### Course Title
BA (Hons) Fashion Communication and Promotion [progression route]

### Awarding Bodies
University of Suffolk

### Level of Award
FHEQ Level 6

### Professional, Statutory and Regulatory Bodies Recognition
None

### Credit Structure
120 Credits Level 6: 120 Credits

### Mode of Attendance
Full-time

### Standard Length of Course
1 year full-time

### Intended Award
BA (Hons) Fashion Communication and Promotion

### Named Exit Awards
None

### Entry Requirements
A Foundation degree, (or equivalent), FdA or FdSc in a related subject i.e. Fashion, Art & Design, Marketing, Media.

All applicants are required to hold GCSE English and Maths at Grade C/4 or above. Applicants who do not hold these qualifications may be considered on an individual basis based upon their overall application and the course applied for.

### Delivering Institution(s)
University of Suffolk at Suffolk New College

### UCAS Code
W232

This definitive record sets out the essential features and characteristics of the BA (Hons) Fashion Communication and Promotion [progression route] course. The information provided is accurate for students entering level 6 in the 2020-21 academic year.

### Course Summary
The BA (Hons) Fashion Communication and Promotion programme is for students who want to take a purpose-driven and creatively strategic approach to transforming the fashion industry from the inside out. The fashion industry is going through radical changes. With demands to make the industry more sustainable and compassionate, enlightened leaders are needed who can thrive on challenges and help deliver systemic change for collective prosperity.

---

1 For an explanation of the levels of higher education study, see the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014).

2 All academic credit awarded as a result of study at the University adheres to the Higher education credit framework for England.

3 Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the Framework and Regulations for Undergraduate Awards.

4 Details of standard entry requirements can be found in the Admissions Policy and further details about Disclosure and Barring Checks (DBS) can be found on the University’s DBS webpage.

5 The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the Admissions Policy.
This industry led programme will give you a thorough understanding of forward thinking fashion communication and promotion practice. You will have access to a wealth of lecturers and contributors working in the fashion and creative industries.

Over the course of your study you will engage with fashion industry issues, the rise in demand for ethical brands and the commercial aspects of sustainable and ethical practice. Visits from creative and fashion industry professionals, live briefings from relevant employers and participation in design competitions will give you valuable insight and experience of undertaking industry projects related to fashion industry challenges, trends and innovations.

It is very important to us that you graduate prepared for the rapidly shifting world of work and accelerating business of fashion, a crucial part of this is learning how to look after your own wellbeing. Self-care and resilience are huge challenges in modern business so we will help you develop the right mind-set to flourish in this fast-paced industry.

You will emerge from your studies as an enterprising and sustainably aware graduate ready to succeed in a career that never goes out of style.

Course Aims

● To offer an innovative, coherent, interdisciplinary progression route for students from related level 5 programmes and to facilitate progression to further academic study at postgraduate level

● To cultivate a motivational and inspirational learning experience that encourages self-directed autonomous learning, embedding self-reflection, analysis and evaluation into all aspects of academic study and professional development

● To integrate academic theories, industry methodologies, skills and resources towards the creation of a self-proposed, negotiated and cohesive body of fashion communication and promotion outcomes that reflect contemporary international practice

● To connect scholarly research with professional development through the successful completion of an undergraduate dissertation that critically reviews and evaluates strategic directives within the global fashion market

● To encourage articulation, synthesis and generation of knowledge and understanding, attributes and skills in effective ways in the contexts of practice, employability, enterprise and continuing personal development

● To produce enterprising and entrepreneurial graduates who can operate as highly effective professionals able to navigate the challenges and fast paced dynamic of the international fashion industry

● To meet the growing need within the contemporary creative industries for commercially astute problem solving graduates who have a sound awareness of innovation, sustainability and ethics within a business context
DEFINITIVE COURSE RECORD

Course Learning Outcomes
The following statements define what students graduating from the BA (Hons) Fashion Communication and Promotion course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA)6.

1. Identify, critically analyse and evaluate fashion communication and promotion practice and its influence on culture, society and the consumer through extended negotiated projects and self-directed enquiry

2. Apply autonomous learning, independent enquiry and working methodologies to meet the demands of industry, reflected in meeting deadlines, targets and developing effective communication skills

3. Apply an entrepreneurial, ethical and responsible approach to your professional practice and development of your personal philosophy

4. Harness creative and strategic problem solving skills in the resolution of key industry challenges, with a focus on sustainable innovation to develop solutions

5. Successfully collaborate as part of a team and take a responsible stance in the resolution of problems gaining a variety of transferable skills relevant for successful integration as part of a cohesive team enhancing employability

6. Disseminate creative and strategic solutions to an industry standard for promotion and networking purposes to a wider audience

Course Design
The design of this course has been guided by the following QAA Benchmarks / Professional Standards / Competency Frameworks:

- QAA Subject benchmark for Art and Design (2017)
- QAA Education for Sustainable Development (2014)

Course Structure
The BA (Hons) Fashion Communication and Promotion comprises modules at levels 6. Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

<table>
<thead>
<tr>
<th>Module</th>
<th>Credits</th>
<th>Module Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concepts and Innovation</td>
<td>20</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Dissertation</td>
<td>40</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Fashion Business and Entrepreneurship</td>
<td>40</td>
<td>Mandatory</td>
</tr>
<tr>
<td>Professional Futures</td>
<td>20</td>
<td>Mandatory</td>
</tr>
</tbody>
</table>

6 As set out in the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)
7 Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the Framework and Regulations for Undergraduate Awards
Awards
On successful completion of the course, students will be awarded a BA (Hons) Fashion Communication and Promotion on successful completion of 120 credits including all mandatory modules at level 6.

Course Delivery
The course is delivered at Suffolk New College. Students studying full-time on BA (Hons) Fashion Communication and Promotion [progression route] are likely to have approximately 10 contact hours per week for level 6. Please note for this specific academic year (2020-2021) because of the low numbers of students progressing from L4 and L5 the contact hours will be a combination of face-to-face as well as online/blended. The contact hours will be a of mix lectures, seminars, workshops, talks from industry professionals and practical activities. Students will normally be expected to undertake 25 hours of independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises.

Course Assessment
A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module’s intended learning outcomes. Assessment on the course overall will be 100% coursework including essays, dissertations, reports, presentations, group work, reflective learning journals, research projects, responses to industry live briefs and practical assessments.

Course Team
The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute [and are registered with the appropriate professional body.

Course Costs
Students undertaking BA (Hons) Fashion Communication and Promotion will be charged tuition fees as detailed below.

<table>
<thead>
<tr>
<th>Student Group</th>
<th>Tuition Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time UK/EU</td>
<td>£9,250 per year</td>
</tr>
<tr>
<td>Part-time UK/EU</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Full-time International</td>
<td>£13,330 per year</td>
</tr>
<tr>
<td>Part-time International</td>
<td>Not Applicable</td>
</tr>
</tbody>
</table>

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy. Additionally students may be required to pay for transport if any site visits are organised. Student may also be advised to spend up to £60 per year on books but this is not compulsory.

Students are likely to incur other costs for equipment, materials, optional field/international trips, exhibitions amounting to approximately £1,000 per year.

Academic Framework and Regulations
This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the website.