

FALMOUTH

UNIVERSITY

FASHION MARKETING BA(HONS)

Dear [NAME]

Welcome to Fashion Marketing at Falmouth.

We're getting in touch with some important information about your course that will help you as you prepare to join us.

At the end of this letter, you will find a task we'd like you to complete over the summer.

You will also find a list of equipment that you should bring with you, as well as any other costs that you might incur throughout your course.

Your academic experience will be predominantly in person with some courses using a small amount of digital resources to support your learning. To engage in the digital learning activity, although you will be able to access IT suites on campus, you will benefit from a laptop to access the platforms and tools we use. You will be provided with free access to the Microsoft Office suite, (including Word, Excel and PowerPoint) while you study at Falmouth.

If you are eligible for a loan from Student Finance and have not yet applied, please do so immediately to ensure the loan is approved before you enrol. Once you enrol you are liable for the tuition fees. You can find more information from the Student Loans Company at: www.gov.uk/government/organisations/student-loans-company Advice on managing your finances whilst studying can be found on the University's website here: falmouth.ac.uk/study/student-funding/how-much-does-it-cost

Over the summer, you can join our Step into Falmouth Sessions. These online workshops are designed to provide advice and guidance on settling into university life.

They are scheduled to take place across three weeks in July and August. Some of them will also be also recorded so you can watch them back at a time that suits you. More information can be found at falmouth.ac.uk/experience/new-students/step-into-falmouth.

Over the summer, if you have any questions, you can join the Student Mentor team on Discord to talk about the course, living in Cornwall and what to expect at Falmouth. Our mentors are already studying on your course, so ask them anything you like. Find them at falmouth.ac.uk/experience/new-students/mentoring. Alternatively, email your name and your course to: studentmentors@falmouth.ac.uk and they will be in touch.

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 there is a lot to think about before you start at university. So, we're here to help. If you have any questions, just get in touch with Applicant Services on +44(0)1326 213730, use LiveChat on our website or email applicantsservices@falmouth.ac.uk

Finally, we wish you an enjoyable summer and we're looking forward to welcoming you to Falmouth in September.

Yours sincerely,

Emma Goff
Course Leader, BA(Hons) Fashion Marketing
emma.goff@falmouth.ac.uk

Getting started

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 on your UCAS Hub

<https://accounts.ucas.com/account/login>

If you need to ask us anything about your offer, get in touch with our Applicant Services team on +44(0)1326 213730, use LiveChat on our website or email applicantsservices@falmouth.ac.uk

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 your 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 www.falmouth.ac.uk/student-regulations

Tuition fees (per year)

2023-2024 full-time UK: £9,250

2023-2024 full-time International: £17,460

Term dates

You can find our term dates on the website at falmouth.ac.uk/experience/term-dates/term-dates-2023-24

Study Block 1 starts on Monday 18 September.

Teaching and assessment will be throughout the full 15 weeks of the study blocks.

Your timetable

Your academic timetable shows all scheduled learning activities and your course timetable. It will be published in early September. After you've enrolled, you can view it via the Student Portal at falmouth.myday.cloud/ or the Falmouth University App. You can download the app by searching the Google Play Store or Apple Store.

Welcome Week

Your timetable will show you where you need to go and when on Monday 18 September and throughout the week.

This is the week when you'll meet your course-mates, course tutors and University staff. There will be important inductions to both your course and the wider University facilities and services, in addition to social activities organised by the University and Students' Union.

Pre-course preparation

Project: essential

To help prepare you for your Fashion Marketing course we would like you to complete the following project.

Aim:

These exercises are linked to your first modules and allow you to enhance your awareness of the fashion marketplace, develop your creative thought process and contribute to your subject-related research.

Task: create a research sketchbook in digital format

This should be a digital 'sketchbook' (portrait or landscape) and be compiled of visual and written information. Use the software you feel comfortable with e.g. InDesign, MSWord, PowerPoint, Keynote or web-based platforms such as Wix or Canva. It should be a combination of image research, e.g. from websites, social media, printed sources such as books, magazines, your own photography, or your own sketches, supported by annotations of your thoughts and facts about your selected topics. Take note of your sources, i.e., reference the information.

Bring your 'sketchbook' files with you in September to the introductory meeting. This will be a useful reference document as the course progresses.

As marketers, we are at the forefront of commerce and communication, we understand the global standpoint, as businesspeople and as consumers. We are in a prime position to be able to shift opinions towards a more responsible way of being, to consider innovative ways in which the fashion industry can work towards positive solutions related to climate change, ethical practices, and economic stability.

This does not mean we are asking you to find all the answers in your summer project! No, we merely would like you to investigate what those impacts might mean for the fashion industry of our future, we want to know what you think...

Ideas for your 'sketchbook': *(you do not need to cover every topic)*

- The fashion cycle – brands > global supply chain > retail > consumer trends...
- Current technology used in the industry – digital fabrics/ clothing design/ e-tail / the metaverse /AI
- Fashion communications: social media / advertising /content creation / print media / fashion film / blogs and online influencers/ podcasts.
- PR + Events: fashion shows / cultural event / festivals /exhibitions.
- Fashion Industry News: pick out your latest favourite news-piece and comment on it.
- Global changemakers – not just directly related to fashion, may include; climate change, diversity, inclusivity and ethics
- Your thoughts on the global status of the fashion and textiles industry
- Consider where you stand in this bigger picture and what you aspire to achieve with your studies and beyond.

Remember to include notations to your visual research (this can be factual or your personal commentary on the subject matter). Aim to complete a minimum of 10 pages. We will

continue these creative investigations during the first study block of your degree, please make sure your digital 'sketchbook' is available in scheduled sessions.

Suggested reading

To get your Fashion Marketing thinking kick-started in the right direction we recommend you read the following report from Business of Fashion and McKinsey & Co. It is their latest update to the annual "State of Fashion" and "State of Fashion-Technology" reports. [available on both websites]

<https://www.businessoffashion.com/reports/news-analysis/the-state-of-fashion-2023-industry-report-bof-mckinsey/>

<https://www.businessoffashion.com/reports/news-analysis/the-state-of-fashion-technology-industry-report-bof-mckinsey/>

For inspiration :

<https://www.showstudio.com/>

<https://www.creativereview.co.uk/?s=Fashion>

<https://www.fashionrevolution.org/>

<https://fashion-declares.org/>

Below is a suggested reading list in order to prepare you for the forthcoming year. There is **no requirement** to buy all these books as they will be available in the library. Many are available as e-books, which you will have access to once you enrol and have been allocated a student email account.

Posner, H., 2015. *Marketing Fashion: Strategy, Branding and Promotion - 2nd edition*. Laurence King. (This is a core textbook).

Sethna, Z. Blythe, J., 2019. *Consumer Behaviour* 4th Edition. Los Angeles: Sage.

Blum, P., 2021. *Circular fashion : making the fashion industry sustainable*

Thomas, D., 2019. *Fashionopolis: the price of fast fashion and the future of clothes*. London: Head of Zeus.

Course costs

Materials and equipment:

Essential for the start of the course (costs estimated):

- Black hard-back sketchbook, white pages, A4 or 30cm x 30cm (approximately £10).
- Fine black writing pen or sharp pencil for sketchbook annotation (approximately £10).

Essential for the duration of the course (costs estimated):

- Black and white and colour printing (approximately £60 per year).
- Art materials for presenting work (approximately £30 each year).

Nice to have at the start of the course (costs estimated):

- Lecture notebooks, pens (approximately £15)
Although you may use digital notetaking. Please consider that you may be asked to put your mobile phones away for the duration of the teaching session.

It is useful to have the equipment listed below for the start of the course, but it is not essential (costs estimated):

- Scissors / scalpel blades + cutting mat (approximately £15).
- Glue or double-sided tape (approximately £5).
- Small metal ruler (approximately £10).

Fashion Marketing students have studio-based access to MacBook Pros (13" +15" Laptops) with access to Adobe Creative Cloud software and there are desktop Apple Macs accessible throughout the Design Centre and Library during opening times.

If you are considering purchasing your own laptop, to allow more flexibility to work off-campus, the following specifications are advised: Mac or PC with 16GB RAM and 512GB SSD, we also recommend a student subscription to Adobe Creative Cloud.

You can expect to spend approximately £200 on consumable materials for each year, e.g printing costs. This can be less in Year One due to the nature of the project (shared group work). In Year three the final major project is likely to cost in the region of £350-£400. This is for the purpose of, for example; a research trip or professional print production (magazines and publications). Where appropriate, we encourage and accept digital submissions. However, understanding and demonstrating digital translation to professional print is a key part of the course.

Study trips and costs: optional

We are expecting that there will be an optional study trip, e.g., to London during London Fashion Week in mid-February, which we hope all students can attend. The cost will be confirmed at the beginning of term but is estimated to be around £250, depending on student numbers. A non-refundable deposit will be required within the first weeks of term when confirmation of the trip will be communicated.

We run overseas study visits from time to time, for example to visit our educational partners, trade shows and exhibitions in major European cities. 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 a major European city would cost in the region of £450-500.

Students may choose to undertake a non-essential self-funded work placement/internship across the summer break between Stages two and three. It is worth considering what the cost implications of this may be if you are required to live and work in London or another location outside of Cornwall for three months or more.

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 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 £65 annually and is paid direct to CIM.