



## **Course Specification**

### **Part A**

## **BA (Hons) Top-Up International Fashion PR and Communication**

**LONU043**

**Coventry University London**

**Academic Year: 2021/2022**

To Apply Progressively to Students Enrolling from September 2021

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

## PART A Course Specification

### BA (Hons) Top-Up International Fashion PR and Communication

#### 1. Introduction

The BA (Hons) Top-Up International Fashion PR and Communication course aims to enable students to become innovative strategists and creative communicators for the fashion industry. The course is aimed at students from a diverse range of backgrounds, e.g. from fashion design and media to business management, wishing to pursue a career in fashion public relations. The course provides an understanding of the main areas of international fashion PR and communication including storytelling, campaign design and management, client pitching, heritage, branding, global business strategy and data analytics. Students will explore the ever-changing media landscape and integrated nature of communication, how relationships are developed and how networks are established. A combination of theoretical and practical work will ensure that graduates have the appropriate skills for fashion PR and communication careers. The course is taught by academic and industry-based experts. There are extensive links to industry through networking events, client based projects, and an exciting programme of industry speakers.

Public Relations is an integral part of the fashion industry where even a small start-ups are competing in a global market, brands and agencies are looking to employ graduates who possess knowledge and experience of various economic and cultural environments. The distinguishing features of this course are the sound intellectual foundation, complemented by a wide range of theoretical and practical skills, designed to increase both the academic proficiency and the employability of graduates. This will prepare individuals for employment in their anticipated career pathway, as well as prepare them for postgraduate study.

The aim of the course is to encourage the academic development of specific fashion communication knowledge and PR skills, as well as that of critical attitudes towards change and enterprise that reflect the dynamic fashion business environment, and the need for adaptability of graduates. A strong emphasis is placed on acquiring cross-channel and cross-cultural integrative skills, and a critical appreciation of the importance of constantly adapting to the fast paced industry. Further emphasis is placed on enhancing the ability to analyse industry trends, articulate communication, strategic planning, and the measurement of results. This is designed to enhance an understanding of brand building and nurturing a passion for continuous professional development.

Teaching methods are grounded in the following approaches:

1. The course structure, requirements and modules reflect a cumulative learning approach with each module building on previous knowledge;
2. Real life examples are used extensively, and students are encouraged to analyse and evaluate how to improve the decision-making process;
3. Academics will emphasise the social and cultural aspects of the fashion industry, and how this is crucial to the successful running of strategic brand campaigns. This acts as a lens in which to view the various brands and market levels.
4. A continuous dialogue with industry experts ensures the various media platforms, communication tools and software most commonly utilised by industry today are applied in order to meet potential employer expectations.

In addition, the course aims to utilise the Campus location, London, as one of the major fashion cities of the world. This helps to give access to industry practice, to showcase leading fashion PR and communication activity. Coventry University London is located in the heart of the City of London close to luxury flagship stores, young and innovative designer studios as well as international high street brands, e.g. in Oxford Street, fifteen minutes away. The Campus is also close to Spitalfields and Shoreditch, a creative hub and the historical heart of London's fashion industry. This Top-Up course aims to maximise its location in London, as a global centre for the fashion industry, with opportunities for students to visit trade fairs, fashion events, publishing houses, advertising and PR agencies in order to gain valuable industry insights. London is home to world-class museums, galleries, libraries and archives including the V&A Museum, Fashion & Textile Museum, Design Museum, the British Library, Vogue Archives, the Museum of Brands, amongst many more, where students have the opportunity to visit exhibitions, pursue their research interests and observe international fashion PR campaigns in action.

#### 2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
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Bachelor of Arts with Honours in International Fashion PR and Communication	One academic year full time.	W230	Level 6
<b>3 Awarding Institution/Body</b>	Coventry University		
<b>4 Collaboration</b>	None		
<b>5 Teaching Institution and Location of delivery</b>	Coventry University London		
<b>6 Internal Approval/Review Dates</b>	Date of approval: 09/2020 Date for next review: 01/2029		
<b>7 Course Accredited by</b>	Not Applicable		
<b>8 Accreditation Date and Duration</b>	Not Applicable		
<b>9 QAA Subject Benchmark Statement(s) and/or other external factors</b>	<p>Particular note has been taken of the QAA Benchmark Statements for Honours Awards in Communication, Media, Film and Cultural Studies (2019) and Business and Management (2019), where appropriate, learning outcomes are cross-referenced to the report.</p> <p>Subject Benchmark statements can be found at:</p> <ul style="list-style-type: none"> <li>◆ Communication, Media, Film, and Cultural Studies <a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4</a></li> <li>◆ Business and Management <a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-business-and-management.pdf?sfvrsn=db39c881_5</a></li> </ul> <p>In the design process, close attention has been paid to align the course learning outcomes with the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014).</p> <p>The Framework for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) can be found at:</p> <p><a href="http://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf?sfvrsn=170af781_14">http://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf?sfvrsn=170af781_14</a></p>		
<b>10 Date of Course Specification</b>	September 2020		
<b>11 Course Director</b>	Leslie Whittaker		

## 12 Outline and Educational Aims of the Course

Coventry University London offers a BA (Hons) Top up International Fashion PR and Communication course with a dynamic outlook. The course curriculum is designed with a specific focus on the fashion industry in an international business context. The course allows for students to draw on previous studies or working experience in order to develop their knowledge, understanding, critical-thinking and problem-solving in areas required by contemporary international fashion PR. In addition, it will also enable students to improve their networking, business and applied skills, industry language and terminologies, interpersonal, life-long key transferable skills. It reflects global trends in

business systems, standards and practices from around the world and draws upon international case studies and fosters intercultural fluency among students. The course is designed to help students explore the global context of fashion and the core features that the roles that PR and communication play within different industry contexts. The aim of the course is to provide a foundation for employment, and to develop career-ready and confident fashion PR and communication professionals who are able to take on the challenges offered by the dynamic global fashion industry.

This course allows entry to a BA (Hons) FHEQ Level 6, for UK and International students who have a sound general background of study and knowledge. Previous studies or experience can include business, finance, design, media, creative and/or liberal arts; applicants should have a keen interest in the fashion industry and the professional communication sectors.

The BA (Hons) Top up International Fashion PR and Communication course aims to enable students to become innovative strategists and creative communicators for the fashion industry. The course is aimed at students from a diverse range of backgrounds wishing to pursue a career in fashion public relations. The course provides an understanding of the main areas of international fashion PR and communication including storytelling, campaign design and management, client pitching, heritage, branding, global business strategy and data analytics. Students will explore the ever-changing media landscape and integrated nature of communication, how relationships are developed and how networks are established. A combination of theoretical and practical work will ensure that graduates have the appropriate skills for fashion PR and communication careers. The course is taught by academic and industry-based experts. There are excellent links with the industry through live industry-led projects, and an exciting programme of industry speakers and case studies.

Students will have access to a diverse set of technological tools and resources to enable them to enhance and develop abilities in communication, creation, co-creation, dissemination, storage and management of information. Through a diverse range of teaching and learning styles students have the opportunity to develop fashion specific practical skills in leadership, management and teamwork, in addition to devising entrepreneurial and innovative solutions to fashion business problems. The course is designed to encourage and develop transferable skills such as the ability to reflect on performance and implement solutions and strategies in relation to career aspirations and personal development.

Graduates with a BA (Hons) Top up International Fashion PR and Communication degree from Coventry University London should have the opportunity to work in a number of varied and exciting careers within the PR and communication sectors. This will include specialisations across the professional creative communications services sector, such as social media managers, marketing content management, events, advertising, copywriting, both for in-house and agency fashion or lifestyle branding PR positions.

The following learning and teaching methods are employed to support the integrated achievement of the course outcomes: lectures, tutorials and seminars, group workshops, guest speakers, academic poster presentations, self-directed study, screening sessions, practical workshops, peer assessment and group critiques, group presentations, learning teams, quizzes and panel discussions.

The intended learning outcomes of this course have been specifically designed to ensure the Communication, Media, Film and Cultural Studies (2019) and Business and Management (2019) subject benchmark statements of the Framework for Higher Education Qualifications in England, Wales and Northern Ireland have been addressed.

In the design process close attention has also been paid to the Framework for Higher Education Qualifications in England, Wales and Northern Ireland's Descriptor for a higher education qualification at Level 6: Bachelor's Degree (2008).

The detailed requirements of the QAA Subject Benchmark Statements and the level descriptor have been included in both course learning outcomes and module learning outcomes and a mapping exercise has been undertaken to ensure the course learning outcomes have been cumulatively met through the module learning outcomes.

Coventry University London builds relationships with relevant professional fashion employers, and professional bodies to seek endorsement or accreditation of the course. The Coventry University London team has engaged extensively via the external consultation of subject matter experts with employers to ensure the course and module learning outcomes satisfy their needs in the development of career ready international fashion PR and communication graduates, which is a key element of the Coventry University London vision.

### 13 Course Learning Outcomes

The Course Learning Outcomes are derived from the course aims, and therefore appropriately aligned with the relevant FHEQ level, QAA Subject Benchmark statements (2019) and the Coventry University Group's corporate and education strategy.

A student who successfully completes the course will be able to:

1. Evidence the ability to contextualise global challenges and appraise issues from a variety of perspectives by developing a theoretical knowledge and critical awareness of the relationships and environments within which the wider fashion industry operates, including contemporary, historical, social, cultural, ethical, and environmental perspectives.
2. Evaluate critically and apply a comprehensive range of current and emerging tools, materials and methods relevant to confident engagement in contemporary fashion PR and communication including inter-disciplinary and multidisciplinary approaches.
3. Critically evaluate and apply a broad range of strategic methods and planning principles, including the relevant theories and frameworks employed by practitioners in fashion PR and Communication.
4. Demonstrate professional practice in fashion PR and communication, including; the written word, relationships with audiences; clients; users; colleagues; environments; markets and intellectual property issues.
5. Engage creatively and reflect appropriately in developing lifelong learning skills including collaborative teamwork, professional communication and presenting research, ideas, and reasoned arguments, in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.

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### 14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, the levels at which they are studied, their credit value are identified in the table below. Also indicated are the course learning outcomes that are served within each module.

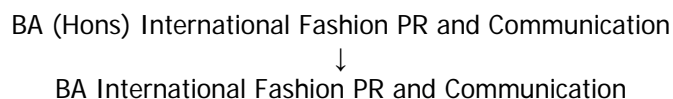
The BA (Hons) Top-up International Fashion PR and Communication (LONU043) Course is available as a one-year direct entry programme at FHEQ level 6 on a full-time basis. It is constructed on the basis of a modular framework, making up 120 credits consisting of six core modules. All modules are mandatory

A student who obtains 120 credits at FHEQ level 6 will be awarded a Bachelor of Arts Degree. Requirements for the awarding of degrees are as specified in the Academic Regulations. For an honours degree in International Fashion PR and Communication, a student must have passed all 6 modules on the course.

#### *Additional Distinctive Features:*

Academic English support will be embedded on different levels of the course in addition to being offered as additional non-credit bearing sessions to close the potential academic literacy gap in communication skills, which is a prerequisite to developing academic literacy. A particularly distinctive component of the course is that students will be supported in their academic literacy and professional skills throughout the course.

#### **Cascade of Awards:**



Honours classification is calculated in line with Coventry University London's Academic Regulations.

The following table enables a holistic view of the learning outcomes and how the modules contribute to these. Total credits are within the maximum per level of study and module sizes are as defined in the academic regulations.

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

Credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
6	6020MFH	Fashion PR and Communication	20	M	1,2,5
6	6019MFH	Copywriting for Fashion	20	M	1, 4, 5
6	6016MFH	Strategic Management	20	M	1, 3, 5
6	6021MFH	Professional PR Practice	20	M	1,2,3,4,5,
6	6011MFH	Experiential Branding and Fashion Heritage	20	M	1,4,5
6	6012MFH	Digital Marketing Strategy	20	M	2, 3,4

## 15 Criteria for Admission and Selection Procedure

The course is subject to the Coventry University London's admission procedures and access policies.

- To be accepted for the course students must possess 120 credits (60 ECTS) at FHEQ Level 4 – and 120 credits (60 ECTS) FHEQ Level 5 - obtained in a relevant subject area.
- Careful monitoring of applications to ensure that applicants are suited to the course takes place. Where necessary, applicants are interviewed (remotely if applicable), especially those who do not appear to meet standard admissions criteria.
- An adequate proficiency in English must be demonstrated and will be assessed during the induction phase of the course. The requirement is a minimum **IELTS score of 6.5** with no component below 6.0 (or an equivalent English language test).
- Recognition for prior learning is in accordance with the Coventry University London Academic Regulations for undergraduate courses.
- Where there is agreed progression from a partner these will be mapped in line with University processes and retained by the Academic Partnership Unit (APU). These should include any prerequisite modules for the course of study.
- UCAS entry profiles may be found at <http://www.ucas.com/students/choosingcourses/entryrequirements>.

## 16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Academic Regulations Undergraduate Mode E for courses at Coventry University London.

## 17 Indicators of Quality Enhancement

The Course is managed by the Coventry University London Board of Study through the Faculty (Department) of Marketing, Fashion, Hospitality and Tourism (MFHT).

The Progression and Award Board (PAB) for MFHT is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations. The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course. External Examiners moderate assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM).

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year. Student views are also sought through module and course evaluation questionnaires.

The Course Team meets regularly as part of the University's Course Quality Enhancement and Monitoring (CQEM) process to discuss the course in the context of the QAA code for Teaching and Learning and the University's Education Strategy. This process has resulted in multiple improvements of the course for example, the inclusion of formative assessment points and the adoption of Principles for Responsible Management Education (PRME)

The University has well established mechanisms for the review and evaluation of teaching, learning, assessment, and the curriculum and outcome standards. The University's quality procedures were confirmed by a QAA HE Audit in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University that it meets UK expectations for:

- The setting and maintenance of the academic standards of awards meet UK expectations.
- The quality of student learning opportunities meets UK expectations.
- The quality of the information about learning opportunities meets UK expectations.
- The enhancement of student learning opportunities meets UK expectations.

The arrangements for quality assuring courses and monitoring academic standards at Coventry University London reflect those in place at the University, suitably modified to take account of the size of the Campus and the business-facing nature of the academic content. Established arrangements at Coventry University London include:

- Academic Board at Coventry University London
- Assessment Boards
- Student feedback mechanisms upon enrolment and graduation/exit, and for courses and modules
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre-marking benchmarking, moderation or double marking for the Project modules and the appointment of External Examiners
- Processes for the internal approval of modules and courses prior to submission to Coventry University boards
- Arrangements for accreditation of courses by a suitable professional body
- Processes for monitoring teaching quality including open access to teaching material, as well as managerial and peer observation
- Provision of a pre-sessional induction course.

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## 18 Additional Information

Key sources of information about the course and student support can be found in:

- Module Guides produced for all modules
- Faculty/Course Handbook
- Module Information Directory (MID)
- Study Support information is accessible from the home page of the Coventry University Student Portal

<https://students.coventry.ac.uk/Pages/index.aspx>

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