

Fashion Management

Robert Gordon University

Content

Year 1:

Marketing, The Fashion Business, Fashion Design Concepts and Communication, Fashion Construction and Technology, Managing in the Creative Industries, Fashion Retail and Store Design.

Year 2:

Fashion Communication, Omni-Channel Fashion, Integrated Marketing Communications, Consumer Behaviour, Public Relations, Design for Client, Option to Study Abroad.

Year 3:

Ethics and the Consumer, Fashion Branding, Financial Merchandising for Fashion, Events Management. Option choices include: Creative Industries Theory and Practice, Business Start Up in the Creative Industries, Digital Fashion Event and Professional Practice Placement, option to Study Abroad.

Year 4:

Sustainable Fashion Project, Global Fashion Strategy, Fashion Buying and Forecasting, Research Methods, Research Project. Option choices include: Postmodern Culture, Celebrity Culture, Consumer Psychology, Business Creativity, Digital Business, International Marketing, Women and the Media.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

WN22

Course Length

4 years

Department

School of Creative and Cultural Business

Entry Requirements

2023 entry requirements

Standard entry: 4 Highers at BBBB

Widening access entry: 3 - 4 Highers at BBC or BCCC

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

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