

Programme Specification 2025-26

1.	Programme title	BA Hons Fashion Marketing
2.	Awarding institution	Middlesex University
3a	Teaching institution	Middlesex University London
3b	Language of study	English

4a	Valid intake dates and mode of study
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Mode of Study	Cohort	Delivery Location	Duration
Full-time (FT)	Semester 1	Hendon	3 Years
Full-time (FT)	Semester 1	Hendon	4 Years
Part-time (PT)	Semester 1	Hendon	6 Years

4b	Delivery method	On Campus/Blended Learning
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5. Professional/Statutory/Regulatory body (if applicable)
N/A

6.	Apprenticeship Standard (if applicable)	N/A
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7. Final qualification(s) available
Target Award Title(s)
BA Hons Fashion Marketing
Exit Award Title(s)
DipHE Fashion Marketing
CertHE Fashion Marketing

8. Academic year effective from	2025-26
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9. Criteria for admission to the programme
<p>We accept applications from students with a wide range of qualifications, including combinations of qualifications. The requirements for our most common entry qualifications can be found below:</p> <p>112 UCAS Tariff Points including GCSE Grade C/4 in English</p> <p>Our general entry requirements page outlines how we make offers where we have given a range (e.g. BBB – BBC in A levels), and how you will be made an offer if you are studying a</p>

combination of qualifications (e.g. BTEC and A level). In both cases, we will base this on information you've provided on your application.

Applications from mature candidates without formal qualifications are welcomed, provided they can demonstrate appropriate levels of relevant ability and experience.

If you are unable to meet the entry requirements for this course you may still be eligible for our Foundation year course. This is an extra year of study to prepare you for the full degree. For more information see our Business Foundation page.

Eligibility

UK/EU and international students are eligible to apply for this course.

Academic credit for previous study or experience

Recognition of prior learning is accepted. If you have achieved a qualification such as a foundation degree or HND, or have gained credit at another university, you may be able to enter a Middlesex University course in year two or three. For further information please visit our Transfer students page.

If you have relevant qualifications or work experience, academic credit may be awarded towards your Middlesex University programme of study. For further information please visit our Accreditation of Prior Learning page.

Interviews, entrance tests, portfolios and auditions

Entry onto this course does not require an interview, portfolio or audition.

Foundation Year

We anticipate that Middlesex students from both the Foundation Year in Business and the Foundation Year in Art & Design may be interested in pursuing this BA programme. We welcome candidates who have successfully completed any relevant Foundation Year to apply to join the BA Fashion Marketing programme.

10. Aims of the programme

The programme aims to:

Equip students with the commercial, creative, and critical knowledge bases and skills to become powerful intermediaries to shape the future fashion industry or apply their interdisciplinary marketing perspectives to other lifestyle and cultural industries.

Provide learners with the opportunities to design and develop brand narratives and communication strategies through applied digital literacy skills.

Foster collaborative professional practices through close engagement with industry

Develop robust research and analytical skills which enable students to interrogate past and current fashion marketing practice to build creative speculative futures for the discipline.

Empower students to use fashion marketing as a tool for enabling inclusive socio-economic development and enriching lives through culture.

Development of student potential in terms of future proofed adaptability and resilience

Promote responsible consumption in Fashion through interdisciplinary, collaborative marketing practice, in line with UN SDG12 Target 12.8 [By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

11. Programme learning outcomes

Programme - Knowledge and Understanding

On completion of this programme the successful student will have a knowledge and understanding of:

1. The role of marketing in driving consumption through integrated digital communication strategies which are designed to engage, persuade and influence target audiences.
2. Fashion, as a de-centred, global system which co-exists in multiple histories, narratives and economies from multiple cultural perspectives.
3. The historical evolution of commercial and creative features of the fashion business.
4. Contemporary theoretical and practical approaches to integrated marketing communication techniques as applied to fashion and related industries.
5. Strategic and speculative methods and marketing techniques for planning the future of the fashion industry.
6. Critical debates around ethics, sustainability, responsibility and how these relate to fashion and consumption.
7. How fashion and marketing construct meaning through products, services, creative platforms and brands.

Programme - Skills

On completion of this programme the successful student will be able to:

8. Identify appropriate sources, tools and methods to carry out independent research in fashion, culture and marketing with commercial and creative integrity.
9. Critically evaluate data, sources, arguments, assumptions, and abstract concepts to make sound judgements and propose creative and commercial solutions.
10. Implement creative, innovative fashion marketing techniques to engage consumer attention.
11. Evaluate the effectiveness of a project based on self, peer and client feedback mechanisms.
12. Frame appropriate questions to identify a range of responsible, collaborative marketing solutions to make fashion and related industries more responsible.
13. Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
14. Identify personal areas of strength and practitioner goals to strategise professional development.
15. Work effectively independently and as a team to achieve agreed objectives within a specific deadline.

12. Teaching/learning methods

Students gain knowledge and understanding through attendance, participation and engagement with interactive sessions, independent study, group debate and discussion. They also gain knowledge by attending industry practitioners talks and experts in the fields of marketing management. Such presentations will build on topics discussed in class and will improve understanding required for summative assessment.

Students learn skills through participation and engagement with, seminars, workshops, and individual and group activities by producing theoretical and practical work in response to assignment requirements.

13. Employability

13a Placement and work experience opportunities (if applicable)

There is a 6-week (150 hours minimum) placement opportunity in FSH2901 Fashion Internship.

There is an optional year in industry (minimum 400 hours placement) in the optional module FSH3901 Industry Placement Year

The university employability services MDX Works support students in all necessary documentation and processes required to undertake internship and placement opportunities.

13b Future careers / progression

Many elements of the programme design are also focused on ensuring that students are equipped with important transferrable skills in working both collaboratively and individually, which will enable smooth transition from academic study to the working environment. Through assessments which are authentically designed, they will replicate the types of activities they could expect to undertake when progressing in their fashion marketing careers. Whether our graduates wish to work as marketing managers, brand and creative consultants, analysts, researchers or entrepreneurs, the programme will allow them to acquire both general and specialised knowledge required to start building their chosen careers. The choice of topic for the research project will provide students with an opportunity to further develop specialist skills and knowledge. Those students intending to further their education, the MSc in Branding and Marketing Communications will equip them with a range of skills required for Doctoral level study.

The University Employability Service offers postgraduate students support in planning their career. The Chartered Institute of Marketing, Institute of Direct Marketing, Institute of Practitioners in Advertising and many other professional bodies offer career support to members and highlight job opportunities for all graduates.

14. Assessment methods

Students' knowledge and understanding is assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments, such as pitch decks responding to client briefs. Assessment is designed to

develop and evaluate comprehensive knowledge of relevant theories, frameworks, and models.

Students' skills are assessed by a range of methods such as reports, literature reviews, presentations, and a range of authentic practitioner focused assessments, such as reports and presentations to clients. Assessment is designed to develop student skills in critical thinking and application. An integral feature of the programme is its emphasis on experiential learning and practically applied assessments, designed to improve student understanding of the 'real world' and develop transferrable and industry focused skills.

15. Programme Structure (level of study, modules, credits and progression requirements)

Structure is indicative for Part-time routes.

Students must take all of the compulsory modules and choose following programme requirements from the optional modules.

Non-compensatable modules are noted below.

Full Time

Year 1 Level 4 FT

Code	Type	Module Title	Credits at FHEQ Level
MKT1120	Compulsory	Marketing Theory and Practice 2025-26	30 at Level 4
FSH1907	Compulsory	Business, Ethics and Fashion Marketing 2025-26	30 at Level 4
MKT1901	Compulsory	Creative Communication and Branding 2025-26	30 at Level 4
FSH1904	Compulsory	Fashion History and Social Identity 2025-26	30 at Level 4

Year 2 Level 5 FT

Code	Type	Module Title	Credits at FHEQ Level
FSH2904	Compulsory	Fashion Cultures and Social Responsibility 2026-27	30 at Level 5
MKT2304	Compulsory	Consumer Behaviour and Socially Responsible Consumption 2026-27	30 at Level 5
FSH2906	Compulsory	Fashion Specialism 2026-27	30 at Level 5
FSH2905	Compulsory	Industry and Audience 2026-27	30 at Level 5

Optional Sandwich Year

Code	Type	Module Title	Credits at FHEQ Level
FSH3901	Optional	Industry Placement Year 2027-28	120 at Level 6

Year 3 Level 6 FT

Code	Type	Module Title	Credits at FHEQ Level
FSH3904	Compulsory	Visual Cultures Research Project 2027-28	30 at Level 6

MKT3903	Compulsory	New Venture Creation and Experiential Marketing 2027-28	30 at Level 6
MKT3902	Compulsory	Marketing Consultancy Project 2027-28	30 at Level 6
MKT3901	Compulsory	Sustainable Fashion Management: The Future 2027-28	30 at Level 6

Part Time

Year 1 Level 4 PT

Code	Type	Module Title	Credits at FHEQ Level
MKT1120	Compulsory	Marketing Theory and Practice 2025-26	30 at Level 4
FSH1904	Compulsory	Fashion History and Social Identity 2025-26	30 at Level 4

Year 2 Level 4 PT

Code	Type	Module Title	Credits at FHEQ Level
FSH1907	Compulsory	Business, Ethics and Fashion Marketing 2026-27	30 at Level 4
MKT1901	Compulsory	Creative Communication and Branding 2026-27	30 at Level 4

Year 3 Level 5 PT

Code	Type	Module Title	Credits at FHEQ Level
FSH2904	Compulsory	Fashion Cultures and Social Responsibility 2027-28	30 at Level 5
FSH2906	Compulsory	Fashion Specialism 2027-28	30 at Level 5

Year 4 Level 5 PT

Code	Type	Module Title	Credits at FHEQ Level
MKT2304	Compulsory	Consumer Behaviour and Socially Responsible Consumption 2028-29	30 at Level 5
FSH2905	Compulsory	Industry and Audience 2028-29	30 at Level 5

Year 5 Level 6 PT

Code	Type	Module Title	Credits at FHEQ Level
MKT3902	Compulsory	Marketing Consultancy Project 2029-30	30 at Level 6

MKT3903	Compulsory	New Venture Creation and Experiential Marketing 2029-30	30 at Level 6
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Year 6 Level 6 PT

Code	Type	Module Title	Credits at FHEQ Level
MKT3901	Compulsory	Sustainable Fashion Management: The Future 2030-31	30 at Level 6
FSH3904	Compulsory	Visual Cultures Research Project 2030-31	30 at Level 6

*Please refer to your programme page on the website re availability of option modules

16. Programme-specific support for learning

Programme induction workshop for all students within the first induction week.

All academics in both departments (Design and Marketing, Branding and Tourism), including programme leaders, provide office hours on a weekly basis which students can make use of without making an appointment.

Availability of guidance from Graduate Academic Assistants.

Guidance is available on academic writing and language, and study skills.

Availability of guidance from library staff, including dedicated Marketing and Fashion subject Librarians.

E-mail access to academics and support services.

Comprehensive information in programme and module handbooks.

Facilities and equipment available to assist students with disabilities.

Access to careers information and an Employability Service (MDXWorks) staffed with careers advisers with extensive knowledge of career options in fashion, business and marketing.

Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.

MyLearning/Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.

There are multiple opportunities for digital assessment within the programme and the accessibility needs of learners are considered carefully in assessment design.

Students may undertake a research project at their workplace where relevant and possible.

UniHelp: The University's central service through which students can access a range of support for any concerns that might arise throughout their study.

Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.

Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students.

Student Welfare Advice Team – providing information and advice on funding matters and housing.

International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.

ACI and Business and Management Progression and Support Team – providing ongoing student support to ensure students' progress on their programme, can be accessed on ACIprogression@mdx.ac.uk and balprogression@mdx.ac.uk

Academic advising, both group and individual support sessions to support students with all aspects of their study and professional development.

Monthly Fashion Directorate Networking Hubs – open to all ACI students.

17. HECos code(s)	100054: Fashion 100075: Marketing
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18. Relevant QAA subject benchmark(s)	Art and Design (2019) Business and Management (2023)
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19. University Regulations
This programme will run in line with general University Regulations: Policies Middlesex University

20. Reference points

CIM Professional Marketing Competencies

<https://www.cim.co.uk/membership/professional-marketing-competencies/>

CMA Misleading environmental claims

<https://www.gov.uk/government/collections/misleading-environmental-claims>

UN SDG12

<https://sdgs.un.org/goals/goal12>

QAA and Advance HE, Education for Sustainable Development Guidance

<https://www.qaa.ac.uk/the-quality-code/education-for-sustainable-development>

21. Other information (if applicable)

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

21. Curriculum map for BA Fashion Marketing

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

A1	The role of marketing in driving consumption through integrated digital communication strategies which are designed to engage, persuade and influence target audiences.
A2	Fashion, as a de-centred, global system which co-exists in multiple histories, narratives and economies from multiple cultural perspectives.
A3	The historical evolution of commercial and creative features of the fashion business.
A4	Contemporary theoretical and practical approaches to integrated marketing communication techniques as applied to fashion and related industries.
A5	Strategic and speculative methods and marketing techniques for planning the future of the fashion industry.
A6	Critical debates around ethics, sustainability, responsibility and how these relate to fashion and consumption.
A7	How fashion and marketing construct meaning through products, services, creative platforms and brands.

Skills

B1	Identify appropriate sources, tools and methods to carry out independent research in fashion, culture and marketing with commercial and creative integrity.
B2	Critically evaluate data, sources, arguments, assumptions, and abstract concepts to make sound judgements and propose creative and commercial solutions.
B3	Implement creative, innovative fashion marketing techniques to engage consumer attention.
B4	Evaluate the effectiveness of a project based on self, peer and client feedback mechanisms.
B5	Frame appropriate questions to identify a range of responsible, collaborative marketing solutions to make fashion and related industries more responsible.
B6	Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
B7	Identify personal areas of strength and areas for development to undertake appropriate further training and professional development.
B8	Work effectively independently and as a team to achieve agreed objectives within a specific deadline.

Programme Outcomes - Highest level achieved by all graduates

A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
Foundations of Business, Law & Society	MGT0007		x				x	x					x		x	x
Academic Skills, Research & Technology	MBS0006	x			x		x		x				x	x		x
Data & Mathematical Literacy	MSO0243				x	x			x	x						x
Business Foundation Project	MGT0345	x	x	x			x				x	x	x			x
Marketing Theory and Practice	MKT1120	x			x				x	x						
Creative Communication & Branding	MKT1901				x	x	x		x		x			x		x
Business, Ethics and Fashion Marketing	FSH1907		x	x			x						x			
Fashion History and Social Identity	FSH1904		x	x										x	x	
Consumer Behaviour & Socially Responsible Consumption	MKT2304	x					x	x		x	x		x			
Industry & Audience	FSH2905	x	x		x	x		x	x	x	x	x		x	x	x
Fashion Cultures and Social Responsibility	FSH2904		x		x		x	x	x				x	x		
Fashion Specialism	FSH2906	x		x	x	x	x	x	x	x	x	x	x	x	x	x
Industry Placement Year (optional)	FSH3901	x			x	x		x	x		x	x	x	x	x	x
New Venture Creation & Experiential Marketing	MKT3903				x	x		x	x		x		x	x		x
Sustainable Fashion Management the Future	MKT3901					x	x			x	x	x				
Visual Cultures Research Project	FSH3904		x	x			x	x		x			x	x	x	
Marketing Consultancy Project	MKT3902	x						x		x	x	x		x	x	x