



Programme Title	BA (Hons) Fashion Buying and Brand Management
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
Final Award	Level 6 – BA (Hons) Fashion Buying and Brand Management
Interim awards	Level 5 – Dip HE Level 4 – Cert HE
UCAS Code	
QAA Subject Benchmark	Business and Management / Art and Design
PRSB reference	N/A
Mode of study	Full Time
Date produced/amended	May 2018
Course Leader	Gabrielle Shiner-Hill

Distinctiveness

The BA Hons in Fashion Buying and Brand Management has been developed in consultation with industry practitioners to ensure that students of the course are given a sound understanding of the workings of the industry. The focus will be the management of a brand from concept to consumer, learning on the course takes an innovative approach and is driven by practical workshops and external experiences. Students will graduate with a robust knowledge of the industry and quality management systems, processes and skills required to build, maintain and grow a brand in an increasingly competitive marketplace.

Summary of distinctive features:

- Textile Institute Chartered Status
- Cross disciplinary collaborative working
- Entrepreneurship embedded
- Focus on sustainability
- Colour Discrimination Certification
- Fabric and product knowledge emphasis
- Unique study trips including visits to dye, knit, print, weave and garment manufacturing plants
- Opportunity for a unique overseas manufacturing experience
- Transferable skills in Photoshop, Illustrator, and Indesign
- Industry Collaboration, live project briefs and visits to Trade Shows
- Access to advanced technologies; access to prototyping studios
- Industry placement opportunities embedded
- Group projects to simulate industry scenarios
- Up-skilling opportunities
- Opportunity to engage with other course disciplines through electives
- Industry Talks

While Fashion Buying and Brand Management are the key focus, students will learn about a broader spectrum of career opportunities and will graduate understanding the

interconnectedness and interrelationships that are distinctive to the sector. Fashion Forecasting, Fashion Buying, Product Development, Merchandising, Visual Merchandising, Ethical Fashion Management, Brand Management, Fashion Marketing and PR are all potential career outcomes from this course. The units are designed to allow students to build their skills and knowledge incrementally and provide a diagnostic opportunity for their future career choices. Research, creative skills, fabric and product development knowledge will be supported by the ability to create and read spreadsheets, evaluate data, process information and produce meaningful solutions.

In Level 4 (year 1) students are first introduced to Fashion Forecasting; a critical part of the process of fashion buyers and brand managers achieving the six rights of buying- the right product at the right price for the right place at the right time in the right quantity and in the right quality. Forecasting is how companies predict future probable consumer needs and provides the vital information by which brands can differentiate themselves. Students will learn valuable forecasting methodologies including primary and secondary research techniques such as PESTEL analysis of macro marketing environment, the study of demographic trends, ethnography and socio anthropological trends. These students will be proficient users of the most forward thinking digital resources and will graduate with the skills to filter, collate, edit and process information from a range of sources to draw meaningful conclusions. This research will trigger the production of plausible trends in terms of consumer typologies and future concepts relevant to fashion, interiors and even retail environments.

To address a skills and knowledge gap identified by industry partners in the areas of fabric knowledge, product development and manufacture, we have collaborated with The Textile Institute in developing unique live learning experiences. A range of field trips help students gain a better understanding of key aspects of fashion supply chain management including fabrics, fabric sourcing, fabric testing, colour management, product development and manufacture. Textile Institute Accreditation, confirmed by a panel in June 2017, offers additional distinctiveness to students who graduate from this course. Students who graduate from the course will be able to apply for the qualifications LTI and Ctext ATI respectively after a period in employment. These qualifications are globally recognised.

The course takes into consideration the propensity of creative individuals to be “visual learners” so a key principal is ‘learning through doing’ whereby students will work with actual fabrics, create fabric swatch log books, visit factories and visit fabric suppliers. They learn about knit, print, weave, dyeing processes, manufacturing and finishing through the experience of study trips, trade fairs and work placement.

To facilitate accurate colour identification, and again to reflect industry practice, students will be introduced to Colour Discrimination Testing and will each be given a certification rating recognised by industry. On placement and in the work place, this will again prove relevant when students create colour palettes and have to approve lab dips as part of range and product development. Using various different lights, students will learn to differentiate between minute discrepancies in colour.

Further distinctive features are embedded in Level 5 (year 2). These include the innovative learning opportunity for cross course and industry collaboration and the development of entrepreneurial skills. Within the cross-disciplinary live industry brief, students’ team skills are tested in a group project that drives innovation and simulates a realistic industry

scenario. Students will work together and will be invited to make, create and market their products with the help of the excellent prototyping laboratories within Ravensbourne. The Preparation for Industry team will contribute to the learning experience with lectures and seminars in business planning, sustainability, intellectual property law, franchising, funding options and brand licensing.

An exciting new opportunity for students of this course will be the opportunity to undertake two elective units in level 5 of this degree. This will better equip students with a breadth of knowledge outside of their chosen specialism and will involve collaborative engagement with students and tutors from other disciplines within the creative industries.

A unique and innovative feature of the course will be the optional learning experience of a study trip overseas. This will embed the student understanding of supply chain management, issues of sustainability and social responsibility as well as the impact of globalization. Through this international study trip, students can be made more aware of the global currency and application of their knowledge as well as the diversity of opportunities they may take up after graduation. Peer group learning will ensure that the whole cohort rather than just the participants will be able to learn from this experience. Students who opt not to take part in the international trip, take part in local field trips to ensure that there is parity of opportunity and a basic level of direct experience of raw material sourcing, fabric selection, co-location, 'close to market' sourcing and manufacturing decisions. The opportunities for resurgence of British manufacturing will be addressed and the skills required to propel and manage such a shift will be examined.

A further need for special focus is in the area of basic fashion maths and assortment planning. This is in response to the reality that increasing numbers of companies have introduced a standard maths-screening test for both Fashion Buying and Fashion Merchandising. The course aims to build *confidence* in future buyers, merchandisers and brand managers and this will be a consistent focus throughout the three years.

Analytical abilities will be encouraged and nurtured through working with fashion buyers and merchandisers on fashion statistical data. Students will have the ability to create basic spreadsheets as well as the ability to read, analyse and act upon them.

The final year of the course will present an opportunity to put all the skills and knowledge learned in the first two years into practice. Students will undertake gap analysis and write a rationale and report for the launch of a new product range, new merchandise category or new brand. They will put into practice their diagnostic research methodologies learned in years 1 and 2. This will be followed by a concept proposal producing concept boards, range planning, product development, the proposal for sustainable sourcing and supply chain management. Finally students will pitch their proposals for launch and promotion. This may include a visual merchandising plan and will involve a high standard of visual communication.

Creativity will be encouraged from the outset. Both hard and soft skills will be embedded to ensure that graduates are equipped with all the key attributes necessary to compete in a rapidly growing and increasingly international industry.

Key transferrable skills will include proficiency in the creative communication programmes such as Illustrator, Photoshop and Indesign. Students will be introduced to fully integrated CAD/CAM systems such as Lectra and will graduate with knowledge of what these digital

systems provide and how they will offer greater savings and sustainability to the future of fashion management. Students will learn how to research, write, illustrate and present meaningful diagnostic reports. They will be encouraged to harness all of these skills to pitch potential ideas for their new merchandise categories, new brands and re-branding proposals in response to changes to the macro and micro marketing environments.

The need to encourage and nurture soft skills in effective communication, negotiation, people management, articulation and interview techniques has never been greater. Students will be encouraged to build their “Personal Brand” in preparation for a changing industry; one that is less predictable and presents frequent paradigm shifts. The industry is rapidly growing, but in increasingly diverse ways, through e-commerce and through the development of new markets and new products for fast developing new markets. The ability and need to be multi skilled, flexible, entrepreneurial, to negotiate short-term contracts, work freelance and communicate internationally in a dynamic omni-channel retailing industry has never been more immediate.

The Mindsets and Skillsets Manifesto: Five Principles

Ravensbourne developed its Mindsets and Skillsets Manifesto as part of an institution-wide Portfolio Review. This was the culmination of a significant process that included a broad literature review; various outputs from national and international conferences and institutional visits; a ‘Futures in the Making Symposium’ attended by academic faculty - featuring an industry panel and a second panel of high profile external academics; a ‘20 / 20 / 20 Visiting Lecture Programme’; and market analysis of existing courses and the university’s academic framework. The final Manifesto also drew from the institution’s Strategic Plan and the Director’s post-2018 vision document.

The Mindsets and Skillsets Manifesto consists of Five Principles that creates the basis of a vision that informs a new academic framework, its new curriculum, and all course level learning outcomes. This Manifesto underpins the validation and revalidation documents presented here, and is briefly articulated in the following way:

1. Cultivate / where the individual thrives

- Holistic Education: beyond the discipline
- Life Skills: resilience, self-efficacy, multiple intelligence

Extending the norms of skills-acquisition and competency-based approaches Cultivate nurtures the creative individual beyond the academy, embracing the holistic notion of educating the whole person.

Critical life-skills are investigated and multiple intelligences explored through a model that supports professional and personal development to create and support resilient and inclusive individuals prepared for work in the ever-changing creative industries and for living with wider societal and cultural flux in the 21st century.

2. Collaborate / where disciplines evolve

- Blurring Disciplines: petri dish for new thinking and practice
- Shape-Shifters: new practice demands new practitioners

The Collaborate model enables students with discipline-specific knowledge to apply their own creative thinking, design and media practices and methodologies and production techniques to interdisciplinary and transdisciplinary projects.

Interdisciplinary project models integrate subject knowledge and working methods from a range of disciplines to create synthesis of practice, whilst the transdisciplinary model creates new and extended disciplinary modes through the unity of intellectual and practice-based frameworks to reach beyond single disciplinary perspectives.

3. Integrate / where education engages industry

- Professional Modes: education mirrors industry
- Depth and Breadth: specialists and generalists

A model that integrates academic delivery with industry practice; enabling subject-specific, interdisciplinary student teams to replicate modes of working found within relevant professional models; the Production House in Film and TV, the Design Studio in communication and media design, the Fashion House in fashion and textiles, the Advertising Agency in advertising and promotion and the Architecture Practice in architecture and interiors.

Typically the Integrated Team, with each member assigned a specific role, works to a phased delivery that may include the Discover, Define, Develop and Deliver stages of the Design Double Diamond. Integrate challenges traditional constraints in the teaching of the solo practitioner and embraces the notion of disciplinary discovery and practice through team working.

4. Advocate / where purpose meets practice

- Citizen Practitioners: tackling real-world problems
- Self to Selves: from the individual to the collective

Putting purpose first, Advocate recognises the responsibility for creative education to address the unprecedented environmental, social and economic challenges facing humankind; tomorrow's designers and media practitioners are increasingly aware of their responsibilities as global citizens to engage with complex ethical issues related to climate change, social justice, interdependence, wellbeing and biodiversity.

Advocate puts studio projects and commercial and charitable industry commissions at the centre of the educational experience enabling students real-world opportunities to improve the communities in which they live and work and in turn begin to transform the wider world.

5. Originate / where creativity meets technology

- Mind-Sets + Skill-Sets: the dynamism of ideas + technology
- Applied Mastery: leveraging theory, practice and innovation

Sitting at the intersection of creativity and technology, Originate enables the merging of visionary mind-sets and skill-sets to provide provocative and challenging design and media approaches. The amalgamation of theory and practice, Originate embraces both integrated and agile design-thinking and design-doing practice and research methodologies to forge dynamic technologically-savvy and creativity-driven responses and solutions to given and self-directed industry-leading projects.

Programme aims

- Enable you to acquire the knowledge and skills necessary for working in the fashion industry in the areas of buying, merchandising, forecasting, brand management, product development, fashion PR, ethical fashion, and visual merchandising
- Enable you to develop a broad knowledge and critical understanding of the fashion industry, it's inter-relationships and processes. With the aim to innovate and deliver change in regards to sustainability and ethical responsibilities
- Enable the application of relevant research methods and skills in order to review, analyse and evaluate and contextualize to inform conclusions, recommendations and actions
- Provide an academic framework for the development of further knowledge, skills and expertise relevant to your chosen field
- Develop a range of hard and soft transferable skills relevant to the broader creative industries
- Develop your personal confidence and abilities to enter employment within your chosen sector, respond to professional opportunities and to enter post graduate education

Programme Learning Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the course students will be able to:

LO 1 Research/Inspiration

Select and evaluate information-gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

LO 7 Employability

Effectively employ professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

LO 8 Professional Identity

Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching methods	Assessment Strategy
Briefings Lectures Project work Seminars Workshops Group work On-line activity & blended learning Individual presentations and pitches Critiques Group presentations and critiques Self-directed independent study Group tutorials Flipped classroom activities Discussions Industry simulated activities and challenges Fashion maths activities	Both formative and summative assessment methods will feature. Assessment for most units within this course will be holistic ie.100% portfolio of evidence. Weighted assessment is applied to one final year unit only. Assessment Methods & Requirements will include both written and visual components including but not exclusively: <ul style="list-style-type: none"> ● Visually illustrated market reports ● Shop reports ● Trend reports ● Concept/trend boards ● Consumer profiles ● Range plans ● Fabric stories

<p>Data evaluation exercises CAD workshops Work Placements Trade shows, supplier and manufacturing visits</p> <p>Learning will be incremental as students progress through from Level 4 to 5 and finally to Level 6.</p>	<ul style="list-style-type: none"> ● Fabric identification logs ● Maths exercises ● Comparative charts ● Presentations/ pitches ● Merchandise plans ● Visual merchandising plans
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Unit Code	Unit Title	Credits
Level 4		
C18101	Themes in Contemporary Culture	15
FBM18102	International Forecasting and Trend Prediction	30
FBM18103	Fashion Insider Methods and Tools	15
FBM18104	Fashion Buying and Product Development	30
FBM18105	Brand Buying and Promotion	30
Level 5		
C18201	Big Ideas and Philosophies	15
FBM18202	External Brief – Manufacturing and Sustainability Proposal	15
FBM18203	Merchandising and Visual Merchandising for Fashion	30
FBM18204	Fashion Product and Industry Practice	30
EFBM181	Elective – Range Planning for Brands	15
EFBM182	Elective – Creative Visual Merchandising	15
CIE18200	Cross-institution elective	15
Level 6		
C18301	Dissertation	30
FBM15302	Market, Trend and Gap Analysis	30
FBM15303	Brand Proposal and Personal Promotion	60
		360

Entry Requirements

Students will normally be expected to possess five GCSEs (grade C or above) or equivalent (including English) and also to hold at least one of the following or equivalent UK or international qualification:

- 2 A Levels (grades A-C) or 4 AS Levels (grades A-C)
- 2 vocational A Level (grades A-C)
- Level 3 Foundation Diploma or National Diploma
- Advanced Diploma (grades A-C)
- International Baccalaureate (28 points or above)

Where an applicant's first language is not English, proof of competence in English will be required. For undergraduate and postgraduate programmes, this will normally take the

form of an approved English language test at B2 level in the Common European Framework of Reference. Any test for proficiency in English must have been achieved within 18 months preceding the date of entry. Individual programmes may have higher language requirements. Ravensbourne's international department will advise applicants on the language requirements for particular programmes.

Selection Criteria

Ravensbourne will use a number of methods to assess an applicant's suitability for their course of choice. Primarily applicants are selected on the basis of:

- an applicant's prior academic achievement/qualifications and/or previous employment/life experience;
- assessment of the applicant's ability and aptitude to succeed on the course for which s/he has applied.

Students will be selected according to the generic criteria set out below:

Personal attributes

- shows commitment, enthusiasm and interest in the subject area
- initiative and problem solving
- ability to communicate

Creative process

- can generate ideas and use external sources to develop them
- ability to research an idea and follow it through to a finished product

Study skills

- can understand and organise information clearly
- can investigate and analyse information
- shows reasoning and intellectual curiosity

Professional skills

- has shown they can initiate and deliver projects
- can work in a team and with people with different skills
- has shown confidence with IT

Career aspirations

- understands the relevance of the course to her/his career ambitions
- understands current debates within industry

Accreditation of Prior Learning

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure.

Student Support

<http://intranet.rave.ac.uk/display/SS/Student+Support>

Assessment Regulations

<http://intranet.rave.ac.uk/display/RA/Assessment+-+UG+and+PG>

	WK1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
L4	30 CREDIT										30 CREDIT										30 CREDIT									
	International Fashion & Tren Forecasting										Fashion Buying & Product Development										Fashion Buying & Promotion									
	Induction- your Ravensbourne										7.5 CREDIT CS Themes in Contemporary Culture										7.5 CREDIT CS Themes in Contemporary Culture									
	15 CREDIT Fashion Insider Methods and Tools																													
L5	15 CREDIT - External Brief										15 CREDIT ELECT					30 CREDIT - Merchandising & Visual Merchandising for Fashion					30 CREDIT - Product & Placement									
	15 CREDIT Elective OR																													
	15 CREDIT Elective																													
	7.5 CREDIT Big Ideas & Philosophies										7.5 CREDIT Big Ideas & Philosophies																			
L6	30 CREDIT - Major Project Research										60 CREDIT - Brand Proposal & Personal Outcome																			
	30 CREDIT DISSERTATION																													

Course LOs	Level 4				Level 5					Level 6	
	FBM18102	FBM18103	FBM18104	FBM18105	FBM18202	FBM18203	FBM18204	Elective - Range Planning	Elective - Creative VM	FBM18302	FBM18303
LO1	X	X	X	X	X	X	X	X	X	X	X
LO2	X		X	x	X	X			X	X	X
LO3						X		X	X		X
LO4	X		x		x	X	X			X	X
LO5	X		X	x				X	X	X	X
LO6				x		X	X	X		X	X
LO7		X			X		X			X	X
LO8							X	X	X		X

	Term1	Term2	Term 3
Level 4 120 credits	Induction <i>(Inc. contribution from Theory)</i> 0 credits	C18101 Themes in Contemporary Culture 15 credits	
	FBM18102 International Forecasting and Trend Prediction 30 credits	FBM18104 Fashion Buying and Product Development 30 credits	FBM18105 Brand Buying and Promotion 30 credits
	FBM18103 Fashion Insider Methods and Tools 15 credits		
Level 5 120 credits	C18202 Part 1 <i>Big Ideas and Philosophies</i> <i>(7.5 out of 15 credits)</i>	C18202 Part 2 <i>Dissertation Proposal</i> <i>(remaining 7.5 out of 15 credits)</i>	FBM18204 Fashion Product and Industry Practice 30 credits
	EFBM181 or EFBM182 <i>Elective</i> 15 credits	CIE18200 <i>Cross-Institutional Elective</i> 15 credits	
	FBM18202 External Brief – Manufacturing and Sustainability Proposal 15 credits	FBM18203 Merchandising and Visual Merchandising for Fashion 30 credits	
Level 6 120 credits	C18301 Dissertation 30 credits		
	FBM18302 Market, Trend and Gap Analysis 30 credits	FBM18303 Brand Proposal and Personal Promotion 60 credits	

Description of the Course

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