

Fashion Marketing

BA (Hons)

Do you aspire to work in the fashion industry, have a passion for fashion and a desire to be a marketing professional? Fun, fast moving and challenging; the fashion industry and the image and lifestyle aspects of our culture and society are a unique field for a 'marketing professional' to work in.

Course content

Along with practitioners from the retail, fashion and marketing communication industries we aim to ensure our graduates have the skills and knowledge needed to secure jobs within this highly competitive graduate market place. Fashion Marketing students work alongside our fashion, surface and accessory design students from day one. Developing the skills and understanding needed to forge partnerships between business minded and creative people is an effective way to make fashion businesses viable.

The Fashion landscape is continually changing making this a fascinating arena in which to develop knowledge and understanding of the application of marketing. There is also an opportunity to elect for a short industry work placement at each stage. Alternatively students may take a placement year in suitable paid employment between stages two and three. Through this they can acquire knowledge of the fashion industry and learn the application of key theories and skills of marketing and how they apply in the fashion sector.

Stage one

The fashion focus in stage one is the dynamics of global fashion. Fashion trend forecasting, foundations of marketing, an introduction to marketing communications, and the retail sales environment can also be studied. At stage one visual literacy and copy skills are also developed.

Stage two

At stage two the focus moves onto fashion professional practice. The development of brand image and aspects of PR Management are explored. Marketing knowledge and skills are developed through a consideration of integrated marketing communications, brand management, the role of the fashion entrepreneur and merchandising.



Course level

Undergraduate

Modes of study

Full time

UCAS or UKPASS details

UCAS code: NWM2

UCAS description: BA/FasMkt

School

Northampton Business School

Location

Park Campus
Avenue Campus

Course contact

study@northampton.ac.uk

Avenue Campus
St George's Avenue
Northampton
NN2 6JD

Park Campus
Boughton Green Road
Northampton
NN2 7AL

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Stage three

In the final stage students focus on the management of a fashion consultancy project, the key issues faced by fashion designers in promoting themselves and their work within the industry today, together with consideration of issues in campaign planning, consumer behaviour and contemporary issues in fashion and lifestyle marketing. A central feature of stage three is the dissertation, which allows students to develop an area of personal interest in fashion marketing.

Special course features

- Joint activities include the annual fashion auction and graduate fashion show
- Opportunities to visit various fashion industry events
- Teaching team is a unique blend of Business School and Fashion staff
- There are a number of opportunities for work-based learning which may be awarded credit and can be substituted for taught modules
- Potential for work experience at key industry events

Typical modules

Click here for a [detailed list of modules](#).

Typical modules include:

- 21st Century Fashion
- Fashion Professional Practice
- Brand Management
- Fashion Entrepreneurship
- Fashion through Time
- Foundations of Marketing
- Merchandising
- Retail Planning

- E-retailing

Types of assessment

A variety of individual and group-based assessments are used including written reports, presentations, portfolios, projects, client briefs and consultancy projects, multiple choice tests and examinations.

Entry requirements

Standard entry requirements apply. A typical offer would be around 280-300 UCAS tariff points.

Career opportunities

The course equips students with the necessary in-depth skills and knowledge to succeed in fashion promotion roles such as fashion PR, exhibition and event management, or as stylists working on fashion shoots and shows, or fashion journalists and marketing managers for fashion houses and retailers.