

## Course Changes for September 2020- Summary for Students

**During these unprecedented times due to the global coronavirus pandemic, your wellbeing, health and safety remain our primary concern. We have therefore made some temporary changes to your programme to enable you to continue your studies safely at our University.**

**We anticipate that these changes will be in place for the 2020/21 academic year. However, if it's possible, we will return courses to their normal operation earlier if UK Government guidance allows.**

We feel the changes we are making will benefit you, ensuring you can complete your programme on schedule whilst continuing to receive the same high-quality education for the duration of your course.

We do recognise not everyone may feel comfortable with this change and so, in accordance with our Terms and Conditions, we are now giving all continuing students an option to withdraw from your programme without financial penalty. In practice this means you would not re-enrol in September and instead would receive a transcript for the credits you have achieved so far. Alternatively, you could defer your studies until the 2021/22 academic year when we hope to have returned to on campus delivery if Government guidance permits.

We do hope you choose to continue your studies with us at this difficult time for us all. The proposed changes to your course are designed to ensure you will continue to receive the highest quality of education whether this is delivered online or physically distanced on campus or, potentially, a blend of the two.

If you wish to withdraw or defer you have until the start of teaching week two (28<sup>th</sup> September 2020) to notify us of your decision without incurring tuition fees. Your Campus Registry will confirm the process for doing this. We do hope though that you will continue your studies and remain with our University community during the year ahead.

### Course Name: BA (Hons) Fashion Marketing and Promotion

This course has both theoretical and practical elements and to ensure that you can complete your course we have made some changes to the way in which it is delivered to enable you to meet the learning outcomes of your award and complete your studies.

We are expecting that most of your course content in semester 1 of 2020/21 will be delivered through blended learning which will combine online lectures and seminar activities with some onsite group work. There will be extensive use of discussion boards and various types of online activities. We will have sessions involving industry guests. There may be changes to the scheduling of your modules to make this possible, with your wellbeing, health and safety our main concern along with the continued quality of your education.

We will bring you in, onto site for some onsite practical sessions in smaller groups, where we are able to and where Government guidance allows. For semester 1 we plan to deliver with an onsite capacity of 20% of normal occupancy at any single time so from teaching week 1 (21 September 2020), you will be studying onsite for specific scheduled practical activities for the duration of the semester. This will be the equivalent of half a day a week. All other teaching will take place on-line. As the guidance evolves, we hope to increase the time you spend on campus. Details will be provided on your timetable and module Blackboard sites.

The tables below set out the changes we have made to individual modules. All other modules will run as outlined in the Course Handbook.

#### Level 4

4FADE011W Introduction to Fashion Promotion	40 credits Core	Year-long <ul style="list-style-type: none"> <li>Lectures will be delivered online</li> <li>All assessments will be online</li> </ul>
4FADE012W Fashion Visual Merchandising	20 credits Core	Semester 2 <ul style="list-style-type: none"> <li>Lectures will be delivered online if onsite is not possible.</li> <li>Design Portfolio and proposal presentation will be online if onsite is not possible</li> </ul>
4FADE013W Fashion Styling	20 credits Core	Semester 1 <ul style="list-style-type: none"> <li>Lectures will be delivered online</li> <li>Assessments will be delivered online</li> </ul>
4FADE014W Introduction to Fashion Marketing	20 credits Core	Semester 1 <ul style="list-style-type: none"> <li>Lectures will be delivered online</li> <li>The group presentation assessment will be done onsite</li> </ul>
4FADE015W Digital Fashion Marketing	20 credits option	Semester 2 <ul style="list-style-type: none"> <li>Lectures will take place onsite if possible</li> <li>Assessment presentation will be online if onsite is not possible</li> </ul>

#### Level 5

5FADE011W Fashion Campaign Planning for Industry	20 Credits Core	Semester 1 <ul style="list-style-type: none"> <li>Lectures will be delivered online</li> <li>Assessments will be online</li> </ul>
5FADE012W Fashion Branding Strategies	20 Credits Core	Semester 1 <ul style="list-style-type: none"> <li>Lectures will be delivered online</li> <li>Group presentation assessment will take place onsite if possible and online if onsite is not possible</li> </ul>
5FADE013W Physical and Digital Fashion space	20 Credits Core	Semester 1 <ul style="list-style-type: none"> <li>Lectures will be delivered online</li> <li>Assessments will be online</li> </ul>
5FADE015W Fashion Consumer Trends	20 Credits Core	Semester 2 <ul style="list-style-type: none"> <li>Lectures will take place onsite if possible</li> <li>Assessment presentation will be online if onsite is not possible</li> </ul>
5FADE016W Digital Content Creation	20 Credits Option	Semester 2 <ul style="list-style-type: none"> <li>Lectures will take place onsite if possible</li> <li>Access to equipment will take place onsite</li> <li>Assessment presentation will be online if onsite is not possible</li> </ul>
5FADE014W Fashion retailing strategies	20 Credits Option	Semester 2 <ul style="list-style-type: none"> <li>Lectures will take place online if onsite is not possible</li> <li>Assessments will be submitted online</li> </ul>

Level 6

6FADE010W Fashion Marketing Campaign	60 Credits Core	<p>Year-long</p> <ul style="list-style-type: none"> <li>• Project tutorials will take place onsite where possible and online where onsite is not possible</li> <li>• The Exhibition assessment will take place onsite near the end of the module this will be an online exhibition if onsite is not possible</li> </ul>
6MEST013W New Media	20 Credits Core	<p>Semester 1</p> <ul style="list-style-type: none"> <li>• Lectures will be delivered online</li> <li>• Students will have access to labs with social distancing measures in place</li> <li>• Assessments will be online</li> </ul>
6FADE011W Creative Fashion Branding	20 Credits Option	<p>Semester 1</p> <ul style="list-style-type: none"> <li>• Tutorials will be online</li> <li>• Group presentation assessments will be online if onsite is not possible</li> </ul>
6FADE012W Fashion Event Management	20 Credits Option	<p>Semester 2</p> <ul style="list-style-type: none"> <li>• Lectures will be online if onsite is not possible</li> <li>• Assignments will be online if onsite is not possible</li> </ul>
6FAMN003W Fashion Entrepreneurship	20 Credits Option	<p>Semester 1</p> <ul style="list-style-type: none"> <li>• The individual presentation will be online</li> </ul>