

Course Title	BA (Hons) Fashion Buying and Brand Management
Final Award	BA (Hons) Fashion Buying and Brand Management
Interim Awards	Certificate of Higher Education in Fashion Buying and Brand Management Diploma of Higher Education in Fashion Buying and Brand Management BA Fashion Buying and Brand Management
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	560N
HECOS code (with Subject percentage Splits if applicable)	
QAA Subject Benchmark	Art & Design (2019) Communication, Media, Film and Cultural Studies (2019) Business Management (2019)
External Accrediting Bodies	Colour Discrimination Certificate
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	<input checked="" type="checkbox"/> No
Level 6 Top Up Option (online only)	<input checked="" type="checkbox"/> No
Study Load	<input checked="" type="checkbox"/> Full-time <input checked="" type="checkbox"/> Part Time
Mode of study	<input checked="" type="checkbox"/> Face to Face
Delivery Location(s)	<input checked="" type="checkbox"/> Ravensbourne University campus <input type="checkbox"/> Online
Length(s) of Course(s)	3 years FT 6 years PT
Type (open/closed)	Open
Validation period	Five years (September 2022 – September 2027)
Intended First Cohort Start Date	09/2022
Date produced/amended	26/06/2022
Course Leader	Mandi Marks Adler
Course Development Team Members	Laura Ellerby Emily Stevens Debbie Taylor
Course Administrative Contact	Laura Lynch

#### Course Description

The BA Hons in Fashion Buying and Brand Management has been developed in consultation with industry experts to ensure that students have a sound understanding of the most current workings of the industry. We aim to offer our graduates the opportunity to apply for a wide variety of roles - from Trend Forecasting, Buying, Merchandising, Visual Merchandising and Marketing to positions in Creative Production, Sustainability and Sourcing - and enjoy successful careers in whatever field they choose.

With only four graduating years since the course creation, our students have secured positions with Net a Porter, Pangaia, Burberry, Rapha, Selfridges, ASOS, Harvey Nichols, Zalando and insight companies such as Kantar, Supply Compass and Edited. Some of our entrepreneurial graduates have founded their own businesses including Project Panda and Odd Muse.

Our students are award winning with finalists and shortlisted students at Graduate Fashion Week from 2018 to 2021, for New Fashion Media, Marketing and Considered Fashion. Jainelly Torres won for Considered Design in 2018 and Caitlin Denton was selected for the W1 Curates showcase at Flannels Oxford Street store in 2021.

The course encourages innovation, business acumen and transferable life skills. Using the Adobe suite, Clo3D, SketchUp and online fashion resources, students will develop the creative and practical expertise to enable them to plan and visualise a range, promote a brand, generate a professional report, pitch an idea and ultimately understand the business of fashion.

Students will graduate with a robust knowledge of the systems and processes required to build, manage, market and grow a Fashion or Lifestyle business in an increasingly competitive marketplace. Modules have been crafted to give students the confidence to put theory into practice through both individual and group projects, as well as by collaborating with relevant courses in order to simulate a real-life workplace. Environmental, ethical and social responsibilities are embedded in each project.

Over their 3 years with us our students explore a diverse range of subjects in order to gain a holistic overview of the brand management processes from concept to consumer. Their learning kickstarts with insight into target audience behaviour, psychographic profiling and data analysis in order to understand what makes people buy. This is followed by masterclasses in trend prediction, buying cycles, range planning, sales performance, product development, fabric identification and testing, 3D digital textile manipulation, the supply chain and the importance of circularity. Finally, students are tasked with considering the whole brand experience, both physical and digital, by strategising Marketing approaches, planning creative communications, art directing promotional campaigns and designing retail spaces.

Learning on the course is driven by practical workshops, live industry briefs, behind the scenes visits to manufacturers, trade shows and retailers and self-initiated research. There is a strong emphasis on networking with industry professionals and testing in-class learning. A diverse range of guest speakers and experiences feed into Final Major Projects, where students are able to turn personal passions into business proposals and generate a portfolio of work that is of industry standard.

We believe this course is unique in its offering and delivery. With the help of a range of tutors who all come from industry, students are given the opportunity to realise their dream career or entrepreneurial ambitions in any area of the Fashion Buying and Brand Management arena.

<b>Course Aims</b>	
Enable students to acquire core understanding and skills necessary to work in the Fashion industry within established areas such as Buying, Merchandising, Trend Forecasting, Brand Management, Marketing, Data Analysis, Product Development, PR, Sustainability and Visual Merchandising	
<ul style="list-style-type: none"> <li>· Enable students to apply relevant research methods and techniques to review, analyse, evaluate and contextualise information, resulting in a set of viable conclusions, recommendations and actions</li> </ul>	
<ul style="list-style-type: none"> <li>· Provide an academic framework for students to enable development of further knowledge, skills and expertise relevant to a chosen profession or post-graduate education</li> </ul>	
<ul style="list-style-type: none"> <li>· Build students' knowledge and confidence when working in the industry to ask intelligent questions from day one, add value to the business and respond to professional opportunities</li> </ul>	
<ul style="list-style-type: none"> <li>· Provide an opportunity to students to develop a range of hard and soft transferable skills relevant to the broader creative industries and future-facing roles within Fashion or Lifestyle arenas</li> </ul>	
<ul style="list-style-type: none"> <li>· Develop students' key personal promotion and project presentation skills in order to successfully deliver an elevator pitch or business proposal</li> </ul>	

**Course Learning Outcomes**

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the <b>BA (Hons) Fashion Buying and Brand Management</b> students will be able to:	
<b>Explore</b>	Evidence and contextualise capacity for utilising and synthesising Fashion Buying and Brand Management specific knowledge, critical thinking and reflection, supporting problem solving and development. (CLO1)
<b>Create</b>	Critically engage with the iterative development of ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms aligned to Fashion Buying and Brand Management.  Evidence ability to synthesise idea development, experimentation, and technical ability supporting fully resolved outcomes with consideration of audience/user regarding communication and presentation for Fashion Buying and Brand Management. (CL02)
<b>Influence</b>	Evidence a methodical working approach and ethos that critically identifies consideration of social, ethical and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to Fashion Buying and Brand Management. (CL03)

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<b>Integrate</b>	Evidence a critical ability to successfully synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to Fashion Buying and Brand Management. (CLO4)
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Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **BA Fashion Buying and Brand Management** students will be able to:

<b>Explore</b>	Evidence and contextualise capacity for utilising and synthesising Fashion Buying and Brand Management specific knowledge, critical thinking and reflection, supporting problem solving and development. (CLO1)
<b>Create</b>	Evidence ability to consider ideas, materials, tests and outcomes that may inform iterative practical and theoretical development in physical, written and oral forms aligned to Fashion Buying and Brand Management.  Evidence ability to synthesise idea development, experimentation, and technical ability supporting resolved outcomes with consideration of audience/user regarding communication and presentation for Fashion Buying and Brand Management. (CLO2)
<b>Influence</b>	Evidence a coherent working approach and ethos that identifies consideration of social ethically and environmentally responsible working methods and how this aligns and supports personal development in relation to Fashion Buying and Brand Management. (CLO3)
<b>Integrate</b>	Evidence ability to effectively synthesise collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to Fashion Buying and Brand Management. (CLO4)

Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **Diploma of Higher Education in Fashion Buying and Brand Management** students will be able to:

<b>Explore</b>	Evidence evolving ability to utilise research and critical reflection to support developing understanding of subject knowledge and ability to problem solve in relation to Fashion Buying and Brand Management. (CLO1)
<b>Create</b>	Evidence capacity to combine ideas, materials, tests and outcomes into solutions that inform and guide iterative practical and theoretical development in physical, written and oral forms aligned to Fashion Buying and Brand Management  Exhibit developed technical competencies, supporting ideation, communication and presentation with consideration of audience/user for Fashion Buying and Brand Management. (CLO2)

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<b>Influence</b>	Evidence developing working processes that identify consideration and interpretation of social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to Fashion Buying and Brand Management. (CLO3)
<b>Integrate</b>	Evidence evolving ability to engage with collaborative working to support academic development, industry interactions & practices to enhance and progress self-efficacy and professional development in relation to Fashion Buying and Brand Management. (CLO4)

Where a student does not complete the full course, but exits with a Certificate of Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the **Certificate of Higher Education in Fashion Buying and Brand Management** students will be able to:

<b>Explore</b>	Demonstrate capacity for engaging with research and critical thinking, developing Fashion Buying and Brand Management specific knowledge and emerging ability to problem solve. (CLO1)
<b>Create</b>	Demonstrate capacity to consider ideas, materials, tests and outcomes that may inform iterative practical and theoretical development in physical, written and oral forms in relation to Fashion Buying and Brand Management.  Exhibit emerging technical competencies, supporting ideation, communication and presentation with consideration of audience/user for Fashion Buying and Brand Management. (CLO2)
<b>Influence</b>	Demonstrate emerging working approach/attitude that identifies consideration of social, ethical and environmentally responsible working methods and how this informs personal practice in relation to Fashion Buying and Brand Management. (CLO3)
<b>Integrate</b>	Demonstrate emerging capacity to engage with collaboration, teamwork, industry interactions, and professional working practices to support self-efficacy and professional development in relation to Fashion Buying and Brand Management. (CLO4)

### Ravensbourne University Assessment Criteria

Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact

Integrate	Collaboration Entrepreneurship and Enterprise Professional Development
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**Core Competencies**

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
<b>Cognitive</b>	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: <ul style="list-style-type: none"> <li>• Evaluate their own beliefs, biases and assumptions</li> <li>• Evaluate strengths, weaknesses, and fallacies of logic in arguments and information</li> <li>• Apply lesson from the past or learned knowledge and skills to new and varied situations</li> <li>• Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques</li> <li>• Devise and defend a logical hypothesis to explain observed phenomenon</li> <li>• Recognize a problem and devise and implement a plan of action</li> </ul>	<b>Explore, Create, Integrate, Influence</b>
<b>Creative</b>	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	<b>Create</b>
<b>Professional</b>	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	<b>Integrate, Influence</b>
<b>Emotional, Social and Physical</b>	Emotional -The intrapersonal ability to identify, assess, and regulate one’s own emotions and moods; to discriminate among them and to use this information to guide one’s thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: <ul style="list-style-type: none"> <li>• Self-awareness &amp; regulation (including metacognition)</li> <li>• Mindfulness</li> <li>• Cognitive flexibility</li> <li>• Emotional resilience</li> <li>• Motivation</li> <li>• Ethical decision- making</li> </ul>	<b>Explore, Influence, Integrate</b>
	Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups,	

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	<p>enhancing communication efficacy, empathy and influence. Attributes may include:</p> <ul style="list-style-type: none"> <li>• Managing your audience</li> <li>• Coordinating with others</li> <li>• Negotiation</li> <li>• Creativity</li> <li>• People management</li> <li>• Leadership &amp; entrepreneurship</li> <li>• Service orientation</li> <li>• Active listening</li> <li>• Coaching and mentoring</li> </ul> <p>Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include</p> <ul style="list-style-type: none"> <li>• Self-discipline &amp; management</li> <li>• Attention</li> <li>• Reaction &amp; response time</li> <li>• Cognitive &amp; muscle memory</li> <li>• Managing stress</li> <li>• Physical resilience</li> </ul>	
<b>Cultural</b>	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	<b>Influence, Integrate</b>
<b>Enterprise and Entrepreneurial</b>	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	<b>Create, Influence, Integrate</b>
<b>Digital</b>	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	<b>Explore, Create, Integrate, Influence</b>
<b>Ravensbourne Return</b>		<b>Explore, Create,</b>

	<p>Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador.                  Demonstrate a knowledge of current events and social issues                  Identify their personal convictions and explore options for putting these convictions into practice                  Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.</p>	<p><b>Influence, Integrate,</b></p>
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**Learning, Teaching and Assessment**

Learning and Teaching methods	Assessment Strategy
<p>A variety of learning &amp; Teaching methods and technologies are employed across all three levels including:                  Briefings, Lectures, Project work, Tutorials, Seminars, Workshops, Group work, Online activity, Individual and Group Presentations, critiques and self-directed independent study.</p> <p>There are also a range of procedures in place for evaluating the effectiveness of learning methods including: module evaluation, in year and end of year surveys, Student Voice Meetings and Personal Progress Reviews.</p>	<p>A variety of assessment methods and pedagogic activities are employed across all year 3 levels.</p> <p>They include; formative and summative written and verbal presentations, peer assessment and external reviews. These methods are often referred to in conjunction with each other. They encourage the student to critically reflect on their learning and progress.</p>

**Work-Based Learning**

Students find their own six week placement with the support of tutors and the Ravensbourne Careers and Industry liaison. Some students carry on their placement over the summer, others choose to take a year out at companies such as Ralph Lauren, PVH, Urban Outfitters, Christopher Raeburn. Students have placements at Giorgio Armani, Me & Em, BDA London, I and Me, Prevu Studio, Mulberry, Rozenbroek, 69B, Ellesse, Relike, Empower and Hewi.



## COURSE SPECIFICATION

### Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 4				
FBM22101	Industry Introduction		Mandatory	20
FBM22102	Trend Forecasting		Mandatory	20
FBM22104	Buying & Product Development		Mandatory	20
FBM22105	Brand Management & Marketing		Mandatory	20
PLP22103	Professional Life Practice “Developing your Practice”	x	Mandatory	20
PLP22106	Professional Life Practice “Exploring your Practice”	x	Mandatory	20
Total				<b>120</b>
Level 5				
FBB22201	Sustainability & Sourcing		Mandatory	20
FBB22202	Innovation & Collaboration Shared with BA Fashion	x	Mandatory	20
FBB22204	Merchandising & Visual Merchandising: The Brand Experience	TBC	Mandatory	40
PLP22203	Professional Life Practice “Applying your Practice”	x	Mandatory	20
PLP22206	Work Based Learning		Mandatory	20
Total				<b>120</b>
Total				<b>240</b>
Level 6				
FBB22301	Final Major Project Research		Mandatory	20
FBB22302	Final Major Project Launch		Mandatory	40
PLP22303	Professional Life Practice “Situating your Practice”	x	Mandatory	20
FBB22304	Career Pack		Mandatory	40
Total				<b>120</b>
Total				<b>360</b>

### Learning Hours

Learning Hours (per 20 credit module excluding the Work-Based Learning)			
Staff – Student Contact Hours		Independent Study Hours	
Taught hours	48	Independent study, self-directed study and assessment	152
<b>Total</b>		<b>200</b>	

### Course Regulations

**Entry Requirements**

*Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website [here](#)), and the course page on the [Ravensbourne University website](#) for course specific entry requirements.*

**Accreditation of Prior Learning (if applicable)**

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.

**Conditions for Progression**

Students will be deemed to have passed a module if they achieve a 40% for undergraduate students; or a 50% for postgraduate students.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

**Reassessment of Failed Elements**

Failure in any component will result in a Fail grade for the component.

Non-submission in any component will result in a non-submission for the component.

Students must then successfully retrieve the failed or non-submitted component by resubmission of assessment in order to pass the module.

Where a student does successfully retrieve a component failure, the grade for the component will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved). The overall grade for the module will be calculated using all achieved grades where there are 2 or more components.

**Conditions for the Granting of Awards**

A student who completes an approved course of study, shall be awarded BA (Hons) Fashion Buying and Brand Management

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Certificate of Higher Education in Fashion Buying and Brand Management, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Diploma of Higher Education in Fashion Buying and Brand Management, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
3. BA Fashion Buying and Brand Management (ordinary degree), provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

**Any derogation(s) from the Regulations required?**

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<b>N/A</b>	
Student Support	<a href="https://www.ravensbourne.ac.uk/student-services">https://www.ravensbourne.ac.uk/student-services</a>
Assessment Regulations	<a href="https://www.ravensbourne.ac.uk/staff-and-student-policies">https://www.ravensbourne.ac.uk/staff-and-student-policies</a>

<b>Course Learning Outcomes</b>	<b>CLO1</b>	<b>CLO2</b>	<b>CLO3</b>	<b>CLO4</b>
<b>Level 4 Modules</b>				
FBM22101 Industry Introduction	X	X		X
FBM22102 Trend Forecasting	X	X	X	
FBM22104 Buying & Product Development	X	X	X	X
FBM22105 Brand Management & Marketing	X			X
PLP22103 Professional Life Practice				
PLP22106 Professional Life Practice				
<b>Level 5 Modules</b>				
FBB22201 Sustainability & Sourcing				
FBB22202 Collaboration & Innovation	X	X	X	X
FBB22204 Merchandising & Visual Merchandising: The Brand Experience	X	X		X
PLP22203 Professional Life Practice				
PLP22206 Work Based Learning	X		X	X
<b>Level 6 Modules</b>				
FBB22301 Final Major Project Research	X	X	X	X
FBB22302 Final Major Project Launch	X	X	X	X
PLP22303 Professional Life Practice				
FBB22304 Career Pack	X	X	X	X

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### Course Diagram

	Semester 1	Semester 2	
Level 4	FBM22101 Industry Introduction 20 credits	FBM22104 Buying & Product Development 20 credits	
120 credits	FBM22102 Trend Forecasting 20 credits	FBM22105 Brand Management & Marketing 20 credits	
	PLP22103 Professional Life Practice 20 credits	PLP22106 Professional Life Practice 20 credits	
	Semester 1	Semester 2	
Level 5	FBB22201 Sustainability & Sourcing 20 credits	FBB22204 Merchandising & Visual Merchandising: The Brand Experience 40 credits	PLP22206 Work Based Learning 20 credits
120 credits	FBB22202 Collaboration & Innovation 20 credits		
	PLP22203 Professional Life Practice 20 credits		
	Semester 1	Semester 2	
Level 6	FBB22301 Final Major Project Research 40 credits	FBB22303 Final Major Project Launch 40 credits	FBB22304 Career Pack 20 credits
120 credits	PLP22303 Professional Life Practice 20 credits		