

Fashion Branding and Promotion

Heriot-Watt University

Venues

Scottish Borders Campus

Content

Fashion Branding and Promotion is a combination of fashion communication, fashion marketing, branding and management. Students develops skills to establish careers in the areas of branding, promotion and advertising, styling and marketing. The programme offers a combination of courses that enable strong design and analytical skills specifically tailored for the demands of the fashion industry:

The course is developed to meet the fashion industry's need for professionals who have a full understanding of the commercial aspects of the sector as well as creative design skills.

Underpinned by hard skills of photography, 3D design, developing branding strategies and marketing plans.

Opportunities to collaborate with industry on live projects with high end industry brands.

Excellent facilities including maker labs, photography studio, design suite and fashion and textiles workshops.

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

2024 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»

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Address

Edinburgh
EH14 4AS

Website

www.hw.ac.uk