

Fashion Branding and Promotion

Heriot-Watt University

Venues

Scottish Borders Campus

Content

This BA (Hons) Fashion Branding and 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

School of Textiles and Design

Department

Fashions and Textiles

Entry Requirements

2026 entry requirements:

Standard entry: 4 Highers at BBBB plus National 5 English.

Widening access entry: 4 Highers at BBBC National 5 English.

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

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

Address

Edinburgh
EH14 4AS

Website

www.hw.ac.uk