

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. Examples of placement companies include: Walt Disney, BMW, Porsche, Microsoft, Toyota, Ford, Noah's Ark, BskyB and House of Commons

Final Year (Level 6)

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

We offer five different languages – French, German, Spanish, Mandarin Chinese and Japanese – all with the option of starting at beginners level.

Students who take a language throughout their degree graduate with an award title which reflects the language studied, e.g BA (Hons) Marketing with Fashion and Spanish

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