

# Department of Fashion Management, Marketing and Communication

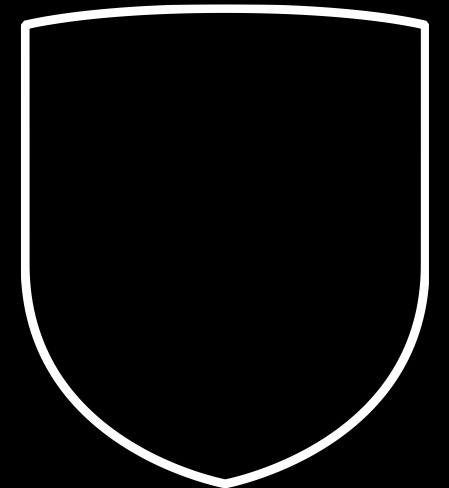
**BA (Hons) Fashion Management**

**BA (Hons) Fashion Communication and Promotion**

**BA (Hons) Fashion Marketing and Branding**

**BA (Hons) Creative Direction & Curation for Fashion**

**BSc (Hons) Fashion Business Analytics**



tell me about the courses



## BSc Fashion & Material Technology

- Emerging technologies & material science to inform fashion, textile and lifestyle design
- Materials Developer, Innovation Manager, Product Sustainability Manager

## BA (Hons) Fashion Management

- Technical knowledge: fibres, yarns, garment manufacture
- Buying , Merchandising , Garment / Fabric Technologist, Supply Chain Manager

## BSc Fashion Business Analytics

- Shaping the physical and digital fashion experience by interpreting product and consumer data
- Consumer Insights & Analytics, Customer Experience Manager, Digital Marketing & E-Commerce



## BA Fashion Marketing and Branding

- Focus on building brand futures - bridging the gap between the creative and strategic sectors
- Brand Management , Marketing, Account Management, Social Media Management, Media Planner

## BA Fashion Communication and Promotion

- Visual communication, storytelling, translation of brand and marketing strategy
- Advertising , PR, Digital Communication, Web design, Trend Prediction, Fashion Media and Journalism

## BA Creative Direction & Curation for Fashion

- The creation and interpretation of image, engaging the senses. Art direction and aesthetic design meets strategy
- Art Director, Creative Director, Visual Curator, Creative Conductor, Researcher/creative referencing, Concept Developer