

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	BA (Hons) Fashion Promotion and Communication BA (Hons) Fashion Promotion and Communication with Foundation Year BA (Hons) Fashion Promotion and Communication (Top-Up)
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	Buckinghamshire New University
Subject Cluster:	Fashion, Textiles & Costume
Award Title (including separate Pathway Award Titles where offered):	BA (Hons) Fashion Promotion and Communication
Pathways (if applicable)	
FHEQ level of final award:	6
Other award titles available (exit qualifications):	Certificate of Higher Education Diploma of Higher Education BA Fashion Promotion and Communication
Accreditation details:	
Length of programme:	3 years 4 years with Foundation Year 1 year Top-Up
Mode(s) of Study:	Full Time
Mode of Delivery:	In person (on-site) delivery
Language of study:	English
QAA Subject Benchmark(s):	Art & Design (2019)
Other external reference points (e.g., Apprenticeship Standard):	
Course Code(s):	BAFPCOFT / BAFPCOFY / BAFPCOTU
UCAS Code(s):	
Approval date:	01 December 2022
Date of last update:	January 2025

2. Programme Summary

Creativity, multi-disciplinary practice and innovation are at the core of the BA (Hons) Fashion Promotion and Communication course. The course recognises that today in the fashion industry, roles are no longer focused solely around the designer. The industry requires

content in the form of images, events and words. This course is aimed at you if you are highly passionate about fashion but do not want to follow the design route.

In Fashion Promotion and Communication, you will be introduced to and explore how fashion is promoted and communicated creatively through different media. The course content includes photography, styling, illustration, film, the use of digital platforms, trend analysis, marketing, branding and P.R. The course fuses theory with creative practice, allowing you to develop intellectual, technical and professional skills and knowledge to succeed professionally upon graduation. Year one will deliver the core fundamentals for the development of your ideas, skills and knowledge through technical workshops, masterclasses, seminars, encouraging you to research and develop individual approaches to fashion promotion and communication. Year two will continue to develop you, seeing you experiment and explore more individual creative responses to a series of industry-led projects. Year three will see you initiate and develop your final degree project, identifying areas of strengths and exploiting both traditional and digital media, to help you graduate with a portfolio of creative innovative work.

The Fashion Promotion and Communication course will encourage personal and intellectual development, producing confident, innovative, informed, skilled graduates ready to pursue careers in the industry or further study.

Distinguishing Features and Key Characteristics of the Programme

This award will provide you with a varied and exciting educational experience that prepares you to pursue a range of career options upon graduation. The programme is designed so that you will gain all the necessary creative and technical, research, design and presentation skills needed to work within commercial practice. As well as having the opportunity to become fashion image makers, the course enables you to progress to a range of careers such as fashion journalist, fashion buyer, social and digital media content creator, visual merchandiser and fashion show producer, for example. Projects engage with industry briefs and learners will have first-hand experience of marketing and promoting fashion.

Distinguishing features of the course include:

- Teaching team with fashion, advertising and marketing industry experience
- Essential promotion and communication skills taught are tailored to the fashion industry
- Contemporary digital marketing strategies, concepts and techniques are utilised
- Live projects and briefs offer extensive contact with industry and clear insight into practices
- The course sits within a creative community and draws from close collaborations with the Fashion Design course, to encourage an awareness and an experience of working in the industry
- Key historical, social, cultural ideas, concepts and issues relevant to the contemporary fashion industry are embedded into the curriculum for Bachelor of Arts (Honours) Fashion Promotion and Communication with Foundation Year (4 year)

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Develop intellectual and practical skills in the concept, principles, development and realisation of Fashion Promotion and Communication
2. Underpin an understanding of the industry through knowledge of the communication and design process within a historical, social, ethical, professional and cultural context
3. Develop technical proficiency over a range of platforms such as photography, video, CAD, and social media, equipping learners with the necessary skills to communicate concepts effectively through visual, written and oral forms
4. Prepare learners professionally for their future careers and employability prospects, providing opportunities for them to gain professional experience, network, develop, exhibit and publish
5. Provide a coherent experience that promotes proactive and engaged learning and develops individual creativity in Fashion Promotion and Communication

Programme Learning Outcomes

Knowledge and Understanding (K)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
K1	Explain systemically, the key theories and current and future developments that underpin fashion promotion and communication.
K2	Evidence a thorough understanding of the historical development of fashion promotion including the impact of globalisation and introduction of new technologies, as well as the ethical responsibilities of fashion media.
K3	Outline how to deploy communication techniques over multiple media channels.
K4	Demonstrate knowledge of the diversity of roles and responsibilities within the fashion promotion industry.
K5	Know how to interpret, analyse and critically evaluate approaches to creative practice.

Analysis and Criticality (C)

On successful completion of the programme, you will be able to:

ID	Learning Outcome
C1	Identify appropriate research methodologies and multimedia materials that will inform the effective development of promotional strategies.
C2	Analyse research findings through critical reflection to demonstrate industry awareness.
C3	Apply fashion promotion and communication theory and principles in order to devise innovative concepts and solutions.

C4	Utilise research and apply analysis and evaluation to empirical research findings in order to derive valid conclusions and make sound judgements.
C5	Develop a self-reflective and critical approach in order to maintain ongoing academic and professional development.

Application and Practice (P)

On successful completion of the programme you will be able to:

ID	Learning Outcome
P1	Devise creative and innovative promotional and communication concepts based on the requirements of a specific brief, client or audience.
P2	Employ a range of digital media channels to develop cross-platform promotional solutions, drawing from a technical proficiency in computer-aided design, visual tools and techniques, and emerging technologies.
P3	Work collaboratively with external and internal partners to devise marketing strategies and promotional campaigns.
P4	Utilise a range of research methods to analyse primary and secondary research in order to evaluate and contextualise your practice in relation to key theoretical ideas that inform the subject.
P5	Apply the professional standards relevant to promotional practices (e.g. in the production of materials) for the fashion industry.

Transferable skills and other attributes (T)

On successful completion of the programme you will be able to:

ID	Learning Outcome
T1	Use a range of digital media tools and platforms.
T2	Communicate concepts effectively, persuasively, creatively and professionally, employing visual and written communications.
T3	Cultivate professional oral presentation strategies and techniques.
T4	Develop critically reflective practice to inform personal and professional development.
T5	Demonstrate the ability to work independently or as part of a team, evidencing appropriate standards of time and project management, and organisation.

Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

On this programme, attributes are developed through a systematic understanding of key theories and future developments within the fashion promotion and communication industry (K1). Outcomes facilitate opportunities to gain skills across multiple media channels (K3) that are needed in the diverse roles and responsibilities of the industry (K4). Furthermore, you will be able to interpret, analyse and critically evaluate approaches to creative practice (K5).

Creativity, social and ethical awareness is encouraged through outcomes that relate to live projects (P1,P3,P5) along with visits to and from industry professionals and practitioners (P5). Contributing practitioners are selected to ensure a varied insight into the industry, these could range from highly innovative, commercial brands to small scale, social enterprise businesses which have an ethical impact (P3, P5). Collaborative projects cultivate a proficiency in computer-aided design, visual tools and techniques, and emerging technologies (P2) and can provide opportunities for marketing strategies and promotional campaigns (P3).

Leadership and self-development are embedded through learning outcomes that encourage the progression of independent and team work, evidencing appropriate standards of time and project management, and organisation (T4). Additionally, communication skills are advanced through visual and written planning and reflection along with presentation techniques (T2, T3).

4. Entry Requirements

The University's [general entry requirements](#) will apply to admission to this programme with the following additions / exceptions:

- A typical offer will require a UCAS tariff score of: 88 - 112
- A minimum of two full A-levels (or equivalent) is required. Every application is considered on an individual basis.
- Applicants will need to complete an interview and/or demonstrate portfolio work, further guidance is given on the interview and portfolio advice pages.
- For further details of our international English entry requirements, please visit our international pages.
- Applicants who do not meet the minimum requirements for the three-year undergraduate programme, or those who do not feel fully prepared for a degree course, can apply for a four-year programme including a Foundation Year - UCAS Score 32-56

If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our [accreditation of prior learning](#) (APL) process.

5. Programme Structure

Level	Modules (Code, Title and Credits)	Exit Awards
Foundation Year	<p>Core modules: CAD0001 Research and Development in Art and Design (20) CAD0002 Collaboration in Creative Practice (20) CAD0003 Visual Experimentation (20) CAD0004 Contextual Studies: Ideas, Concepts, Intro to research & writing (20) CAD0005 Portfolio (20) CAD0011 Project - Creative Realisation (20)</p>	N/A. No credit is awarded at this Level.
Level 4	<p>Core modules: CAD4010 Visual Narratives I: Stock and Page (20) CAD4011 Fashion Styling (20) CAD4004 Contextual Studies (Fashion) (20) CAD4013 Marketing Strategies (20) CAD4012 Digital Art Direction and Film (20) CAD4089 Contemporary Issues and Creative Practice (20)</p>	Certificate of Higher Education, awarded on achievement of 120 credits at Level 4
Level 5	<p>Core modules: CAD5001 Contextual Studies II: Research Strategies (Fashion) (20) CAD5011 Photography for Design: Editorial (20) CAD5013 Collaboration (20) CAD5009 Industry Brief (20) CAD5012 Digital Fashion (20)</p> <p>Option modules: Choose from one of the following 2 modules: CAD5122 Belonging & Becoming (20) CAD5061 Enterprise (20)</p>	Diploma of Higher Education, awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5
Level 6	<p>Core modules: CAD6001 Research and Development (20) CAD6005 Creative and Professional Development (20) CAD6004 Professional practice (20)</p>	Ordinary Degree, awarded on achievement of 300 credits, including 60 credits at Level 6 and 120 credits at each of Levels 4 and 5

	CAD66003 Contextual Report on practice (20) CAD6002 Final Major Project (40)	Honours Degree , awarded on achievement of 360 credits, including 120 credits at each of Levels, 4, 5 and 6
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Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area.

6. Learning, Teaching and Assessment

Learning and teaching

- 1-1 and Group Tutorials
- Studio-based lectures (staff and student led)
- Group seminars (staff and student led)
- Technical or practical workshops
- Demonstrations
- Visits to and from industry professionals and practitioners
- Live projects and competitions
- E-Learning (BlackBoard) and Resource based learning
- Self-directed study

Assessment

- Formative, summative and diagnostic assessments
- Self-evaluation and peer evaluation as part of the formative assessment and on occasion as part of the formal summative assessment
- Assessment criteria accommodate the speculative enquiry common to most disciplines in art and design and provide fair and accurate assessment of team work and individual contributions to the overall outcome of collaborative projects.
- Feedback on assessed work is an important feature of learners' development. Art and design has a strong tradition of providing learners with comprehensive oral feedback through tutorials and critiques, but written feedback has increasingly supplemented this predominantly oral tradition, reflecting the art and design community's awareness of good practice in teaching, learning and assessment.
- Support systems at institutional and discipline levels identify learner needs and provide relevant help and advice for both academic and pastoral matters.

Work-Based / Placement Learning

Although work placements are not essential to completion of the course, they are recommended for the summer period following the completion of level 5 of the course. Additionally, learners are very much encouraged to engage with work-based learning opportunities at Level 6 of the course, which will contribute to their development on Professional Practice. Whilst individual initiative is encouraged,

learners will be given support on locating a suitable position and on making a professional application.

Contact Hours

Learners can expect to receive approximately 12 hours of scheduled learning activities per week. You will also be expected to undertake 18-20 hours of independent study (including research and practice) per week towards the completion of your coursework.

7. Programme Regulations

This programme will be subject to the following assessment regulations:

- *Regulations for Taught Degree Programmes (2023)*

8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device
- Access to the MyBNU portal where you can access all University systems, information and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on University regulations, exams, and other aspects of students and course administration
- Central student services, including teams supporting academic skills development, career success, student finance, accommodation, chaplaincy, disability and counselling
- Support from the Bucks Students' Union, including the Students' Union Advice Centre which offers free and confidential advice on University processes.

9. Programme monitoring and review

BNU has a number of ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed student representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)

- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Benchmark / Standard requirement																				
Subject-specific knowledge and understanding																				
Present evidence that demonstrates some ability to generate ideas independently and/or as self-initiated activity and/or in response to set briefs			X					X			X		X						X	X
Demonstrate proficiency in observation, investigation, enquiry, visualisation and/or making	X	X		X			X							X					X	
Develop ideas through to outcomes that confirm the student's ability to select and use materials,			X						X		X	X			X	X				

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
processes and environments																				
Make connections between intention, process, outcome, context and methods of dissemination			X		X	X	X	X	X	X				X			X		X	
Knowledge and understanding of the broad critical and contextual dimensions of the student's discipline(s)	X	X		X	X	X	X	X	X	X									X	
Knowledge and understanding of the issues which arise from the creative practitioner's relationship with audiences, clients, markets, environments, users, consumers, and/or participants	X	X		X			X				X		X							X
Knowledge and understanding of the																				

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
major developments in current and emerging media and technologies in their discipline(s)	X	X	X									X	X			X				
Knowledge and understanding of the significance of the work of other practitioners in their discipline(s)		X		X									X							
Knowledge and understanding of the role and impact of intellectual property		X		X			X								X					
Generic and graduate skills																				
Self-Management																				
Demonstrate the ability to exercise self-management skills in managing workloads and meeting deadlines															X				X	X

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Benchmark / Standard requirement																				
Demonstrate the ability to accommodate change and uncertainty										X			X						X	X
Critical engagement																				
Analyse information and experiences, and formulate reasoned arguments	X	X			X		X	X	X										X	
Benefit from the critical judgements of others and recognise their personal strengths and needs													X							X
Group/team working and social skills																				
Apply interpersonal, social and negotiation skills in interaction with others													X							X
Skills in communication and presentation																				
Communicate ideas and information in visual, oral and written forms			X												X		X	X		
Present ideas and work to their audiences				X								X				X	X	X		

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Benchmark / Standard requirement																				
Research and information skills																				
Navigate, retrieve and manage information from a variety of sources					X	X	X	X	X					X						
Select and employ communication and information technologies			X			X						X				X				
Demonstrate the ability to identify IP issues, prevent infringements of other's IP rights and take the appropriate steps to safeguard the innovation and commercialisation processes				X									X		X	X	X			X

Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)					
	Module Code (Core)	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Level 4																					
Visual Narratives			X		X		X		X	X				X	X		X		X	X	
Styling	X	X		X		X	X	X						X	X		X		X	X	
Contextual Studies	X	X			X		X		X					X			X				X
Marketing	X	X	X		X	X	X	X	X	X	X			X			X	X	X	X	
Digital Art Direction and Film	X	X	X	X	X	X	X	X		X	X	X		X	X	X	X		X	X	
Contemporary Issues and Creative Practice					X									X			X	X			
Level 5																					
Contextual Studies II	X	X			X		X		X					X			X				X
Photography for Design	X	X	X		X		X		X	X				X	X		X		X	X	
Collaboration	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Industry Brief			X		X		X		X	X	X	X	X	X	X	X	X	X	X	X	X
Digital Fashion	X	X											X						X		
Level 6																					
Research & Development	X	X	X	X	X	X	X			X	X			X	X		X		X	X	
Creative & Professional Development	X	X						X	X	X		X					X		X		

Programme Learning Outcome	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Professional Practice		X		X	X			X				X	X			X	X	X		
Contextual Report on Practice	X	X			X			X		X					X		X			X
FMP	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X