



Raffles
College of Higher Education

BACHELOR OF ARTS (HONOURS) IN FASHION MARKETING & PROMOTION (TOP UP)

Awarded by : University of Northampton, United Kingdom
Intakes : January and July
Duration : 1 Year (Full-time)

Modules

Entrepreneurial Skills and Freelancing

Designed to foster entrepreneurial and intrapreneurial abilities, this module explores business venture creation and organisational growth. Students examine how creativity fuels innovation and change, particularly in freelance and start-up contexts.

Credit Points: 20
Core

Advanced Design Communication

The purpose of this module is to underpin the final major project through a variety of theoretical, reflective, practice-led and presentational investigations. As future designers, students must consider the evolving nature of design contexts and communicate their personal creative identities within professional environments.

Credit Points: 20
Elective

Visual Promotion

This module emphasizes the role of the fashion, textiles, footwear, accessories, leather, and promotion industries as agents of change. Students identify their market level and explore suitable promotional methods through visual narratives.

Credit Points: 20
Elective



Professional Promotional Website

Students consolidate and expand their understanding of marketing, promotion, and communication through a self-initiated final website project. This comprehensive assignment draws on conceptual, technical, theoretical, and practice-based skills to present subject-specific content and showcase students' creative and technical abilities.

Credit Points: 40
Elective

Creative Fashion Futures

This module allows students to develop a self-directed Fashion Futures project. It integrates marketing and promotion principles with technical CAD and creative skills, encouraging students to consider future directions in the industry and present forward-thinking design outcomes.

Credit Points: 20
Elective

Campaign Planning

Students explore foundational issues in campaign development and acquire skills in analyzing campaign contexts. They develop strategies and plans for various scenarios, using a balance of analytical and creative skills to design effective campaign activities and media plans.

Credit Points: 20
Elective

Content Creation for Marketing

This module focuses on the creation of professional marketing content across platforms. Students develop real-time communication and visual language skills, grounded in academic theory, to produce impactful marketing materials.

Credit Points: 20
Elective



Marketing Concept Research

Through current academic theories and an analysis of fashion and lifestyle consumer trends, students conduct in-depth research into a selected sector. They identify market-relevant opportunities and propose new concepts for potential development.

Credit Points: 20
Elective

Concept Development and Realisation

Building on the outcomes from Marketing Concept Research, students refine and realise their marketing concepts into a tangible digital or physical solution. The final output is supported by an in-depth report demonstrating a clear understanding of sector-relevant marketing conventions.

Credit Points: 40
Elective