alongside the academic team, they provide targeted academic skills development and deliver strategic interventions to support group learning in key areas such as academic writing, critical thinking, and research skills. In addition, they offer personalised one-to-one academic and pastoral support, ensuring that students are effectively supported throughout their learning journey.

All teaching staff either hold a recognised teaching qualification (such as PGCert HE, or FHEA) or are actively working towards one, reflecting their commitment to excellence in teaching and learning.

The team is committed to continuous professional development and operates with a strong growth mindset. Staff regularly engage in CPD through internal and external training, industry collaboration, research activity, and professional practice. This ongoing development ensures that teaching remains current, innovative, and aligned with both academic standards and evolving industry needs.

Collectively, this blend of academic achievement, professional expertise, industry engagement, and comprehensive student support underpins a high-quality learning experience and contributes to strong student satisfaction and progression outcomes.

What will learning look like?

Our courses are delivered through a blended learning model, designed to provide a flexible yet academically rigorous experience.

You will typically attend campus one to two days per week for intensive, face-to-face teaching, complemented by structured asynchronous online learning via our Virtual Learning Environment, Canvas. This integrated approach combines the benefits of collaborative, in-person engagement with the flexibility of self-paced digital study, creating a comprehensive and contemporary learning experience. Alongside this, you will be expected to undertake independent study and complete termly assessments.

On-campus teaching is centred on applied and experiential learning, placing you at the heart of the educational process. Sessions are highly interactive and include workshops, group investigations, problem-based activities, and practice-led challenges that reflect real-world scenarios. The emphasis is on active participation and critical reflection, with limited reliance on traditional lecture formats.

Teaching takes place in our modern, purpose-designed facilities in central London. You will learn in flexible classrooms, specialist studios, and collaborative social spaces that support both small group work and whole-class discussion.

Our studio and exhibition areas also provide opportunities to develop and showcase your work in a professional environment.

Your on-campus experience is supported by a rich range of online learning materials. Outside of class, you will engage with curated resources such as interactive activities, quizzes, video content, and guided research tasks. These are designed to reinforce and extend your learning, as well as prepare you for upcoming sessions. Reflective activities are also embedded throughout, encouraging you to evaluate your progress and develop critical thinking skills.

Throughout your studies, you will receive personalised academic support. Individual and group tutorials offer dedicated time to review your progress, refine your work, and act on feedback. Formative assessments and peer review activities are integrated across the curriculum to build confidence, strengthen communication skills, and promote a culture of continuous improvement and collaborative learning.

By the end of the course, you will be able to:

1. Demonstrate a comprehensive breadth and depth of knowledge of fashion management and marketing, with an understanding of their roles and applications within global industrial, cultural, and business contexts.
2. Analyse, evaluate, and apply strategies, processes, and techniques in fashion management and marketing, considering both macro and micro environmental factors that influence industry practice.
3. Apply business acumen and innovative approaches to develop, implement, and critically assess solutions to contemporary challenges in fashion management and marketing.
4. Communicate effectively and creatively, using a range of digital and media platforms to present ideas, strategies, and professional insights in fashion management and marketing.

-
5. Demonstrate understanding and application of inclusive and ethical practices, reflecting principles of Equality, Diversity and Inclusion.
 6. Apply sustainable methods, including circular economy principles, in the development and resolution of creative or academic work.
 7. Critically engage with artificial intelligence and emerging technologies to support creative problem-solving or discipline-specific outcomes.

Student support

At LCCA, our commitment to your success extends beyond the classroom. We offer a comprehensive and personalised support system to ensure you have access to the help you need throughout your academic journey. These services are designed to promote inclusion, wellbeing, and not only your academic achievement but your personal and professional success as well. You will also be supported by a Student Success Tutor who will offer academic and pastoral guidance throughout your studies.

Our support framework includes several dedicated services:

1. Student Accessibility Services

Our specialist Student Accessibility Services team provides confidential advice and support for students with wellbeing needs, disabilities, long-term health conditions, mental health difficulties, or specific learning differences. The team can conduct needs assessments to implement reasonable adjustments, arrange for learning materials in alternative formats, and connect you with mental health and wellbeing resources. They work closely with academic staff to ensure your support plans are effectively implemented, creating an inclusive learning environment for all.

2. Student Support and Administration

The Student Support and Administration team is your first point of contact for a wide range of administrative and academic queries, ensuring your smooth progression through the course. They are available to assist with enrolment and registration, answer questions about timetabling and attendance, and provide

guidance on general course-related matters. This dedicated support ensures you can focus on your studies with confidence.

3. Student Experience

We are committed to providing a vibrant and enriching student experience. Our Student Experience team enhances your time at LCCA through comprehensive orientation and induction programmes, helping you settle into your studies. They also support a range of student societies and extracurricular activities, allowing you to connect with peers and build your community. Crucially, the team facilitates feedback and student representation opportunities, ensuring your voice is heard and contributes to the continuous improvement of the college.

4. Safeguarding and Data Protection

Your safety, wellbeing, and privacy are our highest priorities. We have robust safeguarding policies and confidential reporting mechanisms in place to ensure a secure learning environment for everyone. We also adhere strictly to data protection regulations, including GDPR, to ensure your personal and academic data is handled securely and responsibly at all times.

Our Approach to Employability

BA (Hons) Fashion Management and Marketing

At LCCA, employability is embedded throughout the Fashion Management and Marketing course, ensuring that students develop the professional knowledge, creative thinking, and strategic skills required to succeed within the global fashion industry. Through a combination of industry-focused modules, practical projects, and career development activities, students gain experience in the commercial, strategic, and cultural aspects of fashion business.

Students engage with real-world industry practices such as fashion buying and merchandising, consumer research, trend forecasting, marketing strategy, event production, and retail experience design. Across the course, students develop key professional competencies including analytical thinking, digital

communication, research, project management, teamwork, and strategic decision-making.

Teaching integrates lectures, workshops, industry case studies, and project-based learning that reflect professional workflows used within fashion businesses. Students develop professional outputs such as marketing portfolios, trend reports, consumer research analysis, visual merchandising concepts, and strategic business proposals. These activities help students build a strong body of work that demonstrates both creative insight and commercial awareness.

Industry engagement is supported through guest speakers, live briefs, and collaborative projects that provide insight into current practices within fashion management and marketing. Students also gain exposure to industry tools and platforms used by fashion professionals, including digital design software, trend forecasting resources, and market research tools.

Employability development is structured across each level of the course to support the transition from foundational knowledge to professional practice.

Year 1

At Level 4, students build foundational knowledge of the fashion business and its relationship to consumers, markets, and communication. Modules such as **Fundamentals of Fashion Marketing and Communication**, **Fashion Buying and Merchandising**, **Understanding Consumer Behaviour**, and **Fashion Event Management and Production** introduce key industry practices and professional workflows.

Students develop practical skills in areas such as brand analysis, consumer profiling, range planning, marketing content creation, and event production planning. Through project-based assessments, students produce outputs including marketing portfolios, consumer research reports, range planning strategies, and collaborative event proposals. These activities introduce students to the ways in which fashion businesses combine creativity with commercial strategy.

Year 2

At Level 5, employability is strengthened through deeper engagement with industry-focused practices and professional development activities. Modules such as **Forecasting Fashion Futures**, **Visual Merchandising and Experiential Retailing**, and **Professional Development and Placement Support** encourage students to analyse emerging trends, design retail experiences, and develop their professional identity.

Students undertake forecasting research using industry methods such as cultural scanning, consumer insight analysis, and trend mapping. They also explore experiential retail design and visual merchandising strategies used by fashion brands to communicate identity and enhance customer experience.

Professional preparation is supported through structured career development activities, including CV and portfolio development, LinkedIn profile creation, mock interviews, and networking strategies.

A key element of Level 5 is the **Fashion Industry Placement module**, where students undertake a self-initiated placement within a fashion business. This placement provides first-hand experience of professional environments and allows students to apply academic knowledge to real-world contexts while developing professional behaviours, workplace communication skills, and industry awareness.

Year 3

At Level 6, the focus shifts to strategic thinking, innovation, and career readiness. Through modules such as **Strategic Research Proposal, Trend Forecasting and Concept Development**, and **Strategic Implementation and Career Planning**, students develop advanced research, business strategy, and professional communication skills.

Students investigate contemporary fashion markets and develop research-informed business concepts that respond to emerging industry challenges, including sustainability, digital transformation, and changing consumer behaviours. These projects require students to apply strategic frameworks such

as market analysis, competitive positioning, and financial planning to develop viable fashion business proposals.

Final projects often take the form of industry-standard outputs such as market reports, visual concept packs, trend forecasting portfolios, and professional business pitches. Alongside these projects, students develop a personal career plan that reflects their professional goals, skills development, and potential pathways within the fashion industry.

Careers Studio Support

Throughout the course, students are supported by LCCA's Careers Studio, which provides one-to-one guidance, workshops, and digital resources to support career development. Students have access to support with CV writing, portfolio development, interview preparation, LinkedIn profiles, and job applications.

The Digital Careers Studio also provides 24/7 access to job opportunities, career resources, and virtual appointments. Students interested in entrepreneurship or freelance work are supported in exploring business opportunities and developing entrepreneurial skills relevant to the creative industries.

Through this integrated approach, the course equips graduates with the skills, knowledge, and confidence needed to pursue careers across the fashion sector, including roles in marketing, brand management, buying and merchandising, retail strategy, event production, trend forecasting, and fashion business development

Our commitments

LCCA, our programme fully integrates the United Nation's Sustainable Development Goals (UN SDGs), Diversity, Equality and Inclusion (DEI), Corporate Social Responsibility (CSR), and the realities of operating in a VUCA (Volatile, Uncertain, Complex, Ambiguous) world. These themes are embedded across all units to encourage critical engagement with global and social challenges as well as rapid technological changes driven by Artificial Intelligence (AI).

We are committed to equipping you with the knowledge and skills to make responsible decisions that promote environmental sustainability, social justice, and ethical business practices. By applying these principles in practical business contexts and understanding how AI tools can ethically support decision-making and innovation, you will develop into a socially responsible and forward-thinking professional prepared to succeed in dynamic and complex business environments. Aligned with our values of inclusive education, the programme provides an accessible and equitable learning environment in physical, digital, and intellectual terms.

You will be supported in considering DEI implications in your work and professional practice through teaching methods that encourage critical awareness and inclusive thinking. Through experiential learning and a strong emphasis on the development of professional, academic, and practical skills, students graduate with the confidence and capabilities to lead, innovate, and contribute responsibly within diverse business environments.

Overall methods of assessment

Overall methods of assessment	Written exams:	Practical Assessment:	Coursework:
Level 4	0%	10%	90%
Level 5	0%	10%	90%
Level 6	0%	20%	80%

Indicative course learning hours

Indicative course learning hours	Independent:	Scheduled:	Percentage of scheduled delivered online:	Placement:
Level 4	60%	40%	62.5%	0%
Level 5	60%	33%	67%	7%
Level 6	75%	25%	50%	0%

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.

Visits

Visits to fashion management and marketing industry spaces, fashion spaces, 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.

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.