



# **BA (Hons) Fashion Marketing**

**21-22**

Programme  
specification  
document





# *Contents*

1. Overview
2. Why study this programme?
3. Programme aims and objectives
4. Relationship to other programmes
5. Learning outcomes
6. Learning and teaching strategy/ assessment methods (non-regulatory)
7. Programme structure
8. Distinctive features of the programme and other key information
9. Student support
10. Learning support facilities
11. Opportunities for personal development planning
12. Admissions criteria
13. Visas and immigration
14. Tuition fees and other course costs
15. Assessment and progression regulations
16. Awards criteria
17. Methods for evaluating and improving the quality and standards of teaching and learning
18. Curriculum map

<b>1. Programme Overview</b>	
<b>Full programme/award title(s)</b>	BA (Hons) Fashion Marketing BA (Hons) Fashion Marketing with Integrated Foundation BA (Hons) Fashion Marketing (Buying) BA (Hons) Fashion Marketing (Buying) with Integrated Foundation BA (Hons) Fashion Marketing (Public Relations) BA (Hons) Fashion Marketing (Public Relations) with Integrated Foundation BA (Hons) Fashion Marketing (Styling) BA (Hons) Fashion Marketing (Styling) with Integrated Foundation
<b>Short programme title</b>	BAFM
<b>Fees</b>	£18,500 (per year, subject to annual increase) Foundation Year: £12,000
<b>Faculty</b>	Humanities, Arts & Social Sciences
<b>Location of study</b>	Regent's Park and Marylebone
<b>Awarding institution</b>	Regent's University London
<b>Institution regulated by:</b>	Office for Students, Quality Assurance Agency
<b>Programme entry points</b>	September 2020
<b>Date of initial/previous (re)validation</b>	June 2018
<b>Date of next revalidation</b>	June 2023
<b>Framework for Higher Education Qualification level of final award</b>	Level 6
<b>Number of credits in award</b>	360 Credits (without Foundation); 480 (with Foundation)
<b>UCAS code</b>	8T11 BA (Hons) Fashion Marketing WNF5 BA (Hons) Fashion Marketing with Integrated Foundation W240 BA (Hons) Fashion Marketing (Buying) W241 BA (Hons) Fashion Marketing (Buying) with Integrated Foundation W260 BA (Hons) Fashion Marketing (Public Relations)

	W261 BA (Hons) Fashion Marketing (Public Relations) with Integrated Foundation W290 BA (Hons) Fashion Marketing (Styling) W291 BA (Hons) Fashion Marketing (Styling) with Integrated Foundation
<b>Underpinning QAA subject benchmark statements</b>	Quality Assurance Agency (QAA) benchmarking statements: Art & Design, 2017
<b>Other external and internal references</b>	QAA Framework for Higher Education Qualifications (FHEQ) Regent's University London Academic Regulations
<b>Professional, statutory or regulatory body recognition/accreditation</b>	None
<b>Mode of study (full time / part time)</b>	Full time
<b>Language of study</b>	English
<b>Minimum / Maximum duration of programme for each mode of study</b>	<b>Part time:</b> N/A  <b>Full time:</b> Minimum – 4 years including the integrated Level 3 3 years without the integrated Level 3 Maximum* – 5 years including the integrated Level 3 4 years without the integrated Level 3  *in exceptional circumstances only, refer to Regent's University London Academic Regulations for details
<b>Date of production / revision of this programme specification</b>	June 2019

## 2. Why study this programme?

We want to make sure that you have chosen the right programme to study and that you are excited about studying your programme at Regent's.

This programme introduces you to the varied world of fashion marketing. It brings together expertise in the creative fashion industry and marketing skills used in the business world.

You will study in the heart of London, world-renowned as a fashion capital. Our campus is close to a range of companies, retail hubs, museums and galleries, which you will visit as part of the programme.

You will study both historic and contemporary issues in fashion. You will explore existing international brands and look at how they use creativity in many forms. The programme will develop your communication skills and help you to devise compelling stories about products and brands.

You will work on practical projects including:

- Fashion shows
- Events
- Photoshoots

You will also look at innovative marketing techniques including the use of influencers and celebrities, social media marketing, collaborations, pop-up stores and brand extensions.

You will learn to forecast trends, take data and use it to independently make creative, strategic marketing decisions. You will have access to a range of industry resources, including Fashion Monitor, the industry's main platform for influencer marketing and PR solutions.

You will have the opportunity to undertake practical projects and work with students on other fashion design programmes to produce fashion shows, events and photoshoots.

In the second year of the BA (Hons) Fashion Marketing pathway, you will have the opportunity to study abroad.

## 3. Programme aims and objectives

This is a guideline to the main features of your degree programme. It includes the overall aims and objectives and what you might achieve and be able to demonstrate if you take full advantage of the learning opportunities provided.

The BA (Hons) Fashion Marketing with Pathways offers the opportunity to explore the dynamic and fast-paced fashion marketing, promotion and communication landscape, both in theory and in practice, thanks to our unparalleled central London location and strong emphasis on forging links in the industry. Our aim is to produce graduates that are innovative, visionary marketers with an excellent understanding of fashion marketing and promotion and confident communication skills.

We encourage our students to develop innovative marketing solutions, based on sound analysis of market information and knowledge of marketing, promotion and communication

theory. Alongside this, we encourage our students to develop a strong sense of ethical and social values, and the ability to work autonomously on a wide range of fashion marketing briefs which reflect the creativity and innovation of the discipline in the 21<sup>st</sup> century.

The programme's philosophy is built on creative storytelling in fashion – communicating the message behind the product in order to construct the whole story of a brand or individual. The course places a keen emphasis on an appropriate balance between theoretical and academic standpoints and 'real-life' industry examples and contexts. In our foundation year, students will be encouraged to establish the required components of creative storytelling. In the first year, students will equip themselves with the skills and awareness to relate and evaluate existing stories. In the second year, they will experiment with retelling existing stories in different ways and contexts. Finally, in the third year, students will be encouraged to create their own stories, expressing these from scratch.

The programme aims to:

- Offer a comprehensive knowledge and appreciation of contemporary fashion marketing, with a strong emphasis on promotion and communication.
- Develop understanding of contemporary issues surrounding Fashion within the Industry itself, and within its wider contexts.
- Enable the development of a strong eye for contemporary and future fashion, with the ability to generate a wide range of outputs pertinent to the contemporary fashion industry.
- Encourage the development of independent thinking, through review, reflection and evaluation of personal and professional practice in relation to fashion and the wider creative industries.
- Enable development and application of individual strengths and interests.
- Develop theoretical, practical and transferable skills to enable pursuit of professional careers in the fashion industry or on post-graduate courses.

### **Prospective careers**

This programme gives you skills and experience across a range of marketing activity. Our graduates go on to work in a range of fashion marketing areas including:

- Advertising
- Brand marketing
- Buying
- Digital marketing
- Event management
- Fashion styling
- Fashion media and communications
- Merchandising
- Personal shopping
- Public relations
- Retail
- Social media marketing
- Fashion entrepreneurship

#### 4. Relationship to other programmes and awards

Sometimes programmes share modules or have other connections to other programmes. This is a guide to whether this is applicable for your programme.

Fashion Marketing is one of number of undergraduate programmes in the School of Creative & Liberal Arts. The Fashion & Design programme area includes Fashion Design, Fashion Marketing, Graphic & Digital Design and Interior Design.

Some of the modules on the fashion design and fashion marketing programmes are shared. This enables you to benefit from shared knowledge and also offers you the opportunity to study with a more diverse range of fellow students.

In your first term you will study a range of common creative modules with student on the other fashion and design programmes. In your second term you will have the opportunity to learn more about your programme through specialist study alongside other complimentary fashion and design modules.

Professionals increasingly work across boundaries between industries and the knowledge you gain in your foundation year will open your mind to working across different areas of fashion and design. It will also enable you to work more effectively with others, both as a student and once you graduate and work in industry.

All Level 4 (Year 1) students take Global Perspectives, the Regent's common module, which facilitates interpersonal, intercultural and cross- disciplinary learning.

There is the opportunity for undergraduates, upon successful completion of the programme, to continue to the School's MA International Fashion Marketing, which examines the fashion marketing landscape from a wider, global perspective. Other postgraduate programmes in related disciplines include MA Fashion Journalism and MA Fashion Buying & Merchandising.

#### 5. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain if you take full advantage of the learning opportunities available to you.

##### Programme Learning Outcomes:

##### A. Knowledge and understanding

A1 Understand and use an in-depth knowledge of a broad range of methods and principles employed by other practitioners in fashion marketing.

A2 Employ your detailed knowledge and understanding of a breadth of contexts, frameworks, and environments within which wider fashion operates, including contemporary, historical, theoretical, social, cultural, ethical, and environmental perspectives.

A3 Understand the appropriate application of a comprehensive range of current and emerging tools, materials and methods relevant to confident engagement in contemporary fashion marketing including inter-disciplinary and multidisciplinary approaches.



A4 Understand and apply an extensive and in-depth knowledge of professional practice in fashion marketing, including; the relationship with an audience; clients; users; colleagues; environments; markets and intellectual property issues.
<b>B. Skills</b>
B1 Independently source, navigate, analyse, communicate and apply relevant research material from a variety of sources, to the development of responses to creative and written briefs.
B2 Engage creatively in the generation, development, and realisation of solutions to fashion marketing briefs, relevant to context and audience, independently and in collaboration with others, employing convergent and divergent thinking, and speculative enquiry with self-reliance.
B3 Analyse, reflect and evaluate critically and independently, different contexts in fashion, including those that may be complex, ambiguous or unpredictable, within the process of development of ideas into outcomes.
B4 Engage constructively, in self and peer reflection and respond positively to critical judgement of others, with relevance to both general professional progression and specific development within contemporary practice in fashion marketing.
B5 Select from, experiment with and make appropriate use of an extensive range of materials, processes, technologies and environments showing understanding of quality standards and attention to detail.
B6 Apply entrepreneurial skill, innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice of fashion marketing.
B7 Communicate professionally in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.
B8 Independently manage self and work constructively, efficiently and ethically.
B9 Work effectively with others, through collaboration, collective endeavour and negotiation.
B10 Apply self-awareness, ethical values, openness and sensitivity to diversity in terms of people, cultures, and environmental and business issues, to behaviour and work.
<b>Level 3 Learning Outcomes:</b>
<b>A. Knowledge and understanding</b>
A1 Demonstrate understanding and use of knowledge of a range of methods and principles of creative practice in Art & Design.
A2 Employ knowledge and understanding of a spread of contexts, frameworks and environments which Art & Design operates, including theoretical, historical, social, cultural, ethical and environmental perspectives.
A3 Demonstrate understanding and the safe use and application of a range of current and emerging tools, materials and methods used in contemporary Art & Design.
A4 Demonstrate understanding of your creative practice in relationship to others, including audience, users, colleagues, environments and markets
<b>B. Skills</b>
B1 Gather, sort and present relevant research material for the development and realisation of concepts and solutions with close tutor guidance.

B2 Apply creative thinking in the generation, development, implementation of ideas and realisation of solutions to Art & Design briefs.
B3 Apply critical thinking skills to research, analysis, and the development of ideas and outcomes.
B4 Begin to situate and critique your own and others work in relation to contemporary practice.
B5 Select from a range of relevant materials, tools and methods and use them safely and effectively to develop proposals through to material outcomes.
B6 Demonstrate that you are beginning to create work in relation to contemporary Art & Design practice.
B7 Present research, idea generation and outcomes in a manner appropriate to the specific nature of a project.
B8 Demonstrate that you are developing the ability to study independently, manage workloads and that you can meet deadlines.
B9 Demonstrate the ability to work with others through collaboration and contribution to group projects and outcomes.
B10 Demonstrate an awareness of ethical values, openness and sensitivity to diversity in terms of people, culture, business and environmental issues.
<b>Level 4 Learning Outcomes:</b>
<b>A. Knowledge and understanding</b>
A1 Understand and use a formative knowledge of a range of methods and principles employed by other practitioners in fashion marketing.
A2 Employ a formative knowledge and understanding of the contexts, frameworks, and environments within which wider fashion operates, including contemporary, historical, theoretical, social, cultural, ethical, and environmental perspectives.
A3 Understand the appropriate application of a formative range of current and emerging tools, materials and methods relevant used in contemporary fashion marketing including inter-disciplinary and multidisciplinary approaches.
A4 Understand and apply knowledge of how fashion marketing operates in a professional context including; relationship with an audience; clients; users; colleagues; environments; markets and intellectual property issues.
<b>B. Skills</b>
B1 Source, navigate, analyse, communicate and apply relevant research material from a variety of sources, to the development of responses to creative and written briefs with tutor guidance.
B2 Engage creatively in the generation, development, and realisation of solutions to set fashion marketing briefs, independently and in collaboration with others, employing convergent and divergent thinking with tutor guidance.
B3 Analyse, reflect and evaluate critically different contexts within fashion, within the process of development of ideas into outcomes in set briefs.
B4 Engage constructively, in self and peer reflection and respond positively to critical judgement of others, with relevance to both general personal progression, and to development within the discipline of fashion marketing.
B5 Select from, experiment with and make appropriate use of a formative range of materials, processes, technologies and environments showing understanding of safety and quality standard with some tutor guidance.

B6 Demonstrate a pro-active attitude to developing knowledge of the contemporary context of professional practice in fashion marketing and of entrepreneurial skills.
B7 Communicate clearly in presenting research, ideas, reasoned arguments, and design work, in visual, oral, and written forms, employing relevant IT skills where appropriate.
B8 Begin to manage self and work constructively, efficiently and ethically.
B9 Work constructively with others, through collaboration, collective endeavour and negotiation.
B10 Begin to apply self-awareness, ethical values, openness and sensitivity to diversity in terms of people, cultures, and environmental and business issues, to behaviour and work.
<b>Level 5 Learning Outcomes:</b>
<b>A. Knowledge and understanding</b>
A1 Understand and use a substantial knowledge of a broad range of methods and principles employed by other practitioners in fashion marketing.
A2 Employ a substantial knowledge and understanding of a breadth of contexts, frameworks, and environments within which wider fashion operates, including contemporary, historical, theoretical, social, cultural, ethical, and environmental perspectives.
A3 Understand the appropriate application of an increasingly broad range of current and emerging tools, materials and methods relevant to confident engagement in contemporary fashion marketing.
A4 Understand and apply a substantial knowledge of professional practice in fashion marketing, including; relationship with an audience; clients; users; colleagues; environments; markets and intellectual property issues.
<b>B. Skills</b>
B1 Source, navigate, analyse, communicate and apply relevant research material from a range of relevant sources, to the development of responses to creative and written briefs with increasing independence.
B2 Engage creatively in the generation, development, and realisation of solutions to fashion marketing briefs, relevant to context and audience, independently and in collaboration with others, employing convergent and divergent thinking, and speculative enquiry with increasing self-reliance.
B3 Analyse, reflect and evaluate critically, with increasing independence, different contexts within fashion, including those that may be complex, ambiguous or unpredictable, within the process of development of ideas into outcomes.
B4 Engage with increasing effectiveness, in self and peer reflection, responding positively to critical judgement of others, with relevance to both general professional progression and specific development within contemporary practice in fashion marketing.
B5 Select from, experiment with and make appropriate use of a range of materials, processes, technologies and environments showing understanding of quality standards.
B6 Apply increasingly entrepreneurial approaches including innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice of fashion marketing.
B7 Communicate confidently in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.
B8 Manage self and work in an increasingly constructive, efficient and ethical way.
B9 Work productively with others, through collaboration, collective endeavour and negotiation.

B10 Apply growing self-awareness, ethical values, openness and sensitivity to diversity in terms of people, cultures, and environmental and business issues, to behaviour and work.
<b>Level 6 Learning Outcomes:</b>
<b>A. Knowledge and understanding</b>
A1 Understand and use an extensive and in-depth knowledge of a broad range of methods and principles employed by other practitioners in fashion marketing.
A2 Employ a detailed knowledge and understanding of a breadth of contexts, frameworks, and environments within which wider fashion operates, including contemporary, historical, theoretical, social, cultural, ethical, and environmental perspectives.
A3 Understand the appropriate application of a comprehensive range of current and emerging tools, materials and methods relevant to confident engagement in contemporary fashion marketing including inter-disciplinary and multidisciplinary approaches.
A4 Understand and apply a substantial and in-depth knowledge of professional practice in fashion marketing, including; the relationship with an audience; clients; users; colleagues; environments; markets and intellectual property issues.
<b>B. Skills</b>
B1 Independently source, navigate, analyse, communicate and apply relevant research material from a variety of sources, to the development of responses to creative and written briefs.
B2 Engage creatively in the generation, development, and realisation of solutions to fashion marketing briefs, relevant to context and audience, independently and in collaboration with others, employing convergent and divergent thinking, and speculative enquiry with self-reliance.
B3 Analyse, reflect and evaluate critically and independently, different contexts in fashion, including those that may be complex, ambiguous or unpredictable, within the process of development of ideas into outcomes.
B4 Engage constructively, in self and peer reflection and respond positively to critical judgement of others, with relevance to both general professional progression and specific development within contemporary practice in fashion marketing.
B5 Select from, experiment with and make appropriate use of an extensive range of materials, processes, technologies and environments showing understanding of quality standards and attention to detail.
B6 Apply entrepreneurial skill, innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice of fashion marketing.
B7 Communicate professionally in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.
B8 Independently manage self and work constructively, efficiently and ethically.
B9 Work effectively with others, through collaboration, collective endeavour and negotiation.
B10 Apply self-awareness, ethical values, openness and sensitivity to diversity in terms of people, cultures, and environmental and business issues, to behaviour and work.

## **6. Learning and teaching strategy / assessment methods (non-regulatory)**

This is a guide to the academic opportunities that will be available to help you achieve the overall aims and objectives of the programme as listed under Section 3 and the intended learning outcomes listed under Section 5. It is also a guide to the assessment methods that will be used to test your achievement of the intended learning outcomes. While exciting learning opportunities are offered at University-level, there is a greater emphasis on you engaging with your education in a pro-active way. In order to meet the full intended learning outcomes of the programme, you will be expected to study independently, participate in class discussions, book extra time in the studios, ask for support in academic skills if required and engage with personal tutors.

The learning and teaching strategy of the programme is informed by the Regent's University London Learning, Teaching and Assessment Strategy 2015-2020, which comprises six priority areas:

- A personalised student experience.
- Interactive and inclusive learning.
- Assessment for learning.
- Focus on student skills and attributes.
- Developing cultural agility, flexibility and the ability of our graduates to compete strongly in the global labour market.
- Professional development for staff.

When you begin to study fashion, you will need to acquire new skills, develop some of your existing skills, learn how to approach the subject critically and learn how to communicate in the 'language' of fashion. The programme is designed so that you will study under direction of your lecturers at the beginning of your degree and gradually move towards greater independence as you progress through the terms towards your final projects.

Fashion has traditionally been taught in studio environments, while business and marketing and theory-based degrees have been taught through formal lectures. Your programme combines the best of both traditions, giving you a good combination of lecture-based teaching with tutorial support, and also studio-based teaching with individual and group critiques. It also combines the best in terms of the forms that your work will take, spanning project-based learning, business-style report writing, essays, presentations and hands-on experiential learning such as shoots, presentations, fashion shows and events.

We use of a wide range of learning, teaching and assessment methods, including individual and group work as appropriate. Live projects, work experience, industry sponsorship, tutors who are practising professionals and guest lecturers give you valuable links with industry and ensure that your learning is very up to date with regard to industry knowledge.

At the beginning of each module you will be given a Module Specification and other materials (such as Project Briefs) by your lecturer(s). These set out everything you need to know about your learning on that module, for example: what form learning and teaching will take, the module content, the aims and learning outcomes for the module, and the ways in

which you will be assessed, deadlines for submission of work and how the module will be scheduled in terms of how much time you will spend in different kinds of activities each week (for example: studio-based work, lectures, CAD workshops, shoots, visits). It will also contain information about what kind of work you are asked to submit for assessment (for instance projects, essays, presentations, reflective self-evaluations, critiques, work in industry, curriculum vitae, portfolios, boards and sketchbooks) and it will tell you the weightings of those assessments (for instance: 70% for a project and, 30% for a presentation).

On the BA (Hons) Fashion Marketing programme, typically, each 10-credit module would entail a single coursework assessment, 20-credit modules would be two. The size and scope of these assessments vary as to credit weighting and level of study.

We highly recommend that you complete internships/work placements in the industry in addition to your studies. Work placements enable you to enrich your understanding of the industry, consolidate what you have learned and make valuable contacts in industry. Some students are offered jobs once they graduate with the companies that they have worked with on work placements. Work placements may be as short as a few hours and as long as several months during the summer break.

In term 2 of the second year, you can elect to do an elective Professional Practice module. The module combines work in industry with continued study, supported by weekly tutorials, enabling you to gain credit whilst studying an area of the industry.

The move from Level 5 to Level 6 (Year 2 to 3) is an important one and you are strongly encouraged to consider how you will use the summer months before you return to university to complete the final year of your programme. While some students may feel that they need to take a break, to travel or to prepare for their final year of study, we strongly encourage you to consider completing a work placement. Please discuss this with your Programme Director and/or your lecturers in the second term of Level 5. Your programme may ask all students returning for Level 6 to share their experiences of working in the industry.

#### **Breakdown of teaching methods by percentage per level**

The following breakdown is a guide to how much time you will spend doing each teaching and learning method. The exact amount of time spent in taught/practical lessons or self-study will depend on the elective modules that you take.

Foundation Year		Level 4		Level 5		Level 6	
Taught	<b>39%</b>	Taught	<b>30%</b>	Taught	<b>34%</b>	Taught	<b>30%</b>
Self-Study	<b>61%</b>	Self-Study	<b>70%</b>	Self-Study	<b>66%</b>	Self-Study	<b>70%</b>

#### **Programme management and teaching staff**

The programme is overseen by a Course Leader and a Head of Programme. The Course Leader has oversight on the quality of the course delivery and the student experience and works closely with academic and technical staff to maintain teaching excellence.

Our teaching team come from a wide variety of academic and industry backgrounds. The majority of our staff hold postgraduate qualifications in their subject area and/or are experts in their fields of industry. In addition, many of our staff hold the Fellowship of Higher Education Academy (HEA) from Fellow to Principal Fellow. We also encourage our teaching staff to undertake the Postgraduate Certificate in Higher Education. In short, we strive for excellence in our teaching and place a huge emphasis on maintaining this excellence. All of our contracted staff act as Personal Tutors across the programme.

Staff on the programme have been published in a range of academic journals, authored books and industry publications.

Every student on the programme is allocated with a Personal Tutor, who will meet you on a one-to-one basis at various stages throughout the academic year and provide you with guidance and advice to support your ongoing personal and professional development throughout your entire studies at Regent's University London.

The current Course Leader is Dennis Maloney and the Head of Programme for Fashion & Design is Mark Eley.

### **Assessment strategy and methods**

There is a combination of formative and summative assessments. Formative activities are used for developmental purposes and are designed to help you learn more effectively by giving you feedback on your progress and on how it can be improved and/or maintained. They do not contribute to the award mark. Summative assessments are used to determine your success in meeting the intended learning outcomes of a module and do contribute to the award.

Assessment is important to your learning. It is a positive element of your education. We use assessment to encourage you to do as well as you can and you can use it for the same purpose.

While each module on your programme has learning outcomes, assessment is used to test that you have achieved those learning outcomes. This means that assessment tasks are appropriate for the module in question. Assessment on your programme is both practical and theoretical, in order to ensure that you become a reflective practitioner of your art, requiring you both to create fashion and to consider its role and function in society, and its relationship to the individual.

You will be expected to complete assessments by yourself and also as part of group work. You will be asked to document your work and to write self-evaluations. When you are involved in group work you will be asked to keep a log and to evaluate your peers.

You are strongly encouraged to seek as much feedback as possible about your progress on your modules from your lecturers. You are also urged to seek end of term assessment

feedback from the previous term before moving into new modules. Your lecturers will write about your performance and progress on your modules (feedback) and they will also write about what you are advised to do in the future (feed-forward). This information is very valuable as it will support you in understanding how well you did in one module, and what you should concentrate on to do as well as possible in future modules.

Assessment is through 100% coursework i.e. there are no written exams. Examples of coursework could include presentations, market reports, essays, design based projects and portfolio work, manufactured garments or outfits or collections, and fashion shoots. You may also have the opportunity to produce a fashion film, fashion magazine or participate in the production of a fashion show.

The majority of the teaching on the BA (Hons) Fashion Marketing Programme is through lectures, workshops, seminars and tutorials, although there may also be study visits, site visits and field research. The below table indicates the proportion of these activities compared to the amount of self-study time students are expected to undertake. Please note, as there are a number of elective modules across the programme, the below can vary slightly from student to student depending upon their pathway and elected modules – the percentages below are averages across all modules. A full breakdown of activities for each module can be found in the respective Module Outline.

Please note that the University may need to keep your work for various reasons, including audits, validations and for External Examiners to review. You are advised to keep copies of your work wherever possible and to contact the Course Leader for information about collecting work.

**Breakdown of assessment by percentage per level**

Foundation Year		Level 4		Level 5		Level 6	
Coursework	100%	Coursework	100%	Coursework	100%	Coursework	100%

**Alternative forms of assessment**

Students with student support agreements may be offered an alternative form of assessment. When this is the case, the University’s Disability Guidelines for Alternative Forms of Assessment are followed.

**Ethical approval of research**

All research conducted within and outside the University by students at Regent’s University London must be approved by the Faculty/Institute Research Ethics Review Panel prior to its commencement. This will include, but is not limited to, all research involving human or other living participants, and all experiments, investigations and procedures involving human or other living participants, or data relating to such living entities.



## 7. Programme structure

This is a guide to the overall structure of your programme such as term dates, assessment periods and what core modules will be delivered each year.

You will need to achieve 360 credits for an undergraduate degree. You will study a number of modules across your programme, which will each have a credit value. On successfully passing each of these modules, you will gain credits that count towards the total needed for your degree.

One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So if a module is worth 10 credits, then you would expect to spend 100 hours studying this. Remember, these will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in the section above.

On an undergraduate degree programme, you can usually expect to study 120 credit per level (or year), with no more than 80 credits per term.

The academic year runs from September to December and January to May. Classes take place Monday to Friday 09:00 to 19:00.

Assessment submission deadlines are typically at the end of the term in which the module takes place. Some modules have submission deadlines for components during the run of term.

The opportunity for Placement or Study Abroad currently takes place in the second term of Level 5 (Year 2) for the BA (Hons) Fashion Marketing pathway,

### Programme Structure - LEVEL 3

Core modules	Credits
<b>Term 1</b>	
Research	20
Design Cycle	20
Materiality and Make	20
<b>Term 2</b>	
Design in Industry	20
Specialist option (Fashion Design, Fashion Marketing, Graphic Design or Interior Design) 1	20
Specialist option (Fashion Design, Fashion Marketing, Graphic Design or Interior Design) 2	20
<b>Total credits for Level 3:</b>	<b>120</b>

### Exit awards and learning outcomes achieved (if appropriate)

Certificate of Completion

### Programme Structure - LEVEL 4

Core modules – all pathways	Credits
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Introduction to Fashion Marketing	20
Fashion History and Context	20
Fashion Images	20
Global Perspectives	10
The Fashion Consumer	20
<b>Additional Core – BA (Hons) Fashion Marketing</b>	
Digital Marketing and Social Media	12
<b>Additional Core – BA (Hons) Fashion Marketing (Buying)</b>	
Digital Marketing and Social Media	12
Fashion Vocabulary	12
<b>Additional Core – BA (Hons) Fashion Marketing (Public Relations)</b>	
Digital Marketing and Social Media	12
Fashion Film	12
<b>Additional Core – BA (Hons) Fashion Marketing (Styling)</b>	
Fashion Film	12
<b>Total core module credits:</b>	102-14
<b>Elective modules (subject to availability) ALL PATHWAYS</b>	
English for Academic Purposes	10
Fashion Drawing	12
Fashion Industry	12
Language	12
<b>Elective modules – BA (Hons) Fashion Marketing only</b>	
Fashion Film	12
Fashion Vocabulary	12
<b>Elective modules – BA (Hons) Fashion Marketing (Styling) only</b>	
Digital Marketing and Social Media	12
Fashion Vocabulary	12
<b>Total elective module credits you need to choose:</b>	
BA (Hons) Fashion Marketing	22-24
BA (Hons) Fashion Marketing (Styling)	22-24
BA (Hons) Fashion Marketing (Buying)	10-12
BA (Hons) Fashion Marketing (Public Relations)	10-12
<b>Total credits for Level 4:</b>	120-126
<b>Exit awards and learning outcomes achieved (if appropriate)</b>	
Certificate of Higher Education	

<b>Programme Structure - LEVEL 5</b>	
Fashion Marketing and Communication in Practice	20
Fashion Theory and Research	20
Fashion Styling and Trends	20
Fashion Branding	20
<b>Additional core – BA (Hons) Fashion Marketing (Styling)</b>	
Fashion Publishing and Media	20
<b>Additional core – BA (Hons) Fashion Marketing (Buying)</b>	
Fashion Buying and Merchandising	20
<b>Additional core – BA (Hons) Fashion Marketing (Public Relations)</b>	
Fashion Show Production and Event Management	20
<b>Total core module credits:</b>	<b>80-100</b>
<b>Elective modules (subject to availability) – ALL PATHWAYS</b>	
Industry Placement	12
Fashion Photography	12
Experimental Fashion Image	10
Language Connect	12
<b>Elective modules (subject to availability) – BA (Hons) Fashion Marketing</b>	
Fashion Buying and Merchandising	20
Fashion Show Production	20
Fashion Publishing and Media	20
Fashion Entrepreneurship	20
<b>Elective modules (subject to availability) – BA (Hons) Fashion Marketing (Styling)</b>	
Fashion Show Production and Event Management	20
Fashion Entrepreneurship	20
<b>Elective modules (subject to availability) – BA (Hons) Fashion Marketing (Buying)</b>	
Fashion Show Production and Event Management	20
Fashion Publishing and Media	20
Fashion Entrepreneurship	20
<b>Elective modules (subject to availability) – BA (Hons) Fashion Marketing (PR)</b>	
Fashion Buying and Merchandising	20
Fashion Publishing and Media	20

<b>Total elective module credits students need to choose:</b>	
BA (Hons) Fashion Marketing	40-44
BA (Hons) Fashion Marketing (Styling)	20-24
BA (Hons) Fashion Marketing (Buying)	20-24
BA (Hons) Fashion Marketing (Public Relations)	20-24
<b>Total credits for Level 5:</b>	<b>120-124</b>
<b>Exit awards and learning outcomes achieved (if appropriate) min 240</b>	
Diploma of Higher Education	
<b>Level 6 (Year 3)</b>	
<b>Core modules – ALL PATHWAYS</b>	<b>Credits</b>
Innovation in the Fashion Environment	20
Major Project – Research and Development	40
Major Project - Realisation	40
Professional Practice and Portfolio	20
<b>Total core module credits:</b>	<b>120</b>
<b>Total credits for Level 6:</b>	<b>120</b>
<b>Exit awards and learning outcomes achieved (if appropriate) min 360</b>	
<p>BA: to qualify for the award of a non-honours degree the student must have been awarded 300 credits overall, including at least 120 credits at levels 4 and 5, and 60 credits at Level 6.</p> <p>BA (Hons): to qualify for the award of an Honours degree a student must have been awarded at least 360 credits overall, including at least 240 credits at levels 5 and 6, of which at least 120 credits are at Level 6.</p>	
<b>8. Distinctive features of the programme and other key information</b>	
<p>This is a guide to anything else you may need to know about your programme, including anything that may seem a bit unusual or different to similar programmes in other institutions.</p>	
<p>The programme is designed to enable students to develop as creative individuals with specialist knowledge and skills. There is the opportunity to explore a particular pathway of study in order to enhance your knowledge and specialise major projects toward a particular sector of industry – namely, styling, buying or public relations (PR).</p> <p>The pathways are as follows:  BA (Hons) Fashion Marketing  BA (Hons) Fashion Marketing (Styling)  BA (Hons) Fashion Marketing (Buying)  BA (Hons) Fashion Marketing (Public Relations)  Please consult the diagrams in Section 6 to see the structure of each respective pathway.</p>	

### **Level 3 (Foundation)**

The foundation year, Level 3, provides you with a broad-based introduction to fashion and design, where you can explore and develop an understanding of the creative industries, of fashion design and fashion marketing.

### **Level 4 (Year 1, BA (Hons))**

The first year of the degree programme will equip you with both the skills and awareness to relate and evaluate existing stories of fashion brands and individuals, in order to become familiar with the contemporary fashion marketing landscape.

### **Level 5 (Year 2, BA (Hons))**

The second year will encourage you to experiment with retelling existing stories in multiple ways and contexts, using live fashion marketing activity as a focus. Alongside this, in this term there are a number of electives to broaden your experience in a wide range of Fashion Marketing disciplines, a language or negotiated Professional Placement part-time in the industry.

### **Level 6 (Year 3, BA (Hons))**

Through the programme, you have been introduced to the components, techniques, processes and methods of creative storytelling, and the final year encourages you to take all of this knowledge to tell your own story. The third year is designed for you to showcase all of your skills in methods and manners of your own choosing and will reflect on your professional practice and evidence your individual talents through an industry-ready portfolio reflective of your best work.

### **Elective modules**

A number of elective modules are offered across Levels 3, 4 and 5, alongside the core modules. These electives offer you the opportunity to explore different areas of interest or career opportunity, and to mix with students from other programmes. The operation of electives depends upon availability, and student demand.

In Level 5 (Year 2), there is the opportunity for students on the Marketing pathway to take part in an exchange programme with one of our international partners. The modules you study with those partners have been 'mapped' to the programme's curriculum to ensure you meet the core learning outcomes while studying elsewhere.

There is also the option to undertake a work placement elective in either term of Level 5 as part of the electives offered. This is subject to placements being approved before this option is chosen, and the placement is to run alongside other modules where full attendance is expected. You will be briefed on the requirements for this (and the exchange programme) in Level 4 (Year One).

## 9. Student support

We want you to make the most of your time at Regent's and we also know that sometimes life at university can be hard. We can give you the support and you need, on academic study, language skills, careers, disabilities, mental health, gender, sexuality, finance and many other issues.

Regent's Student Hub will be the first port-of-call for the majority of your needs. Staff in the Hub can either deal with your enquiry directly or point you to one of our services for more support. Our support services include:

- Personal tutor scheme
- Student Services
- Academic Skills
- English for Academic Purposes
- Careers advice, including placements
- Disability support
- Accommodation
- Student Union

For more information about life at Regent's and the services we offer please visit our website:

[regents.ac.uk/information/student-life/for-current-students](https://regents.ac.uk/information/student-life/for-current-students)

## 10. Learning support facilities

Regent's offers a variety of different facilities and technologies to support your studies. These include lecture theatres, seminar rooms, the library, IT labs and specialist software.

### Workshop space, laboratories and other specialist accommodation

A significant part of the programme will be delivered on the Marylebone campus which offers has specialist teaching accommodation, including:

- 2 x 15 Mac computer suites for both class use and open access.
- Specialist high end Mac computer equipment and large format printing.
- Multi-purpose design studios.
- Marylebone Theatre
- A range of teaching spaces, for one to one tutorials, through to large seminar/workshop spaces, equipped with smart boards.

The location of the Marylebone campus has significant advantage due to its close proximity to the exclusive Marylebone High Street, and Oxford street areas, which can be used as active research zones throughout the study.

### Marylebone resource room

This is a flexible space with entrance via Garbutt Place. The accommodation comprises two floors, with the lower floor containing comfortable setting and a small kitchenette for use as a social, or small group space. The ground floor also houses an impressive collection of fashion and fashion related books and journals/periodicals. The second floor contains open access PCs and a range of desktop and pod-based learning spaces.

**Online databases:**

The library subscribes to a number of electronic resources and databases. These include: Fashion Monitor, Ebscohost, Proquest, Datamonitor/Passport, Berg Fashion Library, Mintel, Design and Applied Arts Index (DAAI), WGSN, Oxford Art Online, Oxford Reference Online and Ebook. The library has agreement with British Library Document Delivery Supply to supplement the needs of the users. The students also have access to specialised and public libraries in the area.

**Photo studio:**

A well-equipped photographic studio on the Regent's Park campus.

If you require support or advice with regard to accessing campus facilities, please speak with our disability support officer, so we may address your concerns.

[regents.ac.uk/information/student-life/for-current-students/disability-information](https://regents.ac.uk/information/student-life/for-current-students/disability-information)

The Library at Regent's supports teaching and learning at the University. Our relevant and extensive collections, flexible study spaces and knowledgeable staff can help you achieve your academic goals. During term time, the Library is open until late in the evenings. During busy exam periods, it is open 24/7. Most areas are fully accessible to people with disabilities and wherever there are challenges we work with individual(s) to overcome, rearrange or support to facilitate good and safe access.

Regent's uses Blackboard as its virtual learning environment (VLE), where you will find learning materials and content for your modules. You will also submit your coursework online and receive feedback through Blackboard.

MyRegent's is a free app and web dashboard which contains Regent's email, degree programme timetable, module information and more. You will be able to download it for Apple or Android devices or access it at [my.regents.ac.uk](https://my.regents.ac.uk) once you have enrolled with us.

Regent's has IT labs where you can use our computers and there are dedicated areas for you to use your own laptops and tablets. The campus has free Wi-Fi, including most areas of our extensive gardens, so any area can be adapted into a student study space. Regent's is a member of the Eduroam network, so you can connect to this service to access Wi-Fi worldwide.

For more about Regent's learning resources, visit:

[regents.ac.uk/about/learning-resources](https://regents.ac.uk/about/learning-resources)

## 11. Opportunities for personal development planning

Early in your programme you will start to engage in self-reflection and evaluation. This will be related to your study on some modules and it will be an assessed part of your learning. You will be asked to evaluate your strengths and weaknesses, to reflect upon your learning and your personal responses, behaviour and development.

You will consider your personal development on individual modules and as you progress through your degree you will increasingly see your development in terms of your degree as a whole and in relation to the wider contexts of the industry. Completing a degree is not simply about the intellectual and practical skills that you acquire, it is also about your personal and professional development as an individual.

Your programme culminates in modules at Level 6 where you will work on projects that reflect your particular interests and career aspirations. Your personal and professional development planning feeds into these modules as you work on projects and a portfolio which communicates your individual style. You will write curriculum vitae and a personal statement that articulate who you are and what you wish to do after graduation. You should be in a position by the end of Level 6 to prepare applications for work, internships and/or postgraduate study.

### **Extracurricular activities**

You also have opportunity to engage with extracurricular activities on and off campus organised by staff from across Regent's. These include but are not limited to: prominent guest speakers' presentations, conferences, competitions, university societies, Student Union membership and student representation. Participation in competitions or engagement with societies and Student Union are a great way to develop a host of skills and evidence demonstrating your diverse capabilities and can contribute to fruitful personal development planning.

### **Careers support**

All students benefit from an initial consultation with a careers adviser in their first weeks on campus. Based on your individual interests you will, guided by your adviser, develop knowledge and networks in relevant sectors and roles. You will be encouraged to team up with like-minded individuals to build communities centred around shared interests.

You will have access to the vacancies shared by our business relations team on the Student Hub, as well as multiple other resources, and help with making applications for internships and graduate roles in the UK and beyond. Students who have not identified an area of interest are offered guidance consultations to enable decision-making.

A variety of workshops throughout the year will help you succeed at every stage of the selection process, including CV and cover letter writing, interview (including video interviews) and assessment centre preparation, networking, LinkedIn and psychometric testing. Support with individual applications is available.

Students who wish to start their own business will be invited to work in The Hive (see below).

Students looking to complete a consultancy project, such as a capstone, receive support in developing practical consultancy skills, as well as help with sourcing suitable projects. This offer is tailored with sector relevant information to reflect subject specialisms (e.g. fashion, design, business).

Each term a number of masterclasses (held by industry specialists), seminars, networking events and meetups are organised on campus. They offer an invaluable opportunity to find out about employment prospects in different industries and business sectors and to develop a professional network.



At our hiring breakfasts, employers who currently seek students via the Student Hub vacancy board (internships, placements, or graduate jobs) are introduced to (and given the opportunity to interview onsite) students directly.

In addition to regular face-to-face contact with our expert staff, we offer a wide range of online resources including VoIP (e.g. Skype) appointments to help you in your job search. These include advice sheets, videos and self-assessment tools. All this is accessible on the Student Hub to current students and alumni.

### **The Hive**

The Hive is a workspace and community for both current students and alumni, which offers a full suite of services, including start-up advice, masterclasses, careers advice, student consultancy services and a bookable hot desk environment for start-ups. There is also support with graduate entrepreneurship visas if required.

The Hive offers a collaborative environment in which careers and enterprise advice happens in a live working environment, allowing knowledge and opportunities to flow between its users. It aims to break down barriers between job seekers and creators, learners and staff, changing the way our learners relate to the University and develop their career skills.

## **12. Admissions criteria**

A Regent's education provides you with a high level of personal attention, and this begins from the moment you apply to study with us. We want to understand who you are and what your skills and interests may be – we are interested in your potential, as well as your prior achievements. We review each application comprehensively and on its individual merit, considering all of your skills, interests and attributes.

### **Level 3 entry requirements**

The minimum entry requirement for Foundation (Level 3) students is one of the following qualifications:

- Five GCSEs at grades A-C / 9-4
- US High School Diploma with a minimum GPA of 2.5
- Equivalent qualifications as deemed acceptable by the University

### **Level 3 English language requirements**

English is our language of instruction and we require proof of your English proficiency. You can demonstrate your English proficiency with one of the following qualifications (or equivalent):

- GCSE English language at grade C (4) or above
- International Baccalaureate: Grade 4 or above in English at Higher or Standard level
- US High School Diploma (studied in a majority English-speaking country): cumulative GPA (on a 4.0 scale) at 2.5 or above
- IELTS Academic: overall score of 5.5 with a minimum 5.5 in each component.

### **Level 4 entry requirements**

A Regent's education provides you with a high level of personal attention, and this begins from the moment you apply to study with us. We want to understand who you are and what your skills and interests may be – we are interested in your potential, as well as your prior achievements. We review each application comprehensively and on its individual merit, considering all of your skills, interests and attributes.

The minimum entry requirement for Level 4 students is one of the following qualifications:

- Two GCE A-levels at grades A-C / 9-4
- International Baccalaureate Diploma
- US High School Diploma with a minimum GPA of 2.5, plus one of the following:
  - Two AP tests with an average grade of 3
  - Two SAT II (Subject Tests) with a minimum score of 500 in each section
  - SAT I (Reasoning Tests) with a minimum score of 1650 (550 in each section)
  - ACT with a composite score of 23 (20 in each section)
  - Dual Enrolment and College credits (1<sup>st</sup> Year) - 20 credits with a GPA of 2.5 or higher
- Equivalent qualifications as deemed acceptable by the University

### **Level 4 English language requirements**

English is our language of instruction and we require proof of your English proficiency. You can demonstrate your English proficiency with one of the following qualifications (or equivalent):

- GCSE English language at grade C (4) or above
- International Baccalaureate: Grade 4 or above in English at Higher or Standard level
- US High School Diploma (studied in a majority English-speaking country): cumulative GPA (on a 4.0 scale) at 2.5 or above
- IELTS Academic: overall score of 6.0 with a minimum 5.5 in each component.

We also require you to pass an interview with our academic staff.

#### *Students entering with Recognition of Prior Learning*

If you are joining the course at an advanced entry point, we require IELTS 6.5 with a minimum 6.0 in Reading and Writing, with no score below 5.5 in any other components.

We offer a range of courses that can help to improve your English language proficiency. Please see the website for more details:

[regents.ac.uk/study/short-courses/english-courses-london](https://regents.ac.uk/study/short-courses/english-courses-london)

For more information, see the How to Apply tab under each programme on our website.

You can find our Admissions Policy and Admissions Appeals and Complaints Policy at:

[regents.ac.uk/about/governance/academic-governance/academic-governance-documents](https://regents.ac.uk/about/governance/academic-governance/academic-governance-documents)

### **13. Visas and immigration**

At Regent's, you will be part of a truly international community, with the opportunity to make friends and contacts from around the world.

If you require a visa to study in the UK, please visit the Visas and Immigration page on the website: [regents.ac.uk/study/international-students/visas-and-immigration](https://regents.ac.uk/study/international-students/visas-and-immigration)

#### **14. Tuition fees and other course costs**

For students enrolling on the BA (Hons) Fashion Marketing with Pathways, the annual fee for the academic level/year in 2021-22 is £18,500 paid in equal instalments over the first two terms. For students enrolling on the BA (Hons) Fashion Marketing with Integrated Foundation, the fee for the first year is £12,000.

Tuition fees are set for each financial year, which runs from 1 August to 31 July. Therefore your annual fee will rise each year/level. The maximum increase per year for existing students is based on the Consumer Price Index (CPI) inflation rate, plus a maximum of 3%.

To secure your place at Regent's you will need to pay a deposit. These are currently set at:

Home/EU students advance deposit on tuition fees: £1,000 (non-refundable\*)

Non-EU advance deposit on tuition fees: £4,000 (non-refundable\*)

Fees are normally payable once a term and are due two weeks before the start of term. They can be paid through our online portal. Payment plans are available for eligible new and returning students. For more information visit the Pay Fees page on our website:

[regents.ac.uk/study/how-to-pay/pay-fees-online-and-payment-plans#close](https://regents.ac.uk/study/how-to-pay/pay-fees-online-and-payment-plans#close)

Our current Payment Terms and Conditions are available at:

[regents.ac.uk/study/how-to-pay/payment-terms-conditions#close](https://regents.ac.uk/study/how-to-pay/payment-terms-conditions#close)

London is an expensive place to live so it is important to ensure that you can afford to stay here for the duration of your studies. In addition to your tuition fees, you will have expenses such as accommodation, food, bills, transport, clothes, socialising, books and other material costs. If you would like to discuss the financial impact of studying at Regent's then please contact us: [regents.ac.uk/about/contact-us](https://regents.ac.uk/about/contact-us)

One of your main financial outlays will be your accommodation. There are three types of accommodation available to choose from. We offer limited accommodation on campus at competitive prices, off-campus accommodation at Urbanest, or you could choose private accommodation which we can help you find. For more detail on accommodation please see our website: [regents.ac.uk/study/accommodation](https://regents.ac.uk/study/accommodation)

#### **Course materials and study costs**

Throughout the programme, a number of study visits will be offered to enhance your learning and experience. These are advertised in advance, and are optional to attend. Costs vary depending on destination and duration.

Many students find it of benefit to acquire a laptop to bring to class, but this is optional as there are computers available for use outside class on both campuses. Some form of equipment for notetaking is required, however.

The majority of coursework is submitted digitally, but some modules require physical realisation/printing. The approximate cost of printing and production of materials varies from student to student and the module concerned, but all students are offered the

opportunity to discuss anticipated costs with tutors throughout the module, and quality of realisation does not have a direct impact on academic success.

Students may wish to enhance their work through the engaging of additional resources (equipment hire, studio hire, etc.) but again this differs from student to student and they are encouraged to discuss plans with a tutor ahead of engaging in this.

Reading lists will be made available. Books may be borrowed from the library or purchased from a wide range of suppliers at an additional cost.

\* If you decide you no longer want to study at Regent's, refunds of deposits and fees can only be granted in limited circumstances. For more information, see our Refund Policy (subject to review) at: [regents.ac.uk/study/how-to-pay/refunds-policy](https://regents.ac.uk/study/how-to-pay/refunds-policy)

## 15. Assessment and progression regulations

You will be assessed on how well you are achieving the intended learning outcomes at different stages throughout your time of study at Regent's. This will include a variety of methods as described under Section 6 above.

In order to continue with your studies, there are minimum requirements to be met in order to progress to the next level of your programme. The current progression regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

[regents.ac.uk/about/governance/academic-governance/academic-regulations](https://regents.ac.uk/about/governance/academic-governance/academic-regulations)

Some students will be required to take a compulsory English for Academic Purposes (EAP) module in their first term. You will be told if this applies to you when you receive an offer of acceptance (see Section 12). Students must pass this module in order to progress to the next level of their studies. Students who have to take the compulsory EAP module will take it in place of an elective module.

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark. A generic description of each grade is available at:

[regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework](https://regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework)

## 16. Award criteria

To qualify for your intended undergraduate award, you must obtain 360 credits, including 120 credits at Level 4 or higher; 120 credits at Level 5 or higher; and 120 credits at level 6 or higher.

You must also meet the requirements of any specific regulations as stated under Section 15 Assessment and progression regulations.

For further details on award requirements, please see the Academic Regulations, available at on our website at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

[regents.ac.uk/about/governance/academic-governance/academic-regulations](https://regents.ac.uk/about/governance/academic-governance/academic-regulations)

## 17. Methods for evaluating and improving the quality and standards of teaching and learning

All quality assurance policies and procedures are found in the University Academic Regulations. The current versions are available at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

[regents.ac.uk/about/governance/academic-governance/academic-regulations](https://regents.ac.uk/about/governance/academic-governance/academic-regulations)

Regent's University London operates a number of institutional processes for ensuring and enhancing its academic quality standards. These include: programme (re)validations, programme modifications, programme monitoring, student feedback systems and external examining.

### *Programme (re)validations*

The University has a formal process to approve a new programme or reapprove an existing programme of study. This involves a panel of academics from within and outside Regent's to ensure that your programme is of appropriate academic standard and of a high quality.

### *Programme modifications*

We listen to your feedback and make changes to your programme as appropriate. You will be consulted on any significant changes to your programme which may affect the outcomes of your study. All changes to programmes or modules are subject to approval through Regent's Academic Governance structures.

### *Programme monitoring*

In order to ensure programmes continue to meet their academic and professional aims and objectives, Heads of Programme are required to prepare an Annual Monitoring Report (AMR). The reports include module feedback as well as external examiner reports and responses. They are reviewed at Faculty and Institutional level, and are published on the University intranet under the Quality webpage where students are able to view these.

### *Student feedback systems*

Students play a key role in the University's processes for enhancing the quality of its educational provision and broader student experience. There will be multiple ways for you to provide feedback on your experiences at module level, programme level, through student representatives and at Programme Committees. Student representatives are elected and sit on institutional level committees such as Senate. Final year undergraduate students (Level 6) will be invited to take part in the National Student Survey (NSS).

### *External examiner reports*

External Examiners ensure that Regent's standards and quality processes are appropriate and are of a standard comparable to those of other Higher Education Institutions. There are two types of external examiners. One reviews subject level assessment and the other reviews institutional level processes and attends the Progression and Finalist Boards.

An annual external examiner report is produced at the end of every academic year at levels 5, 6 and 7. These are made available to students through the Annual Monitoring Reports which are published online and are submitted to Programme Committees.

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## 18. Curriculum map

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✓) the learning outcomes in Section 5.

Level	Module	A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8	B9	B1
		3	RESEARCH – THEORY AND PRACTICE		✓			✓							✓
	DESIGN CYCLE	✓			✓		✓	✓				✓			
	MATERIALITY AND MAKING			✓					✓	✓	✓			✓	
	DESIGN IN INDUSTRY	✓		✓			✓	✓			✓			✓	
	FASHION DESIGN SPECIALIST OPTION		✓	✓		✓			✓	✓		✓	✓		
	FASHION MARKETING SPECIALIST OPTION		✓			✓		✓					✓	✓	
	GRAPHIC DESIGN SPECIALIST OPTION		✓			✓	✓		✓	✓		✓	✓		
	INTERIOR DESIGN SPECIALIST OPTION		✓	✓		✓			✓	✓		✓	✓		

Level	Module	A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8	B9	B1
		4	INTRODUCTION TO FASHION MARKETING	✓	✓			✓					✓	✓	
	FASHION IMAGES			✓	✓		✓	✓		✓		✓			
	GLOBAL PERSPECTIVES														
	THE FASHION INDUSTRY	✓				✓							✓		✓
	THE FASHION CONSUMER	✓			✓	✓			✓				✓		✓
	FASHION HISTORY AND CONTEXT		✓			✓		✓	✓			✓			✓
	DIGITAL MARKETING AND SOCIAL MEDIA			✓						✓	✓				✓
	FASHION FILM			✓			✓	✓						✓	


	FASHION VOCABULARY			✓		✓				✓		✓			
	LANGUAGE CONNECT														
	ENGLISH FOR ACADEMIC PURPOSES														

Level	Module	A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8	B9	B1
		5	FASHION MARKETING AND COMMUNICATION IN PRACTICE		✓	✓					✓		✓		✓
	FASHION STYLING AND TRENDS			✓	✓	✓	✓			✓		✓			
	FASHION THEORY AND RESEARCH		✓		✓	✓		✓				✓			✓
	FASHION BRANDING	✓			✓		✓				✓	✓	✓		
	FASHION BUYING AND MERCHANDISING	✓	✓			✓		✓			✓	✓			
	FASHION SHOW PRODUCTION AND EVENT MANAGEMENT				✓		✓		✓			✓	✓	✓	
	FASHION PUBLISHING AND MEDIA RELATIONS			✓	✓	✓	✓			✓				✓	
	FASHION ENTREPRENEURSHIP	✓		✓				✓			✓		✓		✓
	INDUSTRY PLACEMENT		✓								✓		✓		✓
	FASHION PHOTOGRAPHY	✓						✓		✓		✓			
	EXPERIMENTAL FASHION IMAGE	✓		✓			✓			✓			✓		
	LANGUAGE CONNECT														

Level	Module	A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8	B9	B1
		6	INNOVATION IN THE FASHION ENVIRONMENT			✓	✓					✓	✓		✓
	MAJOR PROJECT – RESEARCH AND DEVELOPMENT	✓	✓			✓		✓				✓	✓		
	MAJOR PROJECT – REALISATION			✓	✓		✓			✓	✓				✓
	PROFESSIONAL PRACTICE AND PORTFOLIO		✓						✓		✓	✓	✓		✓







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Inner Circle  
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[regents.ac.uk](https://regents.ac.uk)

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