

## Fashion Marketing and Retailing (3rd year entry)

Heriot-Watt University

### Venues

Scottish Borders Campus

### Content

Gain the knowledge and skills you need to succeed in fashion's rapidly changing digital landscape. This course combines practical and industrial-based projects in order to give you the knowhow to succeed in the fashion business.

What makes this course unique is that it encourages students to explore multiple disciplines spanning the whole of the supply chain. You'll be helped to develop a real understanding of everything from sourcing raw materials and product development to production, distribution, marketing and sales. This means that our graduates can see the bigger picture and make a real impact in all kinds of roles within the fashion industry.

As part of the course, you'll work on live projects with some top fashion brands. Recently our students worked with Estee Lauder to develop a social media marketing campaign for one of their cosmetic products. You'll also have the opportunity to take your skills global, with opportunities to study part of your degree in our Dubai campus, France, India or the USA.

### Start Date

September

### Qualification

Degree

### Study Method

Full time

### Award Title

BA Hons

### Course Length

2 years

### Faculty

School of Textiles and Design

### Department

Textiles and Design

## Entry Requirements

2024 entry requirements

Relevant HND

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

Edinburgh  
EH14 4AS

## Website

www.hw.ac.uk