



This information should be used to serve as a guide to prospective students considering an application for admission to Southampton Solent University's degree programs.

Student at the Diploma in Fashion Brand Communication at Kristiania who plan to start at Southampton Solent University in September 2026 or September 2027 will join the third year (Level 6) of the **BA (Hons) Fashion Management with Marketing**.

The level 6 courses of the BA (Hons) Fashion Management with Marketing program are:

- UFP600 Work Based Learning
- UFP601 Work Placement
- UFP603 Research Proposal
- UFP604 Brand Development and Communication
- UFP605 Innovation and Technology
- UFP606 International Strategic Business Practice
- UFP613 Final Major Project

Credit Bearing Module Description

Module Code: UFP600

Module Title: Work Based Learning

Why is this module important?

This is your opportunity to gain real world experience and an understanding of working in the creative economy. Engaging in a professional environment will boost your confidence while providing an insight into the various job roles available to you. As you transition from a student to a graduate working in the industry this will be an invaluable process and will help equip you for the exciting career paths ahead.

Pre-requisites:

None

Co-requisites:

None

What will you learn on the module?

Throughout this module you will develop the skills and experiences expected to work competently within the creative industries. You will discover new career paths that are open to you as a creative practitioner, whilst consolidating previous skills attained through the previous modules of study on your degree. Following the 100 hours of work-based learning experience you will be guided in your reflection and analysis of your chosen experience. Taught areas of study will include generic skills of reflective thinking and writing.

How will you learn?

You will be required to submit your proposed work placement to a tutor using the Work Based Learning App, to have your placement approved. Following the approval, and to support your practical experience, you will attend seminars and tutorials to guide you on writing a reflective essay. To further assist you, you will have access to the University's careers support via SOL and the university portal. These will provide useful resources to aid you in developing your career path.

How much time the module requires

You are expected to study for 10 hours per module credit. This total learning time is made up of contact time, directed learning tasks, independent learning and assessment activity.

How you will be assessed?

Assessment Type*	Title	Weighting	Length/Duration	Must pass	Description
Formative	Oral assessment and presentation	100 %	N/A	N/A	1. Tutorial discussion about the practical experience and reflection on the process. 2. Tutorial discussion about which area of industry you have chosen to focus on for your work-based learning experience. This will help you to structure AE1 assessment.

Summative	Portfolio	100 %	2000 Words	N/A	<p>1. Reflective Statement regarding the 100 hours work experience and what you have gained in terms of personal experience in a work environment.</p> <p>2. Living CV is a Solent initiative and highlights all the employability skills gained from a module. The students begin the Living CV in L4 and finish in L6. It acts as a reminder to demonstrate all the fantastic things they have learned on the course.</p> <p>3. Evidence of completed 100 hours work based learning experience.</p>
Referral	Portfolio	100 %	2000 Words	N/A	The re-assessment task will demonstrate achievement of the learning outcomes covered by the original assessment task. It will be kept in a similar format with an additional written element evaluating the progression of the work.

**Formative: Tasks which help you to learn and prepares you for summative tasks*
Summative: Tasks which count towards your degree

What you will be able to do after the module:

Outcome Category	Outcome Reference	Outcome
Knowledge and Understanding	K1	Gain an understanding of professional expectations within your chosen field of work experience.
Knowledge and Understanding	K2	Apply an analytical and critical approach to writing a reflective account.
Knowledge and Understanding	K3	Demonstrate a critical understanding of the skills and knowledge gained through your placement
Real World Skills	R1	Evidence the ability to become an independent and flexible graduate.
Real World Skills	R2	Increase your networking skills and build on your industry connections.

How this relates to the dimensions of Solent's Real-world curriculum framework

Dimensions

Students are challenged to think in critical, creative and applied ways
Students are inspired to do research through inquiry, curiosity and problem-solving
Students experience an intellectually stimulating curriculum which inspires them to learn for life
Students reflect and grow inwardly, socially and ethically to be able to confront the challenges of the world
Students face outward to the community, industry and the global environment
Students learn from authentic, engaging and programmatic assessment

Module Author: Sio Tsvetanov

Credit Points:	20		
FHEQ Level:	Level 6	Subject Area:	FCIAE - Visual Communication, Fashion and Applied Arts
Module Delivery Model:	Campus Delivery	Max/min student numbers	25
Module Leader:	Lesley Taylor		
Hecos Code:	100054: Fashion		

Solent University Module Descriptor

Module Code: UFP601 **Module title:** Placement

Why is this module important?

This is a fantastic opportunity to take a year out of University and experience the industry of your choice first hand. You will have the opportunity to get under the skin of the company and network in professional circles. You will experience what it is really like to work full time in fashion, fashion graphics, marketing, makeup etc. Students who take this opportunity come back from industry more confident, organised and the networks they build, put them in stronger positions to find a graduate job post - graduation.

What you will learn on the module

The taught areas of the study will focus on CV building, cover letter writing, interview techniques and locating different platforms in seeking Placements. However, you will learn many and varied skills on the actual Placement within organisations. These will differ depending on the type of business you work for. Some of the skills and experience you will gain are; working in teams, meeting deadlines, time management, organising PR and Fashion events, presenting, enhancing IT and communication skills, creating promotional literature, creating professional social media platforms, styling, understanding how the industry operates and most importantly networking professionally.

How you will learn

This module will involve some structured group and unstructured one to one tutorial learning. The seminar style sessions will provide detailed information about using the Placement App and the content needed for the assessment. The seminars are also designed to give you information on CV and cover letter writing, interview techniques, reflective theories and the researching different platforms for seeking a Placement. You will have online and offline access to the University resources geared towards helping placement students. The one to one tutorials will focus on personalised support in gaining a placement. Academic writing skills will be sustained throughout the year away on placement, by completing the formative assessment element.

How much time the module requires

This is a 20 Cat Module. This will be divided into 3 areas. Pre-placement preparation in the form of lectures and seminars. In addition, you will be given self-directed learning tasks requiring you to spend time researching and reading around the subject ahead of class discussions. Support time while on placement. Tutorials for the preparation of your assessment. Total study time for this module including assessment work is estimated at 200 hours.

How you will be assessed

Tasks which help you to learn and prepares you for summative tasks (Formative):

Informal peer group verbal presentation - You will discuss in small groups the area of career choice and create a mind map for seeking a Placement. This will help you to focus your search in securing a placement.

Whilst on the placement, you will write and submit three pieces of feedback at different intervals throughout the year, based on your agreed contract with the tutor. These will be discussed with the tutor and may contribute to the summative assessment.

Tasks which count towards your degree (Summative):

You will develop your CV and create a reflective portfolio with evidence of your Placement experience.

When assessment does not go to plan

The reassessment task will demonstrate achievement of the learning outcomes covered by the original assessment task. It will be of the same original format with clear improvements demonstrated by the feedback given by tutor.

What you will be able to do after the module

1. Develop critical approach and apply appropriate professional and practical skills required by the work placement.
2. Reflect upon using reflective theories and evaluate personal performance in a working context, in relation to responsibility, professionalism, commitment and understanding of the broader context in which the role sits.
3. Evaluate the applicability of a range of business theories, concepts and ideas in relation to the individual work placement and the role taken.
4. Evidence the ability to increase your network professionally and build your industry contacts
5. Demonstrate the ability to become an independent and flexible graduate.

You will improve your employability skills, create links with industry, manage your time appropriately, become skilful at prioritising and be a more confident graduate post University.

How this relates to the dimensions of Solent's Real-world curriculum framework

Dimensions	How students learn	How students are assessed
Students are challenged to think in critical, creative and applied ways	Students will go on a placement(s) for a year. keeping a reflective diary to support the development of their professional and Living CV.	Students will submit an online portfolio including Living CV and evidence of placement.
Students face outward to the community, industry and the global environment.	Students will discover industry expectations of job role, the protocols in industry and manage self in a variety of work situations	Students demonstrate industry relevant knowledge, terminology and working methods as well as develop self discipline.
Students learn from authentic, engaging and programmatic assessment	Students gain formative feedback within the module which will inform their professional development	Students evidence a real world reflective account of their professional experience.

Summative assessment details

AE1	Weighting:	100%
	Assessment type:	Reflective Portfolio with CV & Evidence
	Aggregation:	N/A
	Length/duration:	Up to 25 single pages including evidence
	Online submission:	Yes
	Grade marking:	Yes
	Anonymous marking:	No

Module Author: Israr Jan-Parker

Module Title: Work Placement			
Credit Points:	120	Module Code:	UFP601
FHEQ Level:	6	School/Service	SADF
Module Delivery Model:	CD	Max/Min student numbers	Max 25
Module Leader:	Israr Jan-Parker		
HeCos Code	101279		

Module change history:

Module Approved/Year Implemented/Code	June 2019	2019/20	UFP601
Module modified/Year Implemented/Code			

Solent University Module Descriptor

Module Code: UFP603 **Module title:** Research Proposal

Why is this module important?

The importance of this P1 module is the way in which it encourages and supports you to take an independent, self-motivated approach to your own learning in your final year.

It paves the way for the Final Major Project in P2, focusing on the research skills and methods you will need to produce a viable, successful project. Its immediate purpose is to give you the tools to design & write a well-considered, detailed individual project proposal.

What you will learn on the module

The Research Proposal module emphasizes the value & impact of using research for problem-solving, innovation and creativity, and the skills & methods you develop here should give you a route into any project in the future. The area you research and develop is your individual choice and will be related to an aspect of the contemporary fashion world (or associated industries e.g. beauty).

You will learn how to conceive, plan and manage a research-based project, developing your abilities as a well-organised researcher, and ultimately, as an effective project manager.

The taught sessions will focus on the practical and intellectual approaches to research gathering, including: locating information sources; organising your research findings; the analysis, comparison & evaluation of information, and academic writing conventions.

You'll explore a wide range of possible research methods, (both primary & secondary), via in-class and directed activities, which aim to familiarise you with a range of approaches relevant to fashion. You will discuss the wider themes within the fashion world and industry, to allow you to locate and define your own research topic.

How you will learn

This module will be taught using interactive lectures and student-centred seminars that will introduce the module concepts.

Seminars sessions will run in an IT suite using on line resources. Students will work to improve their online research skills and demonstrate the transferability of this knowledge within the module to the workplace.

Work related learning opportunities will be provided in the lecture and seminars via case studies and industry-based problems that require resolution using the theoretical ideas from the module and current best practice obtained from industry-based research.

Employability skills are enhanced through this module in response to real life industry scenarios or issues.

How much time the module requires

For a 20 Credit module you are expected to study for 200 hours (which equates to 10 hours per credit). This total learning time is made up of contact time, directed learning tasks, independent learning and assessment activity.

How you will be assessed

Tasks which help you to learn and prepare you for summative tasks (Formative):

With this module, you will begin by undertaking a variety of research-based activities and tasks each week. Evidence of these activities will be collected in the form of a supporting research workbook which will be handed in for written formative feedback at the mid-point of the term, whilst ongoing verbal feedback will be given by lecturer and peers during group critiques of your findings.

Both primary and secondary research methods will be explored. You will consider various written and visual research methods and qualitative and quantitative data collection and analysis. E.g. you may be asked to seek information via an exhibition or trade fair and give an evaluation of this via a mini presentation. You will explain your research topic in development to the group and receive verbal feedback. You will also keep a record of your ongoing research resources via an annotated grid. This grid will be included within your proposal. You will have supportive tutorials, where your ideas and progress will be discussed.

The supporting research workbook will form part of your summative assessment hand in at the end of the module, where it will appear in an appendix to your proposal.

Tasks which count towards your degree (Summative):

You need to produce 2 items for your summative assessment:

- The 1500-2000 word project proposal for your FMP, comprising proposal and research grid
- The supporting workbook of research activities as appendix

When assessment does not go to plan

If you were not able to take or pass the summative assessment on the original date, you will need to resubmit your work, following the Referral Brief, by the relevant date. You will receive detailed feedback which will enable you to make improvements to your previous work.

Although this module precedes the Final Major Project, it is a stand-alone module, which means that if you fail it, you will still be able to embark upon and pass your Major Project.

What you will be able to do after the module

- Question, compare and critically analyse a variety of sources of information
- Inventively and creatively apply your analytical skills to the specific research area of your project proposal.
- Confidently identify & select appropriate methods for your specific research project, to address issues within the fashion and related industries' arena
- Synthesize ideas from various sources to reveal connections. Discover and utilise new authors and theories.
- Conceive and develop your own project topic, based on an area of fashion which relates to your future career ambitions and interests.
- Use formative research tasks to help build a viable and well written project proposal.

How this relates to the dimensions of Solent's Real-world curriculum framework

Dimensions	How students learn	How students are assessed
Students are challenged to think in critical, creative and applied ways	Students will evaluate multiple perspectives; students will apply research theories & methods to relevant examples. Group crits will encourage & develop their own analytical and critical abilities.	Students design a project proposal for their FMP which sets out their time planning, rationale, chosen research methods, and key arguments. Their supporting research workbook records the various methods experimented with, and skills learnt during this process.
Students are inspired to do research through inquiry, curiosity and problem-solving	Students are tasked to explore or solve a self-chosen fashion-related problem or opportunity using research evidence; students collect or analyse data	Within their research workbook, students construct an annotated bibliography; analyse and write up research; make infographics of numerical data
Students experience an intellectually stimulating curriculum which inspires them to learn for life	Students identify and work on authentic fashion industry opportunities, challenges & problems	Students link theory and practice within their research to create, ultimately, a Major Project on a fashion-related topic of their own choice, related to

		their future career interests.
Students learn from authentic, engaging and programmatic assessment	Students see the value of formative tasks and feedback because they are creative, meaningful and engaging and relate to their outcome, the project proposal.	Students undertake formative tasks which widen their understanding of what research can be, and how to analyse and record such findings as data.

Summative assessment details

AE1	Weighting:	100%
	Assessment type:	Major project proposal (100%) with supporting research workbook as appendix
	Aggregation:	N/A
	Length/duration:	1500-2000 words for proposal
	Online submission:	Yes
	Grade marking:	Yes
	Anonymous marking:	No

Module Author: Christine Hammond

Module Title: Research Proposal			
Credit Points:	20	Module Code:	UFP603
FHEQ Level:	6	School/Service	SADF
Module Delivery Model:	CD	Max/Min student numbers	Max 16 students per group
Module Leader:			
HECOS code	100962		

Module change history:

Module Approved/Year Implemented/Code	June 2019	2019/20	UFP603
Module modified/Year Implemented/Code			

Credit Bearing Module Description

Module Code: UFP604

Module Title: Brand Development and Communication

Why is this module important?

Developing a brand vision, based on customer insights, is one of the most important skills for fashion professionals. Understanding branding will ensure you can create effective marketing strategies and design integrated marketing communications that engage your target market.

This module will allow you to explore the theories and practices relating to branding and how to create a brand story that engages the customer, provides inspiration and encourages brand loyalty. Brand aesthetics and the role they play in identity and image will be covered as well as the commercial aspects of brand equity within the fashion industry.

It will cover an introduction to branding, methods to evaluate brand performance and how to use consumer insights to develop motivational brand positioning statements. We'll also explore ways to generate creative ideas and develop communications strategies and marketing plans to launch new fashion brands, products, and services.

Pre-requisites:

None

Co-requisites:

None

What will you learn on the module?

In this module, we will explore what is a brand, the different types of brand and how they are marketed in the global world of fashion. We'll consider the power of brands and the principles of fashion brand management and the overall brand planning process.

We'll look at how to generate ideas for brand strategy, including the contents of a brand positioning statement, and investigate some of the leading fashion brands to identify which are successful and why, and where others could strengthen their brand proposition.

The structure and contents of a brand guideline document will be reviewed and semiotic analysis will be used to evaluate the aesthetic of brands and their communications. The role of marketing communications will also be considered and how branding strengthens campaigns.

How will you learn?

This module will be taught using interactive lectures and student-centred seminars that will introduce the module concepts.

Work related learning opportunities will be provided in the lecture and seminars via case studies and industry-based problems that require resolution using the theoretical ideas from the module and current best practice obtained from industry-based research.

Employability skills are enhanced through this module specifically by understanding current best practice and making research-based proposals in response to real life industry scenarios or issues.

How much time the module requires

You are expected to study for 10 hours per module credit which equates to 200 notional hours. This total learning time is made up of contact time, directed learning tasks, independent learning and assessment activity.

How you will be assessed?

Assessment Type*	Title	Weighting	Length/ Duration	Must pass	Description
Formative	Oral assessment and presentation	100 %	N/A	N/A	Pitch presentation: In seminar sessions, students will research and identify branding issues for a fashion business and develop a short presentation that summarises their key findings and outline an action plan to address them. We'll give you feedback on your pitch, which will help you to refine the design of your assignment.
Summative	Report	100 %	3000 Words	N/A	Individual Report: You will produce a report presentation that analyses the performance of a fashion brand and its current communications to recommend improvements that engage it's target audience with a new creative campaign.
Referral	Report	100 %	N/A	N/A	If you were not able to take or pass the summative assessment on the original date, you will need to resubmit your work, following the Referral Brief, by the relevant date. If you failed the module, you should take careful note of the feedback you received and respond to it, by making improvements to your previous work.

**Formative: Tasks which help you to learn and prepares you for summative tasks*
Summative: Tasks which count towards your degree

What you will be able to do after the module:

Outcome Category	Outcome Reference	Outcome
Knowledge and Understanding	K1	Understand the role of branding in the fashion industry.
Knowledge and Understanding	K2	Explain how branding ideas and strategies can be used and developed.
Knowledge and Understanding	K3	Identify, analyse and evaluate fashion brand campaigns using semiotics.
Knowledge and Understanding	K4	Apply contemporary strategic branding solutions suitable for businesses in the fashion sector.
Real World Skills	R1	Develop an innovative brand communication strategy to solve a marketing problem for a fashion brand.
Real World Skills	R2	Define the resources required to deliver the brand communication strategy and evaluation framework.

How this relates to the dimensions of Solent's Real-world curriculum framework

Dimensions
Students are challenged to think in critical, creative and applied ways
Students are inspired to do research through inquiry, curiosity and problem-solving
Students experience an intellectually stimulating curriculum which inspires them to learn for life
Students reflect and grow inwardly, socially and ethically to be able to confront the challenges of the world
Students face outward to the community, industry and the global environment
Students learn from authentic, engaging and programmatic assessment

Module Author: Worktribe

Credit Points:	20		
FHEQ Level:	Level 6	Subject Area:	Art and Music
Module Delivery Model:	Campus Delivery	Max/min student numbers	25
Module Leader:	Emma Pritchard		
Hecos Code:	100075: Marketing		

Solent University Module Descriptor

Module Code: UFP605 **Module title:** Innovation & Technology

Why is this module important?

Today's fashion businesses are faced with many challenges, including the explosion of technology and a fast-moving marketplace, so learning how to take a visionary approach and be innovative are essential skills to master. In this module, students are encouraged to embrace new technologies and apply them to fashion industry problems to provide new ways of thinking. It will help you develop your understanding of the relationship between marketing and entrepreneurship and how they enable organisations to deliver compelling marketing solutions.

The inspiration for innovations can come from a number of sources including a new way to fix a customer problem, adapting the organisation to meet changing consumer expectations, solving internal performance issues or supply chain challenges and implementing a new technology solution to solve any of these challenges could potentially increase the businesses' sales and market share. To successfully develop and launch any innovation a business must firstly identify, validate and scale their market opportunity using a variety of research techniques. In this module, you will learn how to research a business, their customer, competitors and the challenges they face to identify a potential innovation they could introduce and how technology can be used to solve this problem. We'll also cover how to develop your idea a detailed concept proposal and action plan to launch your innovation.

What you will learn on the module

This module will help you understand the key factors that influence, facilitate and nurture innovation in fashion businesses. We'll assess how technology can help fashion retailers address their consumer' shifting demands and priorities.

We'll look at the relationship between marketing and entrepreneurship and how to be entrepreneurial in developing and delivering marketing solutions. You'll also get to know how to research the market and identify opportunities for innovations.

Once a business has identified an innovation, they need to develop appropriate plans for implementing effective marketing-led and innovation-focused organisational change, this module will also show you how you can develop this type of activity.

How you will learn

This module will be taught using interactive lectures and student-focused seminars that will introduce the module concepts.

Seminars sessions will run in an IT suite using online resources. Students will work to improve their online research skills and demonstrate the transferability of this knowledge within the module to the workplace.

Work-related learning opportunities will be provided for in the lecturer and seminars via case studies and industry-based problems that require resolution using the theoretical ideas from the module and current best practice obtained from industry-based research.

Employability skills are enhanced through this module specifically in the areas of designing and writing in response to real life industry scenarios or issues.

How much time the module requires

This is a 20 Cat module. You will have three hours of teaching a week split across lectures and seminars. In addition, you will be given self-directed learning tasks requiring you to spend time researching and reading around the subject ahead of class discussions. Total study time for this module including assessment work is estimated at 200 hours.

How you will be assessed

Tasks which help you to learn and prepares you for summative tasks (Formative):

Formative Assessment: Formative feedback is encouraged via weekly contact with students through the use of case studies, informal presentations and discussions to provide the opportunity to obtain feedback and improve overall performance and results in the summative assignment. You will be encouraged to develop a research portfolio that will support your summative presentation and FMP.

Tasks which count towards your degree (Summative):

Individual Presentation: You will need to develop a ‘pitch’ presentation that will present your idea for an innovative and/or technological development for a fashion business. You will need to justify your idea and show why it is relevant for the brand’s customer and how it will improve the brand’s overall performance and service proposition.

When assessment does not go to plan

If you were not able to take or pass the summative assessment on the original date, you will need to resubmit your work, following the Referral Brief, by the relevant date.

If you failed the module, you should take careful note of the feedback you received and respond to it, by making improvements to your previous work.

What you will be able to do after the module

- How technology can assist with fashion retailers addressing consumers shifting demands and priorities both now and in the future.
- Show how to add value to fashion businesses by introducing innovations that have wider social, environmental or economic benefits.
- Independently plan, and professionally present the outcomes of your research.
- Develop an integrated marketing plan to launch a new technology and/or innovation.

How this relates to the dimensions of Solent’s Real-world curriculum framework

Dimensions	How students learn	How students are assessed
Students are challenged to think in critical, creative and applied ways	Students will use research to identify new trends, technologies, and innovations that could be adopted by the fashion industry	Individual presentation of key findings to show how fashion businesses are responding to industry change

Students are inspired to do research through inquiry, curiosity and problem-solving	Students will be tasked to research innovations and technologies impacting the fashion industry	Individual presentation of key findings to show how fashion businesses are responding to the challenge of technology and ongoing innovation in the industry
Students experience an intellectually stimulating curriculum which inspires them to learn for life	Students identify and work on authentic fashion industry problems	Students link ideas and practice within their portfolio of work to demonstrate comprehensive understanding and integration of the contextual environment.
Students learn from authentic, engaging and programmatic assessment	Students see the value of formative tasks and feedback because they are creative, meaningful and engaging and relate to their outcome	Students undertake assessment which mirrors practice in the discipline to widen their knowledge and understanding

Summative assessment details

AE1	Weighting:	100%
	Assessment type:	Individual Presentation
	Aggregation:	N/A
	Length/duration:	20 minutes
	Online submission:	Yes - slides to be submitted on SOL
	Grade marking:	Yes
	Anonymous marking:	No

Module Author: Claire Riches

Module Title: Innovation and Technology			
Credit Points:	20	Module Code:	UFP605
FHEQ Level:	6	School/Service	Art, Design & Fashion
Module Delivery Model:	CD	Max/Min student numbers	Max 25 per group
Module Leader:	Claire Riches		
HECOS code	100075		

Module change history:

Module Approved/Year Implemented/Code	June 2019	2019/20	UFP605
Module modified/Year Implemented/Code			

Solent University Module Descriptor

Module Code: UFP606

Module title: International Strategic Business Practice

Why is this module important?

In today's fashion industry, organisations are consistently faced with new issues, scenarios, technological innovations as well as new business models and consumer demands. All of these factors can challenge their ability to remain profitable and be seen either as threats or opportunities for growth. This module focuses on developing your understanding of Strategic Fashion Business Practice, both domestically and internationally, and expanding your knowledge of how to recognise, react and create relevant strategies for current issues faced by fashion businesses.

The evaluation of brand positioning will be guided by situational and environmental analysis, as well as research and evaluation into the market and fashion business organisational strategies and objectives. The theories that underpin strategies will be explored through traditional and new business models. Case studies of fashion brands, retailers and organisations will support you in reviewing their strategy successes and failures. We'll also review how to create unique recommendations for individual businesses based on research and analysis of their current situation and competitive position.

What you will learn on the module

This module explores a range of strategic models, theories and scenarios and examines them in the context of a fashion businesses ability to support short, medium and long-term strategic international development. You will have to consider the current market position (micro and macro environments) target market, brand identity, barriers, competitors, sales channels as well as future international expansions.

The module will examine traditional and new business models, analytical methods, stakeholder management, ethics, sustainability, branding relationships, implementation issues and the impact of developing technologies. The trends in marketing relationship management and capabilities extending deeper into product management across markets are also explored.

Lectures will be used to provide the theoretical knowledge that is the foundation of business and strategic practices and models, whilst the seminar programme will be used to reinforce the theoretical contents of the lecture programme through fashion case study analysis, group critics, discussions, and practical exercises. Analysis of strategies will be guided by a situational and external environment analysis, as well as research on international markets and organisational objectives.

How you will learn

This module will be taught using interactive lectures and student-centred seminars that will introduce the module concepts.

Seminars sessions will run in an IT suite using online resources. Students will work to improve their online research skills and demonstrate the transferability of this knowledge within the module to the workplace.

Employability skills are enhanced through this module in response to real life industry scenarios or issues.

How much time the module requires

This is a 20 Cat module. You will have three hours of teaching a week split across lectures and seminars. In addition, you will be given self-directed learning tasks requiring you to spend time researching and reading around the subject ahead of class discussions. Total study time for this module including assessment work is estimated at 200 hours.

How you will be assessed

Tasks which help you to learn and prepares you for summative tasks (Formative):

Group presentation: Via seminar sessions throughout the module and by the use of case study analysis, informal group critics, discussions and presentations. Working as a group you will be encouraged to critically evaluate the strategy in each fashion business case explored within the module. Further feedback will be encouraged via weekly contact throughout the module through one to one tutorials to provide the opportunity to improve overall performance and results in the summative assignments.

Tasks which count towards your degree (Summative):

Report: You will be tasked to put together a strategic evaluation and proposal relating to the international development of one of the collections of the fashion businesses explored within the module. You will need to analyse their current and future external and internal environment. You will use this analysis to recommend a strategic marketing plan for the business that will enable them to achieve the organisation's objectives. You'll need to identify the resources needed to deliver the strategic marketing plan and recommend measurement and evaluation processes that allow for continuous improvement. The module will support the development of your critical thinking and cognitive skills in the journey to becoming an independent learner.

When assessment does not go to plan

If you were not able to take or pass the summative assessment on the original date, you will need to resubmit your work, following the Referral Brief, by the relevant date.

If you failed the module, you should take careful note of the feedback you received and respond to it, by making improvements to your previous work.

What you will be able to do after the module

1. Identify and critique a range of strategic marketing theories and concepts applied to the fashion industry.
2. Analyse and interpret fashion marketing information.
3. Analyse and review an organisation's current and future internal and external environment,

4. Critically analyse strategic marketing problems in a fashion context and develop relevant solutions.
5. Design, plan and execute responses to solve complex problems, both abstract and practical, in a range of variable contexts in order to recommend and inform strategic decision-making.
6. Define the resources required to deliver a strategic marketing plan and create an evaluation framework.

How this relates to the dimensions of Solent's Real-world curriculum framework

Dimensions	How students learn	How students are assessed
Students are challenged to think in critical, creative and applied ways	Students will review case studies and identify a range organisational challenges and opportunities facing international fashion brands	Working in groups students will analyse a fashion business' current performance to recommend an enhances strategic marketing plan that would improve brand performance
Students are inspired to do research through inquiry, curiosity and problem-solving	Students will learn the theories and models to conduct a situation analysis of current and future external and internal environments	Students will be encouraged to develop a research portfolio for the module that includes examples of analysis for a range of fashion brands
Students experience an intellectually stimulating curriculum which inspires them to learn for life	The module will cover the importance of strategic planning and the challenges international fashion brands face in creating plans that successfully differentiate their offer.	The group project will allow students to recommend a strategic marketing plan for a fashion brand to improve brand performance

Summative assessment details

AE1	Weighting:	100%
	Assessment type:	Report
	Aggregation:	N/A
	Length/duration:	3000 words
	Online submission:	Yes
	Grade marking:	Yes
	Anonymous marking:	No

Module Author: Emma Pritchard/ Claire Riches

Module Title: International Strategic Business Practice			
Credit Points:	20	Module Code:	UFP606
FHEQ Level:	6	School/Service	Art, Design & Fashion
Module Delivery Model:	CD	Max/Min student numbers	Max 25 per group
Module Leader:			
HECOS code	100080		

Module change history:

Module Approved/Year Implemented/Code	June 2019	2019/20	UFP606
Module modified/Year Implemented/Code			
Add extra rows as required			

Solent University Module Descriptor

Module Code: UFP613 **Module title:** Final Major Project

Why is this module important?

The Major Project is your chance to pursue an area of fashion that you want to explore in greater depth and breadth, and which relates to your own career direction and aspirations.

Here, you will be able to demonstrate the culmination of all your knowledge and understanding gained over the 3 years of your course, applied to informed and creative management, Marketing, buying or merchandising practices, and by showing business acumen.

What you will learn on the module

The choice of topic for your Major Project is established and agreed with your tutor during the P1 Research Proposal module, and the research you now carry out will be guided by your proposal. This research will encompass relevant current fashion business issues, debates, theories, processes and your own practical experience, which you will then develop into a professionally written and creative piece of work, which is both commercially viable and highly appropriate to your career choice.

As a result of going through the in-depth and self-directed process of creating your Major Project, your understanding of the scope of the fashion industry is likely to expand. You will need to contact industry professionals and reach outside the university environment to conduct research, such as surveys or focus groups, competitor comparisons, and seek guidance and insights from external experts. Therefore, you are also likely to grow personally in confidence, self-motivation and organisational skills, all of which will add to your readiness to enter the professional world.

How you will learn

The Major Project will include a series of generic lectures on universal topics such as time management and refreshers on choosing effective & relevant research methods. There may also be guest lectures on more specific topics, for example sustainable fashion or fashion and technology. There will also be some group workshops, including areas such as creative and critical thinking and/or peer assessment. However, the majority of the learning in this module will be self-directed via your own exploration and problem-solving. This is because one of the aims of the module is to actively encourage and support your independence.

How much time the module requires

This module requires a serious commitment from you, as much of it is self-managed. As well as joint sessions and lectures, you are allotted 15 minutes a week tutorial time (1 to 1).

For this 40 Credit module you are expected to study for 400 hours (which equates to 10 hours per credit). This total learning time is made up of contact time, independent learning and assessment activity.

How you will be assessed

Tasks which help you to learn and prepares you for summative tasks (Formative):

You will be asked to submit a project time plan at the start of the module, which will then be discussed with you. This is to ensure you have considered and are able to fit in all the likely different tasks which will be needed to realise your entire project and desired

outcomes. On a week to week basis you will be encouraged to show and discuss your ongoing body of research with your tutor(s), receiving formative verbal feedback. This will lead to the actual hand in of the finished Research File (50%) in week 6 of the project.

Tasks which count towards your degree (Summative):

You need to produce 2 items for your summative assessment:

- The Research File
- Development work and Outcome

NB You must pass both elements.

When assessment does not go to plan

If you were not able to take or pass the summative assessment on the original date, you will need to resubmit your work, following the Referral Brief, by the relevant date.

If you failed the module, you should take careful note of the feedback you received and respond to it, by making improvements to your previous work.

What you will be able to do after the module

- Locate and evaluate research information from a variety of perspectives.
- Construct the body of research logically and clearly, integrating relevant theory and business models, to build a persuasive narrative /argument as the foundation of your project’s direction and creative ‘solution’.
- Use research effectively to inform and inspire problem-solving
- Synthesize & apply research findings to create an innovative and viable ‘solution’ to a fashion-related issue.
- Communicate directly (and in a variety of written formats), with professionals, businesses, peers and tutors.
- Demonstrate professional awareness by aligning your project to your personal career aspirations; utilising relevant IT and presentation formats to communicate the project in the most appropriate way.

How this relates to the dimensions of Solent’s Real-world curriculum framework

Dimensions	How students learn	How students are assessed
Students are challenged to think in critical, creative and applied ways	Students will identify and evaluate multiple perspectives, applying them to new solutions and insights.	A self-selected and self-led independent project which integrates learning from the whole course: synthesizing information, practices and insights into an original piece of work.
Students are inspired to do research through inquiry, curiosity and problem-solving	Students are tasked to identify and research resolutions for an industry opportunity, challenge or problem by collecting & analysing data and using critical and creative thinking.	Students develop a viable, relevant ‘solution’ to a real industry situation through the creative application and development of critically assessed research.

Students face outward to the community, industry and the global environment	Students extend their own interest in specific areas of fashion by engaging with industry insiders and members of the public as part of the research process.	Students design creative and business like solutions to real fashion industry issues which affect the wider social and cultural context.
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Summative assessment details

AE1	Weighting:	100%
	Assessment type:	Project
	Aggregation:	N/A
	Length/duration:	Research File: max 50 pages of A4; OR max 25 pages of A3
	Online submission:	Yes
	Grade marking:	Yes
	Anonymous marking:	No

Module Author: Christine Hammond

Module Title: Final Major Project			
Credit Points:	40	Module Code:	UFP613
FHEQ Level:	6	School/Service	SADF
Module Delivery Model:	CD	Max/Min student numbers	
Module Leader:			
HECOS code	100075		

Module change history:

Module Approved/Year Implemented/Code	June 2019	2021/22	UFP613
Module modified/Year Implemented/Code			