

# International Fashion Branding

Glasgow Caledonian University

## Content

Fashion is an international industry, influencing a growing number of products and services. This distinctive programme helps you to develop both traditional and digital skills and expertise in fashion brand development and communication to succeed in this exciting and dynamic industry.

### Year 1

Enterprising Behaviours for the Business Professional; Fashion Industry Fundamentals; Principles of Marketing; Fashion History & Global Culture; Principles of Fashion Brand Management; Fundamentals of Financial Management.

### Year 2

Ethics and Responsible Leadership; Fashion Brand Development; Fashion Retail Environment: Omnichannel & Visual Merchandising; Fashion Brand Promotion; Consumer Buying Behaviour; Option module.

### Year 3

Entrepreneurship for business, society and the professions; Fashion Buying and Sustainable Supply Chain Management; Business Research Methods: Theory and Practice; International Marketing Strategy; Introduction to Data Analytics; Option module.

### Year 4

Honours Dissertation; Project: International Fashion Brand Management & Communication; Changing Perspectives in International Marketing; Option module.

## Start Date

September

## Qualification

Degree

## Study Method

Full time

## Award Title

BA Hons

## UCAS Code

W2N5

## Course Length

4 years

## Faculty

Glasgow School for Business and Society

## Department

Fashion, Marketing, Tourism and Events

## Entry Requirements

2022 entry requirements

Standard entry: 5 Highers at BBBBB including English plus National 5 Maths.

Widening access entry: 5 Highers at BBBBC including English plus National 5 Maths.

## SCQF Level

10

## Address

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## Website

[www.gcu.ac.uk](http://www.gcu.ac.uk)