

Fashion Marketing BA (Hons)

Based in Newcastle 4 Years Full Time

Fashion Marketing at Northumbria is a unique course which offers a broad spectrum of creative activities as well as a solid grounding in marketing and contextual studies. The course's main aim is to explore the fashion design process from trend research and concept generation through to product development and promotion.

Our students benefit from the course's unique structure, which enables them to pursue design led fashion projects in clothing and product, forecasting, graphics, illustration, photographic styling and promotion. Through a taught programme covering marketing, market research, enterprise, consumer behaviour and contemporary design influences, we also help them to put their creativity firmly into a commercial context.

This course is complemented by guest lectures from industry experts, collaborative projects with our enviable network of industry partners and a 12 month placement period during the second and third year of the course.

Students in their fourth year specialise through their year long Final Major Project choosing from 2 main areas – Fashion Product (menswear,

womenswear, lingerie, performance wear, accessories or homeware) or Graphics and Illustration (magazines, trend books or graphic product). Their work is then displayed at exhibitions in Newcastle and London which are attended by key figures in the fashion industry.

UCAS Code: W231 BA/FM

Your course in brief

Year 1

Design and Illustration
Design Realisation 1
Learning Skills through Fashion Marketing
Fashion Trend Research
Design Realisation 2
Brand + Message
Contemporary Design influences 1

Year 2

Concept Generation
Design Realisation and Promotion 1
Consumer Behaviour
Digital Illustration and Image Editing
Fashion Marketing Industrial Placement 1

Year 3

Fashion Marketing Industrial Placement 2
Design Realisation and Promotion
Fashion Graphics
Market Research Methods
Fashion Futures



Year 4

Major Project Research and Marketing Plan
Product Development
Concept Realisation and Promotion
Photographic Styling
Portfolio Development
Graphic Promotion
Designer Fabrics (textile option)
Fashion, Form + Texture: Digital Output
(graphic option)

Who would this course suit?

Fashion Marketing is primarily a design-led creative programme of study. It will appeal to those individuals who are committed to study fashion design, but want to equip themselves with the skills needed to promote products in an innovative and relevant way – which is why our graduates are on the must-see list for national and international brands.

Did you know?

Fashion Marketing at Northumbria was the first degree of its kind in the UK.

An award winning course, our students win awards at Graduate Fashion Week year after year – including the coveted Strategic Marketing and Creative Marketing Awards.

We have an outstanding employment record within our Fashion Group with over 92% of our students in full time employment six months after graduation.

We work with high profile companies such as Burberry, French Connection, Boden, Escada New York, Lulu Guinness, Puma, Amanda Wakeley and Blow PR.

Where our graduates work

At the end of your four years with us you will be able to choose from an exciting array of career options including: design; buying; product development; visual merchandising; trend prediction; styling; promotion; marketing and public relations – nationally and internationally.



POINT 3
The original of course, M&S

The list below highlights just a sample of the kind of careers our graduates go on to enjoy.

Designers and Buyers

Ted Baker Graphics; Marks & Spencer; Abercrombie & Fitch; Formula One Designer for Puma; Adams; Boxfresh; Hollister; River Island; Jigsaw; DAKS; Principles; Luella; Alexander McQueen; Pringle New York

Own Business

L'Amour; Love to Have; Fleur T; Zoe Knight Bags-Accessories; Rosie Willet Designs

Recruitment

Abercrombie & Fitch; The Limited (New York); 24 seven; Vanessa Denza

Consultancy

Concepts Paris

What our students say

"Other courses are too business-like – the balance is wrong. I wanted...needed creativity." **Julia King**

"The course opens up your creativity, it switches something on in your mind... It makes you look at everyday things in a different light."

James Dennehy

"The tutors really support you – they encourage you to let your ideas fly" **Michelle Alexander**

"My placement was eye opening, a reality check. I gained a real appreciation re how companies are run. How products are designed and realised. The whole experience has made me more commercially aware."

Michelle Alexander – placement – J Barbour and Sons

