BA (Hons) Fashion Marketing Management – Sept 2020

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| **Level 4 - 1st Year (120 Credits)** | **Level 5 - 2nd Year (120 Credits)** | **Level 6 – 3rd Year (120 credits)** |
| Semester 1   * Principles of Fashion Studies (30) 2 x 2 hour lecture (all), 2 hour workshop 0118 x 3 deliveries (2xFMM, 1 x FBBM). * Introduction to Fashion Marketing (20) * Digital Media for Marketers (20)   Semester 2:   * Fashion Visualisation (30) 2 x 2 hour lecture (all), 2 hour workshop 0118 x 3 deliveries (2x FMM, 1 x FBBM). * Finance For Managers (20) | Semester 1:   * Fashion Consumer Behaviour (20) * Fashion marketing in Practice (20) * Fashion Journalism and Creative Direction (20) 2 hour lecture (all), 2 x 2 hour workshops 0118.   Semester 2 (60-credits):   * Creative Marketing Communication for Fashion (20) * Marketing Research Methods (20) * Optional - Experiential Fashion Strategies (20) 2 hour lecture (all), 2 x 2 hour workshops 0118. | Semester 1:   * Fashion Creativity and Entrepreneurship (20) 2 x 2 hour lecture, 2 x 2 hour seminars   Semester 2:   * Strategic Fashion Brand Management (20) 2 x 2 hour lecture, 2 x 2 hour seminars   AY:   * International & Global Fashion Marketing (20) 2 x 1 hour seminar for fashion   Options - AY   * PR and Fashion Stakeholder (20) 1 x 1 hour fashion seminar * Fashion Sustainability / visioning for change (not sure of the name!) – 1 x 1 hour sem |

BA (Hons) Fashion Buying and Brand Management - Sept 2020 suggestions

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| **Level 4 - 1st Year (120 Credits)** | **Level 5 - 2nd Year (120 Credits)** |  |
| Semester 1   * Principles of Fashion Studies (30) 2 x 2 hour lecture (all), 2 hour workshop 0118 x 3 deliveries (2xFMM, 1 x FBBM). * Introduction to Fashion Marketing (20) * Digital Media for Marketers (20)   Semester 2:   * Fashion Visualisation (30) 2 x 2 hour lecture (all), 2 hour workshop 0118 x 3 deliveries (2x FMM, 1 x FBBM). * Finance For Managers (20) | Semester 1:   * Fashion Consumer Behaviour (20) * Fashion Industry in Practice (20) * Fashion Buying and Merchandising (20) 2 hour lecture (all), 1 x 2 hour workshops 0118.   Semester 2 (60-credits):   * Creative Marketing Communication for Fashion (20) * Marketing Research Methods (20) * Optional - Experiential Fashion Strategies (20) 2 hour lecture (all), 2 x 2 hour workshops 0118. |  |