

FASHION MARKETING AT FALMOUTH

WELCOME TO BA(HONS) FASHION MARKETING AT FALMOUTH.

Your offer

Please remember that if you have been made a conditional offer to study at Falmouth, your place is subject to meeting those conditions. Conditional means that we are waiting to receive your results, or some more information, before your place is finalised. You can see any conditions in [UCAS Track](#). If you have any questions or concerns, please contact our Admissions team on 01326 213730 or admissions@falmouth.ac.uk.

First week of term

Your first week will commence with a meeting on **Monday 12 September 2016** at **9.30am** in the **Marketing Studio, Design Centre** on the **Penryn Campus**.

You can download a copy of the [Penryn Campus map](#) from the Contact page of our website [here](#).

MyTimetable

<https://mytimetable.falmouth.ac.uk/> available from 1 September 2016

This is the link to MyTimetable, your online academic calendar which shows all scheduled learning activities and your course timetable. It will be available from 1 September 2016, however, timetables can be subject to change. To keep up to date, we recommend that you export the feed to your chosen device (mobile, tablet, laptop or desktop). An induction will be offered on the use of MyTimetable during freshers' week. Students will have access to their individual student timetables, where appropriate, once they have completed their online enrolment and IT induction.

Pre-course preparation

Project

Essential

Please complete the following project by the first day of term.

Aim

To increase awareness of the fashion marketplace, so that on Day 1 of the course you are better equipped to contribute to general discussions.

Create a research sketchbook

This should be physical (not digital) and be compiled of written and visual information. It should be a combination of images, for example from printed sources such as magazines, your own photography, promotional literature or your own sketches, with annotations of your thoughts or facts. Take note of (reference) sources of information.

Bring your sketchbook with you in September to the introductory meeting at 9.30am in the studio. This will be a useful reference book as the course progresses.

Ideas for your sketchbook:

- Fashion trends/Catwalk report.
- Current fashion colour stories/fabric/material swatches.
- Street styles.
- Fashion advertising campaigns.
- Editorials with outstanding styling.
- Cultural events, festivals and exhibitions.
- Fashion industry news; the 'fashion grapevine'.
- Shopping – fashion retail's latest hotspot.
- Bloggers and online features.

Remember to include notations to your visual research. This can be factual or your personal commentary on the subject matter.

This project should cost you no more than £20 to complete, and could be much less, depending on the materials you choose and whether you have all the materials you need already.

Reading

Essential

This is a suggested reading list in order to prepare you for the forthcoming year. There is no requirement to buy all of these books as they will be available in the library.

Posner, H., 2011. *Marketing fashion*. Laurence King. RRP £10.

Bradley, N., 2013. *Marketing research: tools and techniques*. 3rd edition. Oxford University Press. RRP £41.99.

Jobber, D. and Ellis-Chadwick, F., 2013. *Principles and practice of marketing*. 7th ed. London: McGraw Hill. RRP £47.99.

Blythe, J., 2013. *Consumer behaviour*. 2nd edition. Sage. RRP £37.79.

Fill, C., 2013. *Marketing communications: brands, experiences and participation*. 6th ed. Harlow: Pearson. RRP £49.99.

Lea-Greenwood, G., 2013. *Fashion marketing communications*. Wiley & Sons. RRP £42.99.

De Soto, D., 2014. *Know your onions: graphic design, how to think like a creative, act like a businessman and design like a god*. BIS. RRP £16.21.

Dieffenbacher, F., 2013. *Fashion thinking: creative approaches to the design process*. AVA Academia. RRP £53.58.

Gaimster, J., 2011. *Visual research methods in fashion*. Berg. RRP £37.94.

Seivewright, S., 2012. *Research and design: basics fashion design 01*. RRP £29.60.

Bailey, S. and Baker, J., 2014. *Visual merchandising for fashion (basics fashion management)*. RRP £21.59.

Gestalten, 2013. *Brand spaces: branded architecture and the future of retail design*. RRP £60.74.

Williams, K., Laing, J. and Frost, W., 2013. *Fashion, design and events*. Routledge. RRP £90.

Ingledeu, J., 2011. *The A-Z of visual ideas: how to solve any creative brief*. Laurence King. RRP £14.99.

Baron, K., 2012. *Stylists: new fashion visionaries*. Laurence King. RRP £24.

Materials and equipment list and costs

Essential

It is vitally important that you have the equipment listed below by the beginning of term as you will be using it in your first week.

- Portable memory device (USB stick for example) of at least 32MB that is Mac compatible for university laptops (approximately £10-£20 depending on size).
- Black hard-back sketchbook, white pages, A4 or 30cm x 30cm (already partially-filled with your summer project work) (approximately £8-10).
- Fine black writing pen or sharp pencil for sketchbook annotation (approximately £5-10).
- Scissors and scalpel blade and cutting mat (approximately £5-£10).
- Glue or double-sided tape (approximately £5).
- Small metal ruler (approximately £5).

Tuition fees (per year)

2016-17 full-time UK/EU: £9,000

2016-17 full-time International: £15,000

During your course

Materials and equipment list and costs

Essential

During the course of your studies there are a number of costs you can expect to incur. Much of fashion marketing formative work is digital, but for many projects there is a requirement for:

- Physical sketchbooks/workbooks (approximately £8, three each year).
- Lecture notebooks, pens (approximately £10 to £15).
- Black & white and colour printing (approximately £50 per year).
- Foam boards for mounting work (approximately £12 each year).
- A3 folio (containing plastic pockets) (approximately £6-8 each, two per year).

All notes and resources from lectures are visible on our electronic learning environment (Moodle) so there is no need to print out all resources provided.

You can expect to spend approximately £150-200 on materials for each year. This will be nearer £150 in Year 1 due to the nature of the project (shared group work) and nearer £250 in your final year for the major project.

Study trips and costs

Essential

There will be a 6-day study trip to London during London Fashion Week in mid-February 2017. The cost is £139, which includes five nights' accommodation with breakfast at Equity Point Hostel Paddington. It does not include transport to and from London. Most students prefer to make their own travel arrangements either by car or train (approximately £40 with a 16-25 railcard or £50 advanced booking without railcard). A railcard can also be used to purchase an off-peak travel card for London Underground for £8 daily.

In total the visit to London Fashion Week will cost around £200 excluding meals. The £139 accommodation cost is payable through our online payment system by 1 September. Please follow this link to make your booking, which will be live from 1 July:

http://store.falmouth.ac.uk/browse/extra_info.asp?compid=1&modid=1&prodid=1216

Optional

There will be a local trip during induction week to enable us to get to know each other and explore a bit of Cornwall. Transport for this will be provided. There will be an option to go surfing during the day which will carry an additional cost of approximately £20. **Please let us know if you will be taking part by emailing FTIAdmin@falmouth.ac.uk by 31 August 2016.**

We run overseas study visits from time to time, for example, to important international trade fairs such as Première Vision in Paris, or to New York to visit studios. This will not take place in your first year, but you may like to know it's a possibility at some point during your three years. Trips like this are optional and we work hard to secure the best deals for accommodation and travel. A visit to New York, for example, would cost in the region of £900.

Memberships

Optional

Joining the Chartered Institute of Marketing (CIM) as an Affiliate member allows you access to a wealth of networks and resources and initiates your professional journey as a marketer. During the first week of term there will be a presentation to explain the benefits of CIM membership and the graduate gateway to which BA(Hons) Fashion Marketing at Falmouth is affiliated. Membership costs £50 annually and is paid direct to CIM.

Placements (4-year Sandwich degree only)

Essential

Students opting for an industry placement are supported through the planning stages at the beginning of their second year. The cost of the year in industry, should you choose this route, varies according to location and length of stay with a single employer. Students can opt to split their year in industry between different employers and locations, to include a more cost effective local placement near Falmouth or the student's home, and a shorter more expensive location.

Employer contributions vary from travel expenses and lunch, through to a basic salary. Falmouth University offers a range of bursaries to support students on placement for which students are encouraged to apply in advance. In addition, the Erasmus scheme offers funding to support students undertaking placements in EU countries.

Enrolment and Student Terms & Conditions

You will receive an email two weeks prior to the start of term with details of how to enrol online. All students must enrol online before the first day of term in order to be officially registered as a student of Falmouth University. If you plan to receive an undergraduate student loan, you must enrol to have your money released to you.

As part of your enrolment, you will be required to agree to and comply with the University's Student Terms & Conditions. These Terms & Conditions are important and we encourage you to read them carefully, prior to enrolling online. They can be found on our Regulations, Policies and Procedures web page under 'Student Terms & Conditions' [here](#).

During the coming weeks, you will be emailed important information for new students. If you will be away, please ask someone else to check your emails regularly and reply on your behalf.

We know that there's a lot to do to prepare before the start of your course. If you have any questions at all, please don't hesitate to call our Admissions team for advice on 01326 213730 or email admissions@falmouth.ac.uk.

If you would like to download and print a copy of this email, please go to www.falmouth.ac.uk/new-students/welcome-letters.

Finally, we wish you an enjoyable and creative time before the course starts and we look forward to seeing you in September.

Yours sincerely

Dr Michelle Lawrence

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