

FASHION MARKETING AT FALMOUTH

WELCOME TO BA(HONS) FASHION MARKETING AT FALMOUTH.

Your offer

If you have a conditional offer, your place is subject to meeting those conditions. This means we're waiting to receive your results or some more information before your place can be finalised. You can see these conditions using [UCAS Track](#)

If you need to ask us anything about your offer, get in touch with our Admissions team on 01326 213730, use Live Chat on our website or email admissions@falmouth.ac.uk.

First week of term

Your first week will commence with a meeting on **Monday 25 September 2017** at **9am** in **Daphne Du Maurier Seminar K** on the **Penryn Campus**.

This is the week when you'll meet your Year 2 course mates, course tutors and the university staff. You will get an overview of the modules relating to the first study block and we will be launching an exciting collaborative project with BA(Hons) Fashion Design. To help you prepare for this, please complete the pre-course task detailed on Page 2.

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

MyTimetable

<https://mytimetable.falmouth.ac.uk/> available from 14 September 2017

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 14 September 2017, 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 2017. Students have access to their individual student timetables, once they have completed their online enrolment and IT induction.

Pre-course preparation

Project

"Branding Contemporary Fashion " in Preparation for Year 2:

To help prepare you for Year 2 of your Fashion Marketing degree we would like you to complete the following research project.

Brands have become an integral part of modern society. A brand is much more than its product or its name, it represents a unique set of values that define it – the brand essence. You are required to investigate the contemporary designer fashion market through its brands–products and innovations, visual communications, concepts and campaigns, successes and failures.

Aim:

To increase awareness of the contemporary / conceptual fashion marketplace so that when you begin your **FM204 On Brand** module and the **collaboration project with Fashion Design**, you are better informed on day one of the project.

Create a research book. (A4)

This can be a **physical sketchbook or digital** (PDF in printable format - A4) and be compiled of visual and written 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 as well as secondary digital research,) with annotations of your thoughts or facts.

Always make a note of your resources – references should be accurate.

Bring your sketchbook/ files with you in September to the FM204 introductory session. This will be a useful reference book as the project progresses.

Ideas for your research:

- Dover Street Market / Comme des Garçons
- NotjustaLabel.com
- Farfetch.com
- Branding and Promotional materials
- Editorials – with outstanding styling
- Contemporary Artists, Exhibitions & Cultural events
- Graduate Designers / Fashion Start Ups
- Conceptual Retail Projects and architecture
- Contemporary Fashion advertising campaigns
- Fashion Film – M2M.tv / Nowness.com / Showstudio.com

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

Reading

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.

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

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.

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

Bailey, S. & Baker, J., 2014. *Visual merchandising for fashion (basics fashion management)*.

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

Tuition fees (per year)

2017-18 full-time UK/EU: £9,250

2017-18 full-time International: £15,000

During your course**Memberships****Optional**

Chartered Institute of Marketing Affiliated Membership

Joining the 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.

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 or spiral bound pad, 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
- Scissors or scalpel blade + cutting mat (approx. £5)
- Glue or double-sided tape
- Small metal ruler

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 (£8 x 3 each year)
- Lecture notebooks, pens (£10-£15)
- Black & White & Colour printing (approximately £50 per year)
- Foam boards for mounting work (£12 each year)
- A3 folio (containing plastic pockets) (£6-8 each – two per year)

All lecture notes and resources 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 £120-130 on materials for each year. This can be slightly less in Year 1 due to the nature of the project (shared group work). In Year 3 the final major project is likely to cost in the region of £300.

Study trips and costs

Essential

We run overseas study visits from time to time, for example to visit our Erasmus partners, trade shows and exhibitions in major European cities such as Amsterdam or Berlin. 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 Amsterdam would cost in the region of £400.

Enrolment and Student Terms & Conditions

You'll get an email two weeks before the start of term telling you how to enrol online. You'll need to enrol before the first day of term to officially register as a student of Falmouth University and receive an undergraduate student loan.

When you enrol, you'll need 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, before enrolling. You can find them under 'Student Terms & Conditions' on our [website](#).

Over the next few weeks we'll email you more important information about your course and life at Falmouth. If you're going to be away or out of contact, make sure you ask someone to check your emails and reply on your behalf.

We know all of this can seem overwhelming and preparing for your course can involve a lot. So we're here to help. If you have any questions at all, just get in touch with Admissions on 01326 213730, use Live Chat on our website or email admissions@falmouth.ac.uk.

Finally, we wish you an enjoyable and creative time before the course starts and we're looking forward to welcoming you to Falmouth in September.

Yours sincerely

Dr Michelle Lawrence
Course Co-ordinator
BA(Hons) Fashion Marketing
Fashion & Textile Institute

Falmouth University
Penryn Campus, Penryn Cornwall TR10 9FE

01326 259248
michelle.lawrence@falmouth.ac.uk

www.falmouth.ac.uk