

# Marketing with Fashion

BA (Hons)

## First Year (Level 4)

Semester A	Principles of Marketing (CIM)	Marketing Data Analysis	Professional Development for Marketers	Fashion: Introduction to Creative Process
Semester B	Introduction to Marketing Communications	Creativity, Technology and Innovation		Fashion: Introduction to Technical and IT Skills

## Second Year (Level 5)

Semester A	Understanding Customers	Enhancing Employability in Marketing	Strategic Marketing Planning	Fashion: Understanding Markets and Trends
Semester B	Product Innovation (International)	Marketing for the Creative and Cultural Industries	Enterprise	Fashion: Developing Design for Production

## Placement Year (Optional)

12-month work placement *or* two semesters study abroad *or* one semester study abroad and 6-month work placement. Placement companies might typically include: Marks and Spencer, Hugo Boss New York, J.W. Anderson Ltd, Pinterest and The Walt Disney Company Ltd.

## Final Year (Level 6)

Semester A	Market and Social Research	Strategic Brand Management <i>or</i> Industry Practice in Marketing	Managing Media and Communications	Fashion: Professional Portfolio
Semester B		Contemporary Issues in Marketing		