



De Montfort University

Fashion Buying with Marketing

Study details

Course type: Bachelor's degree

Degree: BA (Hons) Fashion Buying with Marketing

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 16 250 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Sep

Requirements

English language requirements

If English is not your first language an IELTS score of 6.0 overall with 5.5 in each band (or equivalent) when you start the course is essential.

- IELTS 6.0 for Art and Design, Business, Computing and Engineering courses
- IELTS 6.5 for Law courses
- IELTS 6.0-6.5 for Humanities and Media courses
- IELTS 6.5-7.5 for Science courses

Certificate of Secondary School Education

Accommodation

Whether you are hosting an international conference, a live music performance, organising a meeting or arranging a celebration, you'll find the perfect space conveniently located with service to match.

- Dance Studio Hire
- Conferences
- Exhibitions and fairs
- Filming & production locations
- Meetings, workshops & training rooms
- Performances and productions
- Special occasions and celebrations

Speciality

Placement fee: £1,850

Pathways Available

International Foundation Certificate | International Year Zero

Additional information

Degree Overview

This course requires both strong commercial understanding as well as theoretical knowledge. After looking at the roles and responsibilities of buyers – from design concept to point of sale – you'll focus on the business side of fashion, building your knowledge of planning, branding, public relations/communications and social media platforms.

Throughout this course, you'll study computer-aided design (CAD) to ensure that your design and marketing concepts can be presented and communicated in a professional, and industry-recognised, style. You'll also cover report writing, data selection, presentation and critical analysis.

Sustainability has been embedded and social responsibility into our curriculum and aim to give you the tools to drive innovation at all stages of the buying process. We will also equip you with the practical skills you will need to take on the challenges of our rapidly evolving industry, in particular the shift in consumer demand from high street to online shopping.

Study Reasons

DMU was named best in learning experience in 2019 by The Business of Fashion, the internationally renowned website which assesses the world's top programmes.

Students of this course have been offered to work with Next, Urban Outfitters, Mamas & Papas, Joules, Yours Clothing and O'Neill.

This course gives you the option to enhance and build your professional skills to progress within your chosen career through a placement. Our dedicated team offer a range of careers resources and opportunities so you can start planning your future.