

# BA (Hons) Fashion Marketing and Management

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath Business School
Main campus	Newton Park
Other sites of delivery	n/a
Other Schools involved in delivery	n/a
Name of award(s)	Fashion Marketing and Management
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Single
Professional Placement Year	Optional
Duration of award	3 years full-time; 4 years full time with Professional Placement Year 6 years part-time
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	n/a

Professional, Statutory and Regulatory Body accreditation	Chartered Institute of Marketing (CIM) Chartered Institute of Management Accountants (CIMA) Institute of Hospitality (IoH) Prince2
Date of most recent PSRB approval (month and year)	CIM – May 2016 CIMA – October 2016 IoH – December 2016 Prince2 – December 2017
Renewal of PSRB approval due (month and year)	CIM – May 2018 – renewal in progress CIMA – July 2021 IoH – December 2021 Prince2 – transfer to PeopleCert in December 2017 then renewal due December 2020.
UCAS code	HH12 Full time HH13 Sandwich
Route code (SITS)	FMMSIN
Relevant QAA Subject Benchmark Statements (including date of publication)	Business and Management, 2015 Communication, Media, Film and Cultural Studies 2016 Art and Design, 2017
Date of most recent approval	September 2018
Date specification last updated	March 2022

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

## Exemptions [↗](#)

There are no exemptions

## Programme Overview [↗](#)

BA (Hons) Fashion Marketing and Management is an interdisciplinary course in response to the continuing growth and evolution of industry roles for graduates, developing the necessary skills to manage and market fashion products. It is aimed at students who are

passionate about the fashion industry, who wish to pursue a fashion management and marketing programme, rather than a fashion design based programme.

The programme is premised on three elements: the acquisition and development of an understanding of the functions of management and the operations of business, an appreciation of, and development of creativity and the fashion industry and technical skills and the application of knowledge and skills in digital fashion marketing and management.

Throughout the course you will have the opportunity to explore and gain an insight into the history and context that fashion has developed within, how the industry works, the methods of marketing and communication most heavily applied and core business theories utilised by fashion brands across different sectors. Further provision will be given allowing you to gain an insight into ethical and sustainability issues relating to the industry, as well as potentially working on live projects with brands and international trips abroad helping you to gain an understanding as to how international fashion brands operate.

During the course, you will have the opportunity to gain design skills and an understanding of programs such as adobe. Each year the course will give you the opportunity to build on knowledge and create a portfolio of work that can be used to help you to apply for work after graduation. Design skills and creative thinking are an industry standard as is the expectation to be digitally savvy. To this end, you will also have the opportunity to develop your creative media skills across the three years by interacting with different people on a variety of different projects. There will be further opportunities provided throughout this course allowing you to take part in extra-curricular workshops and activities to give you an opportunity to refine these skills sets.

## Programme Aims

1. Engage learners in a distinctive programme of fashion marketing and management education that unleashes creativity and innovation and prepares graduates to succeed in the global environment.
2. Equip students with the necessary in depth specialist and general theory and understanding of the changing fashion, business and media environments, to enable them to innovate and solve problems, working across subject disciplines and borders.
3. Develop enterprising behaviour through professional and personal development – preparing learners to be adaptable and opportunity-ready.
4. Empower learners to use a range of tools to communicate and collaborate; understanding and applying aesthetics responses, digital technologies and developing professional networks.
5. Develop understanding of the nature of the global forces that shape contemporary organisations - economic, social, ethical, political, ecological, technological and regulatory.
6. Create ethically aware critical thinkers, who evaluate and challenge both the positive and negative effects of fashion marketing and management practices, before making judgements about their value and implications.

## Programme Intended Learning Outcomes (ILOs)

### A Subject-Specific Skills and Knowledge

Programme Intended Learning Outcomes (ILOs)	On Achieving Level 5	On Achieving Level 4
On Achieving Level 6		

A1	The Fashion Environment: to demonstrate a systemic understanding of the interrelated nature of the global forces (economic, social, ethical, political, ecological, technological and regulatory) that shape contemporary organisations.	The Fashion Environment: to critically engage with and appraise the global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.	The Fashion Environment: to demonstrate an understanding of the underlying global forces (economic, social, ethical, political, ecological, technological and regulatory) which shape contemporary organisations.
A2	Communication: to demonstrate a systematic understanding and use of businesses communicate skills in design and development of the marketing and management strategies, including cross cultural issues, change, values and the different considerations needed to manage in different sectors.	Communications: demonstrate a critical understanding how businesses communicate; the design and development of marketing and management strategies cross cultural issues, change and values and apply a practical skill set to support this knowledge.	Communications: to demonstrate an understanding of how businesses communicate and to consider how design and development affects change, culture and values and develop a practical skill set to support this knowledge.
A3	Strategy: to demonstrate a systematic understanding of how marketing and management strategy impacts on the development of appropriate business strategies, stakeholder interest, continuity planning and objective setting.	Strategy: to demonstrate a critical understanding of how marketing and management strategy impacts on the development of appropriate business strategies and stakeholder interest.	Strategy: to demonstrate an understanding of marketing and management strategy including an understanding of business strategies and stakeholder interest.
A4	Innovation and Enterprise: to demonstrate a systematic understanding of fashion and creative media innovation and enterprise development models, to use concept assessment tools and to assess content feasibility.	Innovation and Enterprise: to demonstrate a critical understanding of fashion and creative media innovation and enterprise development models and concept assessment tools and content feasibility.	Innovation and Enterprise: to demonstrate an understanding of the assessment tools that inform fashion and creative media innovation and development.
A5	Design: coherent and detailed understanding of your creative process and outputs through the creation of distinctive work via engagement with multiple media production practices.	Design: knowledge and critical understanding of the creative processes leading to distinctive and creative work in fashion marketing and management.	Design: the ability to develop creative ideas and lines of argument in accordance with the theories and concepts of the study of creative media in the fashion industry.

#### **B Cognitive and Intellectual Skills**

Programme Intended Learning Outcomes (ILOs)	On Achieving Level 5	On Achieving Level 4
On Achieving Level 6		

B1	Apply systematic, critical and creative thinking skills to critique fashion marketing and management practices.	Apply critical understanding and creative thinking skills to critique fashion marketing and management practices.	Knowledge of creative thinking skills and their use in fashion marketing and management practices.
B2	Demonstrate a systematic and detailed knowledge of processes for generating of ideas, concepts, proposals, solutions or arguments about fashion marketing/management theory and to apply them independently and collaboratively to creative practice in response to set briefs or self-initiated entrepreneurial activity.	Gather, organise and deploy ideas and information in order to formulate coherent arguments about fashion marketing/management theory and their application in creative practice.	The ability to understand and apply the basic concepts of contemporary fashion marketing/management theory to creative practice.
B3	Systematically research and use relevant digital sources and other resources to interrogate, interpret and evaluate fashion marketing/management information.	Research and critically evaluate relevant digital sources to search for and find a range of appropriate fashion marketing/management information to inform decision making.	Use relevant digital sources to search for and find relevant fashion marketing/management information.
B4	Critically apply complex creative ideas based on criticism, feedback, convergent and divergent thinking, observation, investigation, visualisation and making.	Apply independent creative ideas building on feedback and criticism, and based on research including retrieving and generating information, and evaluating sources.	Respond to criticism of creative ideas in a constructive way.

### **C Skills for Life and Work**

<b>Programme Intended Learning Outcomes (ILOs)</b>	<b>On achieving Level 6 you will be able to:</b>	<b>On achieving Level 5 you will be able to:</b>	<b>On achieving Level 4 you will be able to:</b>
C1	<b>Work Independently</b>  Exercise initiative, independence and personal responsibility to manage your own learning and time.	<b>Work Independently</b>  Exercise independence and personal responsibility to manage your own learning and time.	<b>Work Independently</b>  Manage your own learning and time.
C2	<b>Work with Others</b>  Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	<b>Work with Others</b>  Work collaboratively with others to achieve individual and common goals, solve problems creatively.	<b>Work with Others</b>  Work collaboratively with others.

C3	<b>Communicate with Impact</b>  Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	<b>Communicate with Impact</b>  Communicate clearly and effectively with others.	<b>Communicate with Impact</b>  Communicate accurately and reliably with others.
C4	<b>Demonstrate Digital Fluency</b>  Use digital skills productively, critically and ethically to enhance creativity and communication.	<b>Demonstrate Digital Fluency</b>  Use digital skills productively, critically and ethically.	<b>Demonstrate Digital Fluency</b>  Use digital skills productively.

## Programme Content

This programme comprises the following modules

Key:

Core = C

Required = R

Required\* = R\*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single and/or combined award

Fashion Marketing and Management				Status	
Level	Code	Title	Credits	Single	Joint
4	CDT4000-20	Wicked Problems: The Complexity of Critical Design Thinking	20	C	
4	BMA4000-20	The Business Environment	20	C	
4	BMA4003-20	Managing Data	20	C	

4	FMM4001-20	Digital Citizenship	20	C	
4	BMA4001-20	Organisational Behaviour and Management	20	C	
4	BMA4006-20	Brand Communication	20	C	
5	CDT5000-20	Critical Design Thinking and Contemporary Issues	20	C	
5	BMA5105-20	Operations and Project Management	20	O	
5	BMA5108-20	International Business	20	O	
5	MCO5002-20	Global Communication Strategies	20	O	
5	CME5000-20	Everyday Media Making	20	O	
5	MCO5001-20	Promotional Media	20	O	
5	BMA5002-20	Fashion Marketing and Management	20	C	
5	BMA5003-20	Fashion in Practice	20	C	
5	BMA5114-20	Law for Business Enterprise	20	O	
5	BMA5110-20	Entrepreneurship	20	O	
5	MCO5104-20	Influencers and Contemporary Celebrity	20	O	
5	PPY5100-120	Professional Placement Year	120	O	
6	BMA6114-20	Successful Freelancing	20	O	
6	BMA6031-20	Fashion Marketing and Visualisation	20	C	
6	BMA6009-40	Fashion Marketing and Management Project	40	C	
6	BMA6110-20	Creating & Hosting Festivals & Events	20	O	
6	BMA6105-20	Managing Sustainability	20	O	

6	CME6002-20	Digital Innovation and Enterprise	20	O	
6	CDT6000-20	Design Futures: Independent Critical Project	20	O	
6	BMA6104-20	Organisational Strategy	20	O	
6	BMA6113-20	Sustainable Fashion	20	C	
6	MCO6107-20	Feminist Activism	20	O	
6	MCO6106-20	Immersive Media	20	O	
6	MCO6108-20	Exhibitions & Public Audiences	20	O	

## Assessment methods [↗](#)

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

## Work experience and placement opportunities [↗](#)

To give yourself an opportunity to apply your learning in a fashion marketing/management context you are encouraged to try a period of work experience. This will give you the chance to transfer the application of skills and knowledge from the safety of the classroom to a real business.

1. Open Module 'Work Placement' – 4 weeks work experience for which 20 Level 5 credits can be obtained

This is a Level 5 open module run by Fashion Marketing and Management offering comprehensive support to gain a short work experience opportunity.

2. Professional Placement Year – 10 month placement for which 120 Level 5 'placement' credits can be obtained

If you are enrolled on the single honours Fashion Marketing and Management Programme (including the pathways), an option for part of your programme will be to obtain and complete a 10 months period with an approved employer. This period will be completed after Level 5 and before Level 6 and will run from September/October to June/July. Towards the end of the first year there will be a meeting arranged to explain the Professional Placement Year process. Details will be sent to all Level 4 business students. The core module (BM5100-40 to BM5107-40) at Level 5 will provide time and guidance for you to apply and prepare for the full length placement.

3. **10 week 'Fashion Marketing and Management Placement' for which 20 Level 6 credits are available.**

The Level 5 core module also makes provision for a shorter, 10 week, placement in a business. This period will be completed after Level 5 and before Level 6 (i.e. through the summer).



In addition, you will have the opportunity to engage in a live project. You will work with real businesses on the Level 5 Fashion Marketing Module. The business will identify a specific issue within their organisation and you will work collaboratively with them to provide recommendations and solutions. In addition, you will be encouraged in the Level 6 core module 'Business and Management Project', to engage in research relating to a real business thus enabling you to gain both academic research and practical work engagement skills.

## Additional Costs Table [↗](#)

Module Code & Title	Type of Cost	Cost

## Graduate Attributes [↗](#)

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
<b>Confidently Self-Aware</b>	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	<p>Fashion Marketing and Management provides students with the knowledge and skills to reflect on their own abilities and forge future career paths.</p> <p>By acquiring in-depth knowledge of the Fashion Industry, specifically relating to the areas of business and marketing, students will be empowered to recognise their abilities and articulate these to potential employers.</p>
<b>Emotionally Attuned</b>	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	<p>Students will have many opportunities to collaborate with students on a variety of tasks and assessments. In which they can develop their soft skills.</p> <p>Students are also encouraged to reflect on their own experiences within a broader political, economic, social and cultural dynamics in order to develop respect and empathy with a broad range of people.</p>

<b>Inclusive Collaborator</b>	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	<p>Students will have many opportunities to collaborate with students on a variety of tasks and assessments. In which they can develop their soft skills.</p> <p>Through this process students will be more confident in dealing with conflict and differences of opinion in a professional and respectful manner.</p>
<b>Adaptable Innovator</b>	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	Problem solving and approaching business in a creative and collaborative way will arm students with the ability to adapt to an ever-changing workplace. These human centric skills are vital in an increasingly technological world.
<b>Critical Thinker</b>	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	Students are encouraged to challenge conventional business thinking and approaches within the fashion industry, by using reasoned and considered arguments. Using existing research and an emphasis on developing their own research skills will enable this.
<b>Forward Thinker</b>	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	<p>Planning, project management, time management, organisation management and strategic thinking are ways in which students will be empowered to develop forward thinking abilities.</p> <p>These occur in the study of fashion brands and organisations, but also in the reflective modules focused on personal development.</p>
<b>Ethical Leader</b>	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	The Fashion Marketing and Management programme exposes students to the UN's Sustainable Development Goals. The sustainable fashion module allows students to explore the main drivers, trends and opportunities and challenges surrounding sustainability in the industry.
<b>Responsible Self-Starter</b>	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	Being an independent learner is encouraged in Fashion Marketing and Management students from their first day. Students are encouraged to make the use of the wide variety of learning support that is available at the University including Academic Advisors, the ASK team and library resources.
<b>Compassionately Resilient</b>	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	Adapting to failure is widely addressed in many Fashion Marketing and Management modules. As a key part of innovation and entrepreneurship, the ability to adapt, problem solve will be very familiar to students on this programme.

<b>Digitally Resourceful</b>	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	Digital literacy and skills are embedded throughout the Fashion Marketing and Management programme.  Many teaching and assignment activities encourage the use of digital technologies available in the Adobe suite and beyond.
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## Modifications

### Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
BMA6104-20	Organisational Strategy	Assessment modification	approved by SQMC 13th November 2019	2020/21
BMA4006-20	Brand Communication	Semester change	approved by SQMC 13th November 2019	2020/21
BMA5114-20	Law for Business Enterprise	Assessment change	approved by SQMC 13th November 2019	2020/21
FMM4001-20	Digital Citizenship	New module	approved by SQMC 13th November 2019	2020/21
BMA4003-20	Managing Data	Change to module description	approved by SQMC 13th November 2019	2020/21
BMA6110-20	Creating and Hosting Festivals and Events	New module	approved by Curriculum Committee Dec 2020	2021/22
BMA6105-20	Managing Sustainability	Change to assessments Semester change Change to assessment weighting	approved by Curriculum Committee Dec 2020	2021/22
BMA4001-20	Organisational Behaviour and Management	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA4003-20	Managing Data	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA5105-20	Operations and Project Management	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22
BMA5114-20	Law and Business Enterprise	Change to assessment	approved Curriculum Committee 16 June 2021	2021/22

HAC6101-20	Visual and Material Culture - Final Study	New Module Descriptor	Approved by SQMC March 2022	2022/23
HAC4005-20	History and Context: Introduction to Material and Visual Culture	New Module Descriptor replacing HAC4002-20	Approved by SQMC March 2022	2022/23
MCO5104-20	Influencers and Contemporary Celebrity	New Module	Approved by SQMC March 2022	2022/23
MCO6107-20	Feminist Activism	New Module	Approved by SQMC March 2022	2022/23
MCO6106-20	Immersive Media	New Module	Approved by SQMC March 2022	2022/23
MCO6108-20	Exhibitions & Public Audiences	New Module	Approved by SQMC March 2022	2022/23
BMA6113-20	Sustainable Fashion	<a href="#">Change to assessment</a>	Approved by SQMC May 2022	2021/22

#### Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
MCO5000-20 Global Media renamed to MCO5001-20 Global Communication Strategies	<a href="#">Curriculum Committee 16 June 2021</a>	September 2022
HAC5102-20 Fashion Design: Contemporary Issues and Practice renamed to HAC5111-20 Design: Contemporary Issues and Practice	Curriculum Approval Panel March 2024	September 2024
HAC4005-20 History and Context: Introduction to Material and Visual Culture Core module deleted	Curriculum Approval Panel December 2024	September 2025
HAC5111-20 Design: Contemporary Issues and Practice Core module deleted	Curriculum Approval Panel December 2024	September 2025
HAC6101-20 Visual and Material Culture: Final Study Optional module deleted	Curriculum Approval Panel December 2024	September 2025
CDT4000-20 Wicked Problems: The Complexity of Critical Design Thinking new Core module	Curriculum Approval Panel December 2024	September 2025
CDT5000-20 Critical Design Thinking and Contemporary Issues new Core module	Curriculum Approval Panel December 2024	September 2025
CDT6000-20 Design Futures: Independent Critical Project new Optional module	Curriculum Approval Panel December 2024	September 2025

**Attached as appendices:**

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

## Appendix 1: Programme Structure Diagram - BA (Hons) Fashion Marketing and Management [🔗](#)

Single Honours Full-Time	
Level 4	
Semester 1	Semester 2
Core Modules	
BMA4000-20 The Business Environment	CDT4000-20 Wicked Problems: The Complexity of Critical Design Thinking
BMA4003-20 Managing Data	BMA4001-20 Organisational Behaviour and Management
BMA4006-20 Brand Communication	FMM4001-20 Digital Citizenship
<b>Rule Notes:</b> N/A	
Level 5	
Core Modules	
BMA5002-20 Fashion Marketing and Management	CDT5000-20 Critical Design Thinking and Contemporary Issues
	BMA5003-20 Fashion in Practice
Optional Modules	
BMA5108-20 International Business	BMA5105-20 Operations and Project Management
MCO5000-20 Global Media	MCO5001-20 Promotional Media
BMA5114-20 Law for Business Enterprise	CME5000-20 Everyday Media Making
BMA5110-20 Entrepreneurship	BMA5110-20 Entrepreneurship
	MCO5104-20 Influencers and Contemporary Celebrity
<b>Rule Notes:</b> N/A	

Optional: Professional Placement Year 120 credits	
Level 6	
Core Modules	
BMA6031-20 Fashion Marketing and Visualisation	BMA6009-40 Fashion Marketing and Management Project
BMA6113-20 Sustainable Fashion	
Optional Modules	
CME6002-20 Digital Innovation and Enterprise	BMA6104-20 Organisational Strategy
CDT6000-20 Design Futures: Independent Critical Project	BMA6114-20 Successful Freelancing
BMA6105-20 Managing Sustainability	MCO6108-20 Exhibitions & Public Audiences
BMA6110-20 Creating and Hosting Festivals and Events	
MCO6107-20 Feminist Activism	
MCO6106-20 Immersive Media	
<b>Rule Notes:</b> N/A	

## Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O)[4]	Intended Learning Outcomes											
				Subject-specific Skills and Knowledge					Cognitive and Intellectual Skills				Skills for Life and Work		
				A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3
4	CDT 4000-20	Wicked Problems: The Complexity of Critical Design Thinking	C	X	X			X	X	X	X	X		X	X

4	BMA 4000 -20	The Busi ness Envir onm ent	C	X		X		X	X		X			X	X	X
4	BMA 4003 -20	Man aging Data	C			X			X				X	X	X	X
4	FMM 4001 -20	Digit al Citiz enshi p	C	X	X		X	X	X	X	X	X	X	X	X	X
4	BMA 4001 -20	Orga nisati onal Beha viour and Man age ment	C	X		X		X	X		X		X		X	X
4	BMA 4006 -20	Brand Com muni cation	C	X	X	X	X	X	X	X	X	X	X	X	X	X
5	CDT 5000 -20	Critic al Desi gn Think ing and Cont emp orary Issue s	C	X	X			X	X	X	X	X	X	X	X	
5	BMA 5105 -20	Oper ation s and Proje ct Man age ment	O		X	X		X	X	X			X		X	X

5	BMA 5108 -20	Inter natio nal Busi ness	O	X	X	X			X		X		X	X	X	X
5	MCO 5000 -20	Glob al Medi a	O	X	X	X		X	X	X	X	X	X	X	X	X
5	CME 5000 -20	Ever yday Medi a Maki ng	O		X	X	X	X	X	X	X	X	X	X	X	X
5	MCO 5001 -20	Prom otion al Medi a	O	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA 5002 -20	Fashi on Mark eting and Man age ment	C	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA 5003 -20	Fashi on in Pract ice	C	X	X	X	X	X	X	X	X	X	X	X	X	X
5	BMA 5114 -20	Law for Busi ness Enter prise	O	X	X		X	X	X	X	X	X	X	X	X	X
5	BMA 5110 -20	Entre pren eurs hip	O	X	X		X		X		X	X	X	X	X	
5	MCO 5104 -20	Influe ncers and Cont emp orary Cele brity	O			X	X		X	X	X	X	X	X	X	X



5	PPY 5100 -120	Professional Placement Year	O	X	X			X				X	X	X	X	X
6	BMA 6114 -20	Successful Freelancing	O			X	X		X	X	X	X	X	X	X	X
6	BMA 6031 -20	Fashion Marketing and Visualisation	C	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA 6009 -40	Fashion Marketing and Management Project	C	X	X	X	X	X	X	X	X	X	X	X	X	X
6	BMA 6110 -20	Creating and Hosting Festivals and Events	O		X	X	X	X	X	X	X	X	X	X	X	X
6	BMA 6105 -20	Managing Sustainability	O	X	X	X	X	X	X	X	X	X	X	X	X	X

6	CME 6002 -20	Digit al Innov ation and Enter prise	O		X	X	X	X	X	X	X	X	X	X	X	X
6	CDT 6000 -20	Desi gn Futur es: Inde pend ent Critic al Proje ct	O						X	X	X	X	X		X	X
6	BMA 6104 -20	Orga nisati onal Strat egy	O	X	X	X				X	X		X	X	X	X
6	BMA 6113 -20	Sust ainab le Fashi on	C	X			X	X	X	X	X	X	X	X	X	X
6	MCO 6107 -20	Femi nist Activi sm	O	X	X	X	X	X	X	X	X	X	X		X	X
6	MCO 6106 -20	Imm ersiv e Medi a	O	X	X	X	X	X	X	X	X	X	X	X	X	X
6	MCO 6108 -20	Exhi bition s & Publi c Audi ence s	O	X	X		X	X	X	X	X	X	X		X	

[4] C = Core; R = Required; R\* = Required\*; O = Optional

### Appendix 3: Map of Summative Assessment Tasks by Module [↗](#)

Level	Module Code	Module Title	Status (C,R,R*,O)[5]	Assessment method												
				Coursework						Practical				Written Examination		
				Composition	Dissertation	Essay	Journal/Project Plan	Portfolio	Report	Performance	Practical Project	Practical skills	Presentation	Time constrained assessment	In-class test (seen)	In-class test (unseen)
4	CDT 4000-20	Wicked Problems: The Complexity of Critical Design Thinking	C					1x								
4	BMA 4000-20	The Business Environment	C						1x				1x			
4	BMA 4003-20	Managing Data	C							1x				1x		
4	FMM 4001-20	Digital Citizenship	C	1x				1x								

4	BMA 4001 -20	Organisational Behaviour and Management	C					1x					1x		
4	BMA 4006 -20	Brand Communication	C	1x				1x							
5	CDT 5000 -20	Critical Design Thinking and Contemporary Issues	C				1x								
5	BMA 5105 -20	Operations and Project Management	O	1x									1x		
5	BMA 5108 -20	International Business	O	1x											
5	MCO 5000 -20	Global Media	O					1x				1x			
5	CME 5000 -20	Everyday Media Making	O				1x			1x					

5	MCO 5001 -20	Prom otion al Medi a	O				1x								
5	BMA 5002 -20	Fashi on Mark eting and Man age ment	C					1x				1x			
5	BMA 5003 -20	Fashi on Mark eting and Man age ment in Pract ice	C	2x											
5	BMA 5114 -20	Law for Busi ness Enter prise	O			1x							1x		
5	BMA 5110 -20	Entre pren eurs hip	O	1x	1x										
5	MCO 5104 -20	Influe ncers and Cont emp orary Cele brity	O				1x				1x				
5	PPY 5100 -120	Profe ssion al Plac eme nt Year	O				1x		1x				1x		

6	BMA 6114 -20	Succ essfu l Freel ancin g	O					1x		1x						
6	BMA 6031 -20	Fashi on Mark eting and Visua lisati on	C	1x								1x				
6	BMA 6009 -40	Fashi on Mark eting and Man age ment Proje ct	C	1x								1x				
6	BMA 6110 -20	Creat ing and Hosti ng Festi vals and Even ts	O			1x					1x					
6	BMA 6105 -20	Man aging Sust ainab ility	O				1x		1x							
6	CME 6002 -20	Digit al Innov ation and Enter prise	O					1x				1x				

6	CDT 6000 -20	Design Futures: Independent Critical Project	O			1x									
6	BMA 6104 -20	Organisational Strategy	O					1x					1x		
6	BMA 6113 -20	Sustainable Fashion	C	1x			1x								
6	MCO 6107 -20	Feminist Activism	O					1x			1x				
6	MCO 6106 -20	Immersive Media	O					1x			1x				
6	MCO 6108 -20	Exhibitions & Public Audiences	O					1x			1x				

[5] C = Core; R = Required; R\* = Required\*; O = Optional