



Ravensbourne University London

Fashion Buying and Brand Management

Study details

Course type: Bachelor's degree

Degree: BA (Hons) Fashion Buying and Brand Management

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 17 000 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Sep

Requirements

- **IELTS (Academic):**
5.5 overall (and a minimum of 5.5 in each component: reading, writing, speaking, listening).
- **TOEFL iBT (Academic):**
72 points overall with minimum Reading 18, Listening 17, Speaking 20, Writing 17
- **International Baccalaureate:**
English B / English A: Language and Literature / English A: Literature / English Literature and Performance - Standard or Higher-Level Grade 5
- **Cambridge Certificate of Advanced English (CAE) / C1 Advanced:**
162 overall with 154 in each component

Accommodation

Provided by partner agencies

Additional information

About:

Study for a degree in fashion buying and brand management and learn to forecast fashion trends, interpret consumer behaviour, appreciate the importance of sustainability and build an understanding of the current global fashion market. This fashion management degree has achieved a 96% student satisfaction rate

Degree overview:

This exciting fashion management degree in London, UK, encourages creative flair whilst also developing your business nous, including problem-solving, organisational, planning, promotional and fashion management skills. You will gain a deeper understanding of buying cycles, sales performance, product development, fabric sourcing and testing, the supply chain, the importance of sustainability and fashion brand development. This fashion marketing degree course will also teach you how to predict fashion trends, plan a fashion range, understand consumer behaviour and undertake psychographic profiling. It has been designed to provide students with the mindset and skillset needed to succeed in a competitive industry. Your creative learning will be enhanced through a diverse range of guest speakers and industry-led projects, while external visits will provide behind-the-scenes insights into manufacturers, trade fairs, fabric suppliers and retail spaces. This means you will develop a real understanding of the different roles and networks available to you. At Ravensbourne University London, we're all about making you truly industry. Using the Adobe suite and online fashion resources, you will develop the creative and practical skills to enable you to plan a fashion range, promote a brand, generate a professional report, pitch an idea and ultimately understand the business of fashion, including fashion marketing, buying and brand management. During this fashion management degree, you will gain practical knowledge about the product development process, including fabric selection and testing, colour management, quality management and sustainability. CAD lessons will facilitate creative presentation while other CAD/CAM management tools will also help to prepare students for industry. Do you wish to interpret consumer behaviour and build an understanding of the current global fashion market? Perhaps you harbour ambitions of releasing your own clothing range? This three-year degree in the cultural capital of London can help you realise your dream career in fashion buying and management.

Study reasons:

- Uniquely skilled graduates with both creative flair and business acumen
- Teachers are industry pros who deliver a cutting-edge curriculum
- Outstanding industry connections and partnerships