

## Fashion Branding and Promotion

Heriot-Watt University

### Venues

Scottish Borders Campus

### Content

Students develops skills to establish careers in the areas of branding, promotion and advertising, styling and marketing.

#### Year 1

Focuses on initial design and marketing skills, preparing the student with the fundamentals of skills such as photography, design thinking, and introductions to branding and marketing strategy.

#### Year 2

The second year builds upon these fundamentals by introducing specialist topics such as Consumer Behaviours, and Advertising. This is supplemented with creative courses in digital film/media, typography and graphics.

#### Year 3

Students develop critical reflection and analysis skills and work on projects in Fashion Styling, Enterprise and Innovation, Events Management and Visual Merchandising.

#### Year 4

The focus of the honours year is a research project chosen by the student. Many final year students collaborate with industry partners to solve a real world problem or examine a topical industry development.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA Hons

### UCAS Code

WN27

## Course Length

4 years

## Faculty

School of Textiles and Design

## Department

Textiles and Design

## Entry Requirements

2022 entry requirements:  
Standard entry: 4 Highers at ABBB including English.

Widening access entry: 4 Highers at BBBC including English.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Edinburgh  
EH14 4AS

## Website

[www.hw.ac.uk](http://www.hw.ac.uk)