

## Fashion and Branding Promotion

Heriot-Watt University

### Venues

Scottish Borders Campus

### Content

This BA (Hons) Fashion and Branding Promotion programme will provide you with fashion communication, marketing, branding and management knowledge and expertise which is in high demand by the global fashion industries. This programme will help to position you for a career in this exciting and vibrant environment.

You'll gain a unique blend of practical and creative design skills exploring and developing your interests, skills, and knowledge as well as a comprehensive understanding of the commercial aspects of the fashion industries.

The programme offers specialised modules including communication design, photography, moving image, visual communication, fashion marketing, branding, and consumer behaviour. You'll have access to our Mac and PC-based Computer-Aided Design (CAD) labs and Adobe Creative Cloud software to fully develop your visual skills. You'll also make use of our fully equipped photographic studio to develop your studio-based photography skills for fashion, portraiture, and product photography projects.

You'll have the opportunity to gain a global perspective by studying abroad for a semester at the university's Dubai campus or one of our international exchange partners in Europe, India and USA.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA Hons

### UCAS Code

WN27

### Course Length

4 years

## Faculty

Design, Fashion and Textiles

## Department

Communication and Design

## Entry Requirements

2027 entry requirements:

4 Highers at BBBB (Standard entry) or BBBC (Widening access entry) plus National 5 English.

Entry to year 2 may be possible with Advanced Highers at BB plus above.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Edinburgh  
EH14 4AS

## Website

www.hw.ac.uk