

ual:

APPROVED

BA (Hons) Fashion Public Relations and Communication

Awarding Body	University of the Arts London
College	London College of Fashion
School	University of the Arts London
Programme	LCF Fashion Communication Programme(L018)
Course AOS Code	LCFBAFPRS01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Method	None
Duration of Course	3 years
Valid From	September 1st 2025
Collaboration	N/A
UAL Subject Classification	Fashion communication
UCAS Code	4T39
PSRB	N/A
Work placement offered	Yes
Course Entry Requirements	<p>The standard minimum entry requirements for this course are:</p> <p>One or a combination of the following accepted full level 3 qualifications.</p> <ul style="list-style-type: none">• 112 UCAS tariff points from two or more A Levels (preferred subjects include English, a foreign language and Media Studies);• Distinction at Foundation Diploma in Art and Design;• Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects Art & Design);

- Merit at UAL Extended Diploma;
- Access Diploma or 112 new UCAS tariff points from the Access to HE Diploma;
- 112 new UCAS tariff points from a combination of the above qualifications or an equivalent full Level 3 qualification;
- **or** equivalent EU or non-EU qualifications such as International Baccalaureate Diploma at 25 points minimum;
- **and** Five GCSE passes at grade A*-C or grade 9-4, with grade C (grade 4) or above in English.

APEL (Accreditation of Prior (Experiential) Learning)

Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:

- Related academic or work experience
- The quality of the personal statement
- A strong academic or other professional reference
- OR a combination of these factors

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

English Language Requirements

IELTS level 6.5 with a minimum of 5.5 in reading, writing, listening and speaking. Please check our main [English Language Requirements](#)

Selection Criteria

The course team seeks to recruit students who can demonstrate:

- An interest in fashion public relations and the communication of brands
- A strong interest in fashion and how it is communicated to audiences, such as consumers and the media
- An enthusiasm for writing and the potential to enhance their writing skills to the professional level required by a strategic communicator
- An interest in culture, current affairs, trends and the media in all its forms
- Strong interpersonal skills and the potential to develop a research-based strategy for the client

Scheduled Learning and Teaching	<p>Details of the Scheduled Learning and Teaching can be found on your student portal on SITS, the UAL student records system, at the following link:</p> <p>https://sits.arts.ac.uk/urd/sits.urd/run/siw_lgn</p> <p>Click on the "Scheduled Learning and Teaching" tab on the home screen when you have logged in using your UAL details.</p>
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Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Certificate of Higher Education (Exit Only)	120

Year 2

Awards	Credits
Diploma of Higher Education (Exit Only)	240

Year 3

Awards	Credits
Bachelor of Arts	360

Scheduled Learning Split by Level	
Level 4	22%
Level 5	19%
Level 6	15%
Total Scheduled Learning Split	18%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Develop the knowledge needed to become a proactive and agile practitioner ready to enter the fashion industry, self-employment or progression to further study or training.
Aim	Develop your intellectual, creative and decision making skills through the synthesis of theoretical and practical approaches to learning.
Aim	Provide you with a systematic understanding of the major communication and public relation theories and concepts, and developments within contemporary PR practice.
Aim	Equip you with an understanding of the role of communications to action positive change in relation to climate, social and racial justice.
Aim	Provide you with an in-depth knowledge of the fashion ecosystem and the current challenges that need to be addressed.
Outcome	Critical awareness of the relationships between cultural and environmental challenges with public relations and communication concepts.
Outcome	An ability to situate your practice within cultural and historical contexts and debates.
Outcome	A capacity to seek out new perspectives and build on existing knowledge in the field of fashion communication.
Outcome	A capability to work collaboratively and sustainably to produce innovative campaigns which address the global and cultural challenges faced by fashion brands and corporations.
Outcome	An ability to communicate brand narratives in an engaging manner in various formats and to diverse audiences.
Outcome	The resourcefulness to gain consumer and market insights, that will inform narratives and strategies that resonate with key publics and stakeholders.
Outcome	The confidence to take risks and identify entrepreneurial opportunities within fashion communications.
Outcome	The ability to be reflective and develop lifelong learning skills that will help you meet significant challenges and overcome obstacles in your future career.

	Distinctive Features
1	Specialist: The only specialist undergraduate fashion communication course in the UK to offer the study of public relations and communications within the fashion sector, at a specialist fashion college.
2	Purpose: The course aligns with UAL's commitment to driving positive social impact for the world around us, as evidenced in our Social Purpose Agenda. The course is embedded with teaching, research and knowledge exchange activities that aim to address racial, social and climate justice throughout all our creative endeavours.
3	Situation: The course is situated in the Fashion Communication Programme, which provides a wealth of opportunities for cross course teaching/knowledge sharing as well as collaborative opportunities for students.
4	Location: Situated in London's East Bank, the course is afforded numerous opportunities for Knowledge Exchange, owing to the unique cultural landscape of its cross-sector locality. Equally, the open plan nature of the building provides students with improved collaborative experiences with both internal and external stakeholders and internal showcasing.
5	Expertise: Students are taught by practitioners and academics with relevant industry experience from diverse sectors of the fashion and adjacent industries.
6	Professional Links: The course is uniquely positioned to leverage the influence of our dynamic London networks of industry and alumni, whilst also allowing us to engage with the international thought leaders and cultural perspectives that reflect the diversity of our academics and student cohorts.
7	Industry Placement: Students have an opportunity to improve their professional practice through a placement unit or a DiPS (Diploma in Professional Studies) year between their second and third academic year.
8	Alumni: A strong and continued relationship has been developed with alumni who hold key roles within the fashion communications industry. They offer a wealth of knowledge through lectures and workshops, and as an enhancement activity, support final year students with career guidance as they transition into industry.
9	Technical: Embedded technical delivery alongside optional classes allowing students to develop diverse skills; supported by access to equipment and facilities, and spaces that offer an experimental environment to explore emerging futures of digital experience.
10	Cultural Context: The core discipline is underpinned by a robust programme of cultural and historical studies in which students can specialise in areas such as moving image, global culture and the body in performance as well as fashion media, all of which encompass the latest thinking in digital and fashion cultures.

Course Diagram

BA (Hons) Fashion Public Relations and Communication – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 4 – Stage 1																															
BLOCK 1																BLOCK 2															
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15		16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Introduction to Fashion Communication (20 credits)				S																											
				Fashion PR and Branding Principles (40 credits)					E1						E2																
																Fashion Cultures and Histories (20 credits)						S									
																				Fashion Experiences: Concept and Communication (20 credits)						S					
																Fashion Communication: Community of Practice (20 credits)				S											

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Course Detail

Introduction

BA (Hons) Fashion Public Relations and Communication will equip you with the necessary knowledge and skills to develop a career in communications within the fashion industry. The course aims to prepare you with an understanding of the urgent challenges affecting society at large in terms of climate change, social and racial justice.

This will influence your ability to create meaningful communication campaigns and messaging for brands and organisations, that respond to the shifting concerns of their consumers and other stakeholders.

You'll gain valuable insights into the importance of building strong brand communities and develop experience in adapting the use of various channels to nurture these relationships.

What to expect

- **Diverse teaching methods:** Learn through a combination of lectures, seminars, open studios, peer-led asynchronous activities and tutorials, which are structured to allow for part-time work and work-experience opportunities.
- **Additional technical workshops:** Benefit from specialist workshops to develop your InDesign, Photoshop, styling and moving image skills.
- **Collaboration:** Participate in cross-course collaborative units to experience content beyond your discipline and network with students from other courses.
- **Gain a holistic view of fashion communication:** Explore the discipline from a theoretical, cultural, social and business perspective as part of the *Fashion Cultures and Histories* unit.
- **Specialist support:** Learn from a course team of industry specialists and benefit from language, academic and employability support throughout your studies.

Work experience and opportunities

You will engage with live industry briefs and Knowledge Exchange projects during your degree. You will have an opportunity to undertake an optional short term work placement or a yearlong placement between the second and final year of the course. Both will enhance your employability by offering valuable experience and contacts within the industry; while the year long option will allow you to earn an additional Diploma in Professional Studies qualification.

Mode of study

BA (Hons) Fashion Public Relations and Communication runs for 90 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 30 weeks.

Climate, Social and Racial Justice

UAL's Principles for Climate, Social and Racial Justice are embedded throughout the course.

Course Units

Stage 1 (Level 4)

The first year of the course allows you to familiarise yourselves with the key components of fashion communication and introduces you to the global media landscape. All modules are compulsory and in addition to core units, students are provided with technical and academic support to enhance your creative competency and research skills.

The units you will study in Year 1, Stage 1, Level 4 are as follows:

- Introduction to Fashion Communication: (20 Credits)

You will be introduced to your course, its subject specialism and effective learning at undergraduate level. You'll learn the practices and knowledge base needed to understand your discipline and develop skills for independent & collaborative learning, reflection and self-development.

- Fashion Cultures and Histories: (20 Credits)

You will take a philosophical and theoretical approach to the study of fashion and its role in representing and communicating identity. Understand key ways of thinking about fashion across its cultural, historical, social and political contexts. Engage in debate and analysis of fashion as a key marker of social and cultural change and a means of understanding the relationship between individuals and communities.

- Fashion PR & Branding Principles: (40 Credits)

You will be introduced to PR and branding methods in the fashion industry, framed by global perspectives and understand their intrinsic relationship to the media. In a group, you'll formulate a brand concept and develop storytelling techniques that advocate positive change. You'll also produce an individual submission to demonstrate your knowledge of the media and its interdependence within the field of public relations.

- Fashion Communication: Community of Practice: (20 Credits)

Develop your understanding of the fellow disciplines in the Fashion Communication programme. Consider how this community of practice can contribute to a more socially conscious future and produce a proposal for a project that promotes change making through collaboration.

- Fashion Experiences: Concept and Communication: (20 Credits)

Explore how brands develop seasonal presentations to promote fashion collections on a global stage. Working in groups, you will experiment with creative methods to develop an event concept and communication strategy that is reflective of industry practices and appropriate for both your brand and audience. Individually you will assess the environmental and social impact of fashion weeks and reimagine a more equitable future for fashion week.

In Stage 1 you are required to complete 120 credits at level 4 in order to progress to Stage 2.

Stage 2 (Level 5)

Year 2 focuses on the development of professional skills and provides the opportunity for you to consolidate skills gained so far and apply to an industry context. You are provided with further opportunities to enhance your technical skills and network with peers and industry.

The units you will study in Year 2, Stage 2, Level 5 are as follows:

- Reputation Management and Corporate Strategy: (20 Credits)

In this unit, you will devise, develop, and present a strategic plan in response to a crisis. You will also explore how brands build positive reputations through the crafting and implementation of long-term strategies that consider social and environmental justice.

- Critical Issues in Fashion Research: (20 Credits)

Expand your critical understanding of fashion in a global context and examine emerging debates in fashion research. You'll engage in collaborative research around current and emerging cultural issues and be guided through researching and writing about fashion across its social, historical, political and cultural contexts, building on the first-year unit Fashion Cultures and Histories. You'll develop your own independent research path and interests.

- Fashion Communication: Situating Your Practice: (20 Credits)

Explore and develop your fashion communication identity and position yourself within the professional fashion eco-system. You will examine the possibilities available to you now and in the future and determine the skills you need to develop your practice and professional profile. You will consider how your work has purpose, addressing your motivations and values.

- Fashion Communication: Professional Practice (20 Credits)

You have an option to choose:

Placement

Undertake a short- term placement in industry which is suitable for your own development and career aspirations. The Graduate Futures Placement Team provides support to get a placement and you can directly apply to companies.

OR

Portfolio

Experiment with creative practice and develop an outcome for your portfolio in response to an industry brief. Using a process of design principles you will define, ideate, and test your

ideas with an external audience in mind. There will be support throughout from both academic and industry practitioners.

- Innovation in Communication: (40 Credits)

Explore how brands embrace emerging technologies and current innovations that impact the way fashion communication tells stories. You will be allocated a brand and undertake research to create a communication campaign reflective of your discipline from concept to realisation. Acquire the skills necessary to produce creative tactics that engage with innovation in the field of communication.

In Stage 2 you are required to complete 120 credits at level 5 in order to progress to Stage 3.

Optional Diploma Year

Industry DIPS

This optional diploma can be taken between years 2 and 3. With support from your tutors, you'll undertake an industry placement for a minimum of 100 days/20 weeks. As well as developing industry skills, you'll gain an additional qualification upon successful completion.

Enterprise DIPS

This optional diploma can be taken between years 2 and 3. With support from your tutors, you'll undertake an enterprise placement year where you will explore a business idea from proposal to minimal viable product (MVP). As well as developing enterprise skills, you'll gain an additional qualification upon successful completion.

CCI Creative Computing

Between years 2 and 3, you can undertake the year-long Diploma in Creative Computing. This will develop your skills in creative computing alongside your degree. After successfully completing the diploma and your undergraduate degree, you'll graduate with an enhanced degree: BA (Hons) Fashion Public Relations and Communication (with Creative Computing).

CCI Apple Diploma

Between years 2 and 3, you can undertake the year-long Diploma in Apple Development. This will give you an opportunity to become an accredited apple developer alongside your degree. After successfully completing the diploma and your undergraduate degree, you'll graduate with an enhanced degree: BA (Hons) Fashion Public Relations and Communication (with Apple Development).

Stage 3 (Level 6)

Year 3 will allow you to focus on your individual practice, through an extended project, preparing you for the transition from student to industry practitioner. You will develop an

ability to manage your own learning and deploy techniques of analysis and enquiry when producing your final year outcomes.

The units you will study in Year 3, Stage 3, Level 6 are as follows:

You have the option to choose:

- Creative Industries: Theories and Practises: (40 Credits)

In this unit, you'll complete an independent research project and engage with industry professionals to learn about current debates and issues that shape and inform cultural production across media, communication and performance. You'll be encouraged to respond to these debates in the form of an extended essay with supporting research materials. This unit will equip you with critical thinking, literacy and communication skills for both academic and professional contexts.

or

- Fashion Communication: Practice and Research: (40 credits)

Explore an area of interest in Fashion Communication by combining your creative practice with a theory and process led enquiry. Your chosen topic should relate to your field of practice, addressing contemporary and critical debates. You'll learn about practice-based research, define a research area, and respond to it, testing your ideas in preparation for the Critical Practice unit, through a creative process and academic writing.

- Context for Communication Project: Fashion Public Relations & Communication: (20 Credits)

Building on research skills already acquired on the course, this unit will broaden your knowledge of primary research skills to enable you to gather valuable insights on a brand of your choice. This unit will allow you to gain specialist knowledge in a particular area to inform the next project as well as enhance your career prospects.

- Communication Project: (40 Credits)

In response to the *Context for Communication Project*, you will devise a cohesive strategy for a 12-month communication campaign for your chosen brand. It must be relevant, contemporary and meaningful. You will use idea generation techniques to aid the conceptualisation of your campaign, evidencing experimentation and risk taking.

- Professional Presentation: (20 Credits)

This unit will consolidate your learning and prepare you for future employment or postgraduate opportunities. You will be supported by tutors and industry practitioners to develop your outcomes to an industry level; and professionally present yourself and your work.

In Stage 3 you are required to complete 120 credits at level 6.

A 20-credit unit is approximately equivalent to 200 hours of learning time, which includes a mixture of taught time, independent study and assessment.

All students are entitled to a tutorial package that consists of:

- one induction tutorial (group or one to one);
- one tutorial per block for the duration for their course of study at LCF;
- group tutorials as required;
- an appropriate level of confidentiality.

Learning and Teaching Methods

The following teaching and learning methods are employed to support the integrated aims of the course outcomes:

- Lectures
- Seminars
- Group workshops
- Industry talks
- Case study presentations
- Self-directed study
- Practical workshops
- Placements/Work based learning
- Peer assessment
- Group critiques
- Group presentations
- Panel discussions
- Role playing
- Mock interviews
- External visits

Assessment Methods

The following assessment methods are employed to support the integrated aims of the course outcomes:

- Media proposals
- Written reports
- Essay/Visual essay or extended essay
- Group production work
- Research folders/logs
- Moving image outcomes
- Journals

- Presentations
- Individual negotiated project
- Reflective summary

Reference Points

The following reference points were used in development of this course:

- FHEQ: <http://www.qaa.ac.uk/en/Publications/Documents/Framework-Higher-Education-Qualifications-08.pdf>
- UK Quality Code: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code>
- QAA subject benchmark statements: <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>
- UAL Learning, Teaching and Enhancement Strategy 2015-2022: <https://myintranet.arts.ac.uk/media/arts/about-ual/teaching-and-learning-exchange/2015---2022-Learning,-Teaching-and-Enhancement-Strategy.pdf>
- UAL Assessment Strategy: <https://myintranet.arts.ac.uk/staffonly/ual-strategy-2015-22/>
- UAL Creative Attributes Framework: <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework/>
- UAL Tutorial Policy: <http://www.arts.ac.uk/study-at-ual/academic-regulations/tutorial-policy/>

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable