BA (Hons) Fashion Marketing and Management

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath Business School
Main campus	Newton Park
Other sites of delivery	n/a
Other Schools involved in delivery	n/a
Name of award(s)	Fashion Marketing and Management
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single
Professional Placement Year	Optional
Duration of award	3 years full-time; 4 years full time with Professional Placement Year 6 years part-time
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	n/a

Professional, Statutory and Regulatory Body accreditation	Chartered Institute of Marketing (CIM) Chartered Institute of Management Accountants (CIMA) Institute of Hospitality (IoH) Prince2
Date of most recent PSRB approval (month and year)	CIM – May 2016 CIMA – October 2016 IoH – December 2016 Prince2 – December 2017
Renewal of PSRB approval due (month and year)	CIM – May 2018 – renewal in progress CIMA – July 2021 IoH – December 2021 Prince2 – transfer to PeopleCert in December 2017 then renewal due December 2020.
UCAS code	HH12 Full time HH13 Sandwich
Route code (SITS)	FMMSIN
Relevant QAA Subject Benchmark Statements (including date of publication)	Business and Management, 2015 Communication, Media, Film and Cultural Studies 2016 Art and Design, 2017
Date of most recent approval	September 2018
Date specification last updated	March 2022

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions

There are no exemptions

Programme Overview

BA (Hons) Fashion Marketing and Management is an interdisciplinary course in response to the continuing growth and evolution of industry roles for graduates, developing the necessary skills to manage and market fashion products. It is aimed at students who are passionate about the fashion industry, who wish to pursue a fashion management and marketing programme, rather than a fashion design based programme.

The programme is premised on three elements: the acquisition and development of an understanding of the functions of management and the operations of business, an appreciation of, and development of creativity and the fashion industry and technical skills and the application of knowledge and skills in digital fashion marketing and management.

Throughout the course you will have the opportunity to explore and gain an insight into the history and context that fashion has developed within, how the industry works, the methods of marketing and communication most heavily applied and core business theories utilised by fashion brands across different sectors. Further provision will be given allowing you to gain an insight into ethical and sustainability issues relating to the industry, as well as potentially working on live projects with brands and international trips abroad helping you to gain an understanding as to how international fashion brands operate.

During the course, you will have the opportunity to gain design skills and an understanding of programs such as adobe. Each year the course will give you the opportunity to build on knowledge and create a portfolio of work that can be used to help you to apply for work after graduation. Design skills and creative thinking are an industry standard as is the expectation to be digitally savvy. To this end, you will also have the opportunity to develop your creative media skills across the three years by interacting with different people on a variety of different projects. There will be further opportunities provided throughout this course allowing you to take part in extra-curricular workshops and activities to give you an opportunity to refine these skills sets.

Programme Aims

1. Engage learners in a distinctive programme of fashion marketing and management education that unleashes creativity and innovation and prepares graduates to succeed in the global environment.
2. Equip students with the necessary in depth specialist and general theory and understanding of the changing fashion, business and media environments, to enable them to innovate and solve problems, working across subject disciplines and borders.
3. Develop enterprising behaviour through professional and personal development – preparing learners to be adaptable and opportunity-ready.
4. Empower learners to use a range of tools to communicate and collaborate; understanding and applying aesthetics responses, digital technologies and developing professional networks.
5. Develop understanding of the nature of the global forces that shape contemporary organisations - economic, social, ethical, political, ecological, technological and regulatory.
6. Create ethically aware critical thinkers, who evaluate and challenge both the positive and negative effects of fashion marketing and management practices, before making judgements about their value and implications.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	The Fashion Environment: to demonstrate a systemic understanding of the interrelated nature of the global forces (economic, social, ethical, political, ecological, technological and regulatory) that shape contemporary organisations.	The Fashion Environment: to critically engage with and appraise the global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.	The Fashion Environment: to demonstrate an understanding of the underlying global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.
A2	Communication: to demonstrate a systematic understanding and use of businesses communicate skills in design and development of the marketing and management strategies, including cross cultural issues, change, values and the different considerations needed to manage in different sectors.	Communications: demonstrate a critical understanding how businesses communicate; the design and development of marketing and management strategies cross cultural issues, change and values and apply a practical skill set to support this knowledge.	Communications: to demonstrate an understanding of how businesses communicate and to consider how design and development affects change, culture and values and develop a practical skill set to support this knowledge.
A3	Strategy: to demonstrate a systematic understanding of how marketing and management strategy impacts on the development of appropriate business strategies, stakeholder interest, continuity planning and objective setting.	Strategy: to demonstrate a critical understanding of how marketing and management strategy impacts on the development of appropriate business strategies and stakeholder interest.	Strategy: to demonstrate an understanding of marketing and management strategy including an understanding of business strategies and stakeholder interest.
A4	Innovation and Enterprise: to demonstrate a systematic understanding of fashion and creative media innovation and enterprise development models, to use concept assessment tools and to assess content feasibility.	Innovation and Enterprise: to demonstrate a critical understanding of fashion and creative media innovation and enterprise development models and concept assessment tools and content feasibility.	Innovation and Enterprise: to demonstrate an understanding of the assessment tools that inform fashion and creative media innovation and development.
A5	Design: coherent and detailed understanding of your creative process and outputs through the creation of distinctive work via engagement with multiple media production practices.	Design: knowledge and critical understanding of the creative processes leading to distinctive and creative work in fashion marketing and management.	Design: the ability to develop creative ideas and lines of argument in accordance with the theories and concepts of the study of creative media in the fashion industry.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	Apply systematic, critical and creative thinking skills to critique fashion marketing and management practices.	Apply critical understanding and creative thinking skills to critique fashion marketing and management practices.	Knowledge of creative thinking skills and their use in fashion marketing and management practices.
B2	Demonstrate a systematic and detailed knowledge of processes for generating of ideas, concepts, proposals, solutions or arguments about fashion marketing /management theory and to apply them independently and collaboratively to creative practice in response to set briefs or self-initiated entrepreneurial activity.	Gather, organise and deploy ideas and information in order to formulate coherent arguments about fashion marketing/management theory and their application in creative practice.	The ability to understand and apply the basic concepts of contemporary fashion marketing /management theory to creative practice.
B3	Systematically research and use relevant digital sources and other resources to interrogate, interpret and evaluate fashion marketing/management information.	Research and critically evaluate relevant digital sources to search for and find a range of appropriate fashion marketing/management information to inform decision making.	Use relevant digital sources to search for and find relevant fashion marketing /management information.
B4	Critically apply complex creative ideas based on criticism, feedback, convergent and divergent thinking, observation, investigation, visualisation and making.	Apply independent creative ideas building on feedback and criticism, and based on research including retrieving and generating information, and evaluating sources.	Respond to criticism of creative ideas in a constructive way.

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4

C1	Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

[3] i.e. the ability to review, direct and manage one's own workload

Programme Content

This programme comprises the following modules

Subject offered as single and/or combined award

Fashion Marketing and Management				Status	
Level	Code	Title	Credits	Single	Joint
4	HAC4005-20	History and Context: Introduction to Material and Visual Culture	20	C	
4	BMA4000-20	The Business Environment	20	C	
4	BMA4003-20	Managing Data	20	C	
4	FMM4001-20	Digital Citizenship	20	C	
4	BMA4001-20	Organisational Behaviour and Management	20	C	
4	BMA4006-20	Brand Communication	20	C	
5	HAC5102-20	Fashion Design: Contemporary Issues and Practice	20	C	
5	BMA5105-20	Operations and Project Management	20	O	
5	BMA5108-20	International Business	20	O	
5	MCO5000-20	Global Media	20	O	
5	CME5000-20	Everyday Media Making	20	O	
5	MCO5001-20	Promotional Media	20	O	
5	BMA5002-20	Fashion Marketing and Management	20	C	
5	BMA5003-20	Fashion in Practice	20	C	

5	BMA5114-20	Law for Business Enterprise	20	O	
5	BMA5110-20	Entrepreneurship	20	O	
5	MCO5104-20	Influencers and Contemporary Celebrity	20	O	
5	PPY5100-120	Professional Placement Year	120	O	
6	BMA6114-20	Successful Freelancing	20	O	
6	BMA6031-20	Fashion Marketing and Visualisation	20	C	
6	BMA6009-40	Fashion Marketing and Management Project	40	C	
6	BMA6110-20	Creating & Hosting Festivals & Events	20	O	
6	BMA6105-20	Managing Sustainability	20	O	
6	CME6002-20	Digital Innovation and Enterprise	20	O	
6	HAC6101-20	Visual and Material Culture: Final Study	20	O	
6	BMA6104-20	Organisational Strategy	20	O	
6	BMA6113-20	Sustainable Fashion	20	C	
6	MCO6107-20	Feminist Activism	20	O	
6	MCO6106-20	Immersive Media	20	O	
6	MCO6108-20	Exhibitions & Public Audiences	20	O	

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

To give yourself an opportunity to apply your learning in a fashion marketing/management context you are encouraged to try a period of work experience. This will give you the chance to transfer the application of skills and knowledge from the safety of the classroom to a real business.

1.   Open Module 'Work Placement' – 4 weeks work experience for which 20 Level 5 credits can be obtained

This is a Level 5 open module run by Fashion Marketing and Management offering comprehensive support to gain a short work experience opportunity.

2.   Professional Placement Year – 10 month placement for which 120 Level 5 'placement' credits can be obtained

If you are enrolled on the single honours Fashion Marketing and Management Programme (including the pathways), an option for part of your programme will be to obtain and complete a 10 months period with an approved employer. This period will be completed after Level 5 and before Level 6 and will run from September /October to June/July. Towards the end of the first year there will be a meeting arranged to explain the Professional Placement Year process. Details will be sent to all Level 4 business students. The core module (BM5100-40 to BM5107-40) at Level 5 will provide time and guidance for you to apply and prepare for the full length placement.

3.   10 week 'Fashion Marketing and Management Placement' for which 20 Level 6 credits are available.

The Level 5 core module also makes provision for a shorter, 10 week, placement in a business. This period will be completed after Level 5 and before Level 6 (i.e. through the summer).

In addition, you will have the opportunity to engage in a live project. You will work with real businesses on the Level 5 Fashion Marketing Module. The business will identify a specific issue within their organisation and you will work collaboratively with them to provide recommendations and solutions. In addition, you will be encouraged in the Level 6 core module 'Business and Management Project', to engage in research relating to a real business thus enabling you to gain both academic research and practical work engagement skills.

Additional Costs Table

Module Code & Title	Type of Cost	Cost

Graduate Attributes

	Bath Spa Graduates…	In Fashion Marketing and Management, we enable this…
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	By ensuring employability is embedded in all aspects of our programme, providing numerous opportunities for you to engage and facilitate team activities and encouraging you to engage in work placement opportunities. There is a strong emphasis on evaluating and improving personal employability through skills development and self-reflection.
2	Will be able to understand and manage complexity, diversity and change	By improving your project management skills enabling you to manage complexity and change. We will develop your ability to plan and organise projects; to monitor, react and to co-ordinate activities and to work to address and overcome problems in diverse teams.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	By providing cross collaborative projects across disciplines as part of the course design. You will be provided with opportunities for you to creatively solve problems – suggesting ideas, innovating and seeing new ways of doing things. You will learn about, and be able to use with confidence, a number of creative thinking techniques and digital practices.
4	Will be digitally literate: able to work at the interface of creativity and technology	By enabling you to engage with a range of digital resources across the programme. Innovative assessments and coursework will develop your ability to collaboratively learn, to contribute to online discussion boards, to participate in business simulations and to use multimedia to present your ideas.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	By enabling you to participate in collaborative activities, with a diverse range of students from across the world, thus developing your intercultural awareness. We will promote and encourage you to engage in opportunities for study abroad and international work placements.

6	Will be creative thinkers, doers and makers	Creative thinking is encouraged as part of module delivery, both in theory and practice based modules. Seminars, workshops, activities and assessments are designed to facilitate learning by making, which involves participative and activity-based learning, both individually and in groups.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	By supporting you to take responsibility for your own learning and to be curious about the world and your community. Your assessments will require you to communicate appropriately and effectively either orally, in writing, visually or via other media. You will be competent at finding relevant information, understanding it and making effective use of it.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Through taught content and by developing your skills of reflection and encouraging you to review, question and rethink your own values and assumptions in order to adjust and improve your awareness of sustainability and ethical issues within fashion business practices.

Modifications

<u>Module-level modifications</u>

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
BMA6 104- 20	Organisational Strategy	Assessment modification	approved by SQMC 13th November 2019	2020/21
BMA4 006- 20	Brand Communication	Semester change	approved by SQMC 13th November 2019	2020/21
BMA5 114- 20	Law for Business Enterprise	Assessment change	approved by SQMC 13th November 2019	2020/21
FMM4 001- 20	Digital Citizenship	New module	approved by SQMC 13th November 2019	2020/21
BMA4 003- 20	Managing Data	Change to module description	approved by SQMC 13th November 2019	2020/21
BMA6 110- 20	Creating and Hosting Festivals and Events	New module	approved by Curriculum Committee Dec 2020	2021/22
BMA6 105- 20	Managing Sustainability	Change to assessments Semester change Change to assessment weighting	approved by Curriculum Committee Dec 2020	2021/22
BMA4 001- 20	Organisational Behaviour and Management	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA4 003- 20	Managing Data	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA5 105- 20	Operations and Project Management	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA5 114- 20	Law and Business Enterprise	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22

HAC6101-20	Visual and Material Culture - Final Study	New Module Descriptor	Approved by SQMC March 2022	2022/23
HAC4005-20	History and Context: Introduction to Material and Visual Culture	New Module Descriptor replacing HAC4002-20	Approved by SQMC March 2022	2022/23
MCO5104-20	Influencers and Contemporary Celebrity	New Module	Approved by SQMC March 2022	2022/23
MCO6107-20	Feminist Activism	New Module	Approved by SQMC March 2022	2022/23
MCO6106-20	Immersive Media	New Module	Approved by SQMC March 2022	2022/23
MCO6108-20	Exhibitions & Public Audiences	New Module	Approved by SQMC March 2022	2022/23
BMA6113-20	Sustainable Fashion	Change to assessment	Approved by SQMC May 2022	2021/22

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram - BA (Hons) Fashion Marketing and Management

Single Honours	
Full-Time	
Level 4	
Semester 1	**Semester 2**
Core Modules	
BMA4000-20 The Business Environment	HAC4005-20 History and Context: Introduction to Material and Visual Culture
BMA4003–20 Managing Data	BMA4001-20 Organisational Behaviour and Management
BMA4006-20 Brand Communication	FMM4001-20 Digital Citizenship
Rule Notes: N/A	
Level 5	
Core Modules	
BMA5002-20 Fashion Marketing and Management	HAC5102-20 Fashion Design: Contemporary Issues and Practice
	BMA5003-20 Fashion in Practice
Optional Modules	
BMA5108-20 International Business	BMA5105-20 Operations and Project Management
MCO5000-20 Global Media	MCO5001-20 Promotional Media
BMA5114-20 Law for Business Enterprise	CME5000-20 Everyday Media Making
BMA5110-20 Entrepreneurship	BMA5110-20 Entrepreneurship
	MCO5104-20 Influencers and Contemporary Celebrity
Rule Notes: N/A	
Optional: Professional Placement Year 120 credits	
Level 6	
Core Modules	

BMA6031-20 Fashion Marketing and Visualisation	BMA6009-40 Fashion Marketing and Management Project
BMA6113-20 Sustainable Fashion	
Optional Modules 20 / 144	
CME6002-20 Digital Innovation and Enterprise	BMA6104-20 Organisational Strategy
HAC6101-20 Visual and Material Culture: Final Study	BMA6114-20 Successful Freelancing
BMA6105-20 Managing Sustainability	MCO6108-20 Exhibitions & Public Audiences
BMA6110-20 Creating and Hosting Festivals and Events	
MCO6107-20 Feminist Activism	
MCO6106-20 Immersive Media	
Rule Notes: N/A	

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O)[4]	Subject-specific Skills and Knowledge					Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4
4	HAC4005-20	History and Context: Introduction to Material and Visual Culture	C	X	X	X		X	X	X	X	X	X		X	X
4	BMA4000-20	The Business Environment	C	X		X		X	X		X			X	X	X
4	BMA4003-20	Managing Data	C			X			X				X	X	X	X
4	FMM4001-20	Digital Citizenship	C	X	X		X	X	X	X	X	X	X	X	X	X
4	BMA4001-20	Organisational Behaviour and Management	C	X		X		X	X		X		X		X	X
4	BMA4006-20	Brand Communication	C	X	X	X	X	X	X	X	X	X	X	X	X	X
5	HAC5102-20	Fashion Design: Contemporary Issues and Practice	C	X	X	X		X	X	X	X	X	X	X	X	X
5	BMA5105-20	Operations and Project Management	O		X	X		X	X	X			X		X	X
5	BMA5108-20	International Business	O	X	X	X			X		X		X	X	X	X
5	MCO5000-20	Global Media	O	X	X	X		X	X	X	X	X	X	X	X	X
5	CME5000-20	Everyday Media Making	O		X	X	X	X	X	X	X	X	X	X	X	X
5	MCO5001-20	Promotional Media	O	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA5002-20	Fashion Marketing and Management	C	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA5003-20	Fashion in Practice	C	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA5114-20	Law for Business Enterprise	O	X	X		X	X	X	X	X	X	X	X	X	X
5	BMA5110-20	Entrepreneurship	O	X	X		X		X		X		X	X	X	X
5	MCO5104-20	Influencers and Contemporary Celebrity	O			X	X		X	X	X	X	X	X	X	X
5	PPY5100-120	Professional Placement Year	O	X	X			X				X	X	X	X	X

Level	Code	Title	[4]												
6	BMA6114-20	Successful Freelancing	O			X	X		X	X	X	X	X	X	X	X
6	BMA6031-20	Fashion Marketing and Visualisation	C	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6009-40	Fashion Marketing and Management Project	C	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6110-20	Creating and Hosting Festivals and Events	O		X	X	X	X	X	X	X	X	X	X	X	X
6	BMA6105-20	Managing Sustainability	O	X	X	X	X	X	X	X	X	X	X	X	X	X
6	CME6002-20	Digital Innovation and Enterprise	O		X	X	X	X	X	X	X	X	X	X	X	X
6	HAC6101-20	Visual and Material Culture: Final Study	O	X	X	X	X		X	X	X	X	X		X	X
6	BMA6104-20	Organisational Strategy	O	X	X	X				X	X		X	X	X	X
6	BMA6113-20	Sustainable Fashion	C	X			X	X	X	X	X	X	X	X	X	X
6	MCO6107-20	Feminist Activism	O	X	X	X	X	X	X	X	X	X	X		X	X
6	MCO6106-20	Immersive Media	O	X	X	X	X	X	X	X	X	X	X	X	X	X
6	MCO6108-20	Exhibitions & Public Audiences	O	X	X		X	X	X	X	X	X	X		X	

[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C, R,R*,O)[5]	Assessment method												
				Coursework						Practical				Written Examination		
				Composition	Dissertation	Essay	Journal/ Project Plan	Portfolio	Report	Performance	Practical Project	Practical skills	Presentation	Time constrained assessment	In-class test (seen)	In-class test (unseen)
4	HAC4005-20	History and Context: Introduction to Material and Visual Culture	C			1x		1x								
4	BMA4000-20	The Business Environment	C						1x				1x			
4	BMA4003-20	Managing Data	C							1x				1x		
4	FMM4001-20	Digital Citizenship	C	1x				1x								
4	BMA4001-20	Organisational Behaviour and Management	C						1x					1x		
4	BMA4006-20	Brand Communication	C	1x				1x								
5	HAC5102-20	Fashion Design: Contemporary Issues and Practice	C			1x		1x								
5	BMA5105-20	Operations and Project Management	O	1x									1x			
5	BMA5108-20	International Business	O	1x												
5	MCO5000-20	Global Media	O						1x				1x			
5	CME5000-20	Everyday Media Making	O						1x		1x					
5	MCO5001-20	Promotional Media	O						1x							
5	BMA5002-20	Fashion Marketing and Management	C						1x				1x			

Level	Code	Title	Type	1	2	3	4	5	6	7	8	9	10	11
5	BMA5003-20	Fashion Marketing and Management in Practice	C	2x										
5	BMA5114-20	Law for Business Enterprise	O			1x								1x
5	BMA5110-20	Entrepreneurs hip	O	1x	1x									
5	MCO5104-20	Influencers and Contemporary Celebrity	O				1x				1x			
5	PPY5100-120	Professional Placement Year	O				1x		1x				1x	
6	BMA6114-20	Successful Freelancing	O					1x		1x				
6	BMA6031-20	Fashion Marketing and Visualisation	C	1x									1x	
6	BMA6009-40	Fashion Marketing and Management Project	C	1x									1x	
6	BMA6110-20	Creating and Hosting Festivals and Events	O			1x					1x			
6	BMA6105-20	Managing Sustainability	O				1x		1x					
6	CME6002-20	Digital Innovation and Enterprise	O					1x					1x	
6	HAC6101-20	Visual and Material Culture: Final Study	O	1x										
6	BMA6104-20	Organisational Strategy	O						1x					1x
6	BMA6113-20	Sustainable Fashion	C	1x			1x							
6	MCO6107-20	Feminist Activism	O					1x			1x			
6	MCO6106-20	Immersive Media	O					1x			1x			
6	MCO6108-20	Exhibitions & Public Audiences	O					1x			1x			

[5] C = Core; R = Required; R* = Required*; O = Optional