

Module code: MOD011559	Version: 1 Date Amended: 13/Apr/2026
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1. Module Title
Fashion Communication and Promotion

2a. Module Leader
Wendy Moody

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Fashion Communication and Promotion enables you to develop your creative communication skills across a range of media, including fashion photography and styling, art direction and graphics, to create brand campaigns that attract consumers and influencers to brands within the industry.

This module capitalises on your previous knowledge and understanding of fashion brands and will support you to develop the essential skills and techniques needed to develop your confidence in understanding and designing effective languages of visual culture in fashion promotion, and how to create and implement fashion promotions. By the end of this module, your employability and enterprise skills will be enhanced through the learning undertaken and projects created.

Lectures, seminars, workshops, and self-directed learning will help you to critically explore and challenge global perspectives on the different tools and techniques used by the fashion industry, both digital and analogue, for creating fashion narratives for different markets and audiences. By the end of this module, you will be able to undertake deeper, more focused analysis of the strategies and key success factors of a range of fashion promotion methods.

6b. Outline Content

- Fashion Storytelling, styling, marketing and promotion strategies
- The marketing mix and target markets
- Local and Global Fashion markets and promotion
- Digital and innovative fashion promotion strategies
- Ethics and Sustainability across fashion promotion
- The Relationships between the Audience and Fashion Brands Creating value in fashion storytelling

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Photography Hub, TV studios, Media Services, WGSN

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Develop an understanding of the key critical, social, cultural, historical, and business concepts, issues and debates relevant to contemporary Fashion Promotion strategies.
2	Knowledge and Understanding	Demonstrate working knowledge, production skills, application and understanding of a selection of processes, materials, and methods that inform practice and communicate projects creatively and professionally.
3	Knowledge and Understanding	Reflect, analyse, evaluate, and communicate methods, processes and outcomes using knowledge and understanding of the fashion industry.
4	Intellectual, practical, affective and transferrable skills	Professionally communicate process and outcomes visually and verbally, and respond to critical feedback

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	10	1-4	Up to 10 hours allocated for module and project related lectures.
Other teacher managed learning	26	1-4	Up to 3 hours per week for 12 weeks (workshops, demonstrations, group discussions and tutorials
Student managed learning	114	1-4	Use of open access facilities
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)

Research and Process File (market research, concept, layout, promotions, mood boards) Promotion Campaign (equivalent to 3000 words)

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]