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

2027 entry requirements

Standard entry: 5 Highers at BBBBB.

Widening access entry: 5 Highers at BCCCC.

A Foundation Apprenticeship is accepted as equivalent of a Higher at B.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

Address

Cowcaddens Road
Glasgow
Glasgow City
G4 0BA

Website

www.gcu.ac.uk