Welcome to BA (Hons) Fashion Management & Marketing. In this pack you will find all the information you need to help you settle in to your studies at UCA Epsom this September.

Fashion Management & Marketing at UCA has a national reputation and exceptional student satisfaction results. For academic year 2013/2014 we received 99% student satisfaction for our National student survey. The results for 2014/2015 have not yet been published but we are confident that you will find the course stimulating and very relevant to the demands of the fashion industry. Employment from the course is high with many final year students having been offered jobs even prior to graduation.

The course benefits from numerous facilities, including IT suites uploaded with the latest industry-standard software with access to professional fashion and consumer forecasting sites. You will have access to technical equipment, cameras, laser cutters, screen printing and photography studios.

The first year focuses on the realities of the fashion industry and places emphasis on employability and strategic approaches while promoting creative thinking within a commercial context. You will work with industry professionals who will introduce you to the fashion industry including buying, merchandising, brand management, fashion forecasting and trend prediction as well as the principles of fashion marketing with an international perspective.

We wish you all the best for the summer break and look forward to welcoming you in September.

Best regards
Katherine Boxall
Course Leader

If you have any questions, please contact the Campus Registry Office:

Daph Trinder
Course Administrator
01372 202415

Course Team
fmnepson@ucreative.ac.uk

An answer phone service is available on the above lines for any out of hours enquiries.

UCA EPSOM
Three years full-time

Olivia Davies,
Fashion Management & Marketing,
UCA Epsom

STUDENT PROFILE

“Studying Fashion Management & Marketing at UCA has been an exciting challenge which has helped me to develop existing skills and to also develop new ones, through presentations, real-life briefs and work placements. I now feel well-equipped to enter into a fashion workplace.”

Grace Seriki
BA (Hons) Fashion Management & Marketing, Year 3

“WE CREATE FASHION”

Olivia Davies,
Fashion Management & Marketing,
UCA Epsom
In this section you will find a list of activities that we ask you to complete before you arrive to start your course in September.

## Reading List

You are not required to read any specific books in advance of starting the course but there are a few suggestions below. We encourage you to actively find and read any publications and sources which you feel may benefit you in terms of your education and aspirations in this subject. Examples of texts included on the reading list for your first unit are as follows:

- Dillon, Susan (2011), *The Fundamentals of Fashion Management*
- Shaw, David, Koumbis, Dimitri (2013), *Fashion Buying: From Trend Forecasting to Shop Floor*

### Additional blog/online reference material

- [www.trendwatching.com](http://www.trendwatching.com)
- [www.fashiontrendsetter.com](http://www.fashiontrendsetter.com)
- [www.wgsn.com](http://www.wgsn.com)
- [www.showstudio.com](http://www.showstudio.com)
- [www.style.com](http://www.style.com)
- [www.vogue.co.uk](http://www.vogue.co.uk)
- [www.hintmag.com](http://www.hintmag.com)
- [www.urbanjunkies.com](http://www.urbanjunkies.com)
- [www.ypulse.com](http://www.ypulse.com)
- [www.fashionista.com](http://www.fashionista.com)
- [www.psfk.com](http://www.psfk.com)
- [www.coolhunting.com](http://www.coolhunting.com)
- [www.thesartorialist.com](http://www.thesartorialist.com)
- [www.asghadedviewonfashion.com](http://www.asghadedviewonfashion.com)
- [www.trendhunter.com](http://www.trendhunter.com)
- [www.wwd.com](http://www.wwd.com)
- [www.businessoffashion.com](http://www.businessoffashion.com)
- [www.theretailbulletin.com](http://www.theretailbulletin.com)
- [www.drapers.co.uk](http://www.drapers.co.uk)
- [www.fashionbeans.com](http://www.fashionbeans.com)
- [www.songofstyle.com](http://www.songofstyle.com)

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Laura Blair, Fashion Management & Marketing, UCA Epsom

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## Summer Project

### London Fashion Week Activity

London Fashion Week runs from 18th-22nd September this year. Designers will be showing their Spring/Summer 2016 collections. We encourage all of our students to try and get involved with this in some way. Please find a list of activities you should do during London Fashion Week to get you ready for the start of your new course.

### Activity One

Choose one of the following four options:

- **Attend a London Fashion Week show** ([www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk)).

  Prepare a short, informal presentation describing the designer and the collection, and provide a few images of the designer’s collection.

- **Help out at a London Fashion Week show or event:**
  - as a dresser or with a PR agency,
  - or working at an event. If you go onto the web site and click schedules on the top banner, you will get a list of all the designers showing. Prepare a short PowerPoint presentation with visuals describing the show or event, your duties, and what you learned from the experience.

- **Attend the exhibition or tradeshow.** If you click onto exhibition, then exhibitors, you will get a list of all the brands taking part in the exhibition. Click onto the brands to get their contact details. Prepare a short, informal PowerPoint presentation about an exhibiting brand you loved and an exhibiting brand you didn’t like, and why. Provide a few images for each brand.

- **Look at three Spring/Summer 2016 fashion shows** online (from the current fashion week) and compare two reviews from each show. At least four different review sources must be considered.

  Example: Christopher Kane Spring/Summer 16: compare the review on [www.style.com](http://www.style.com) and the review in the International New York Times.

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Eneza Mulenga, Fashion Management & Marketing, UCA Epsom

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Examples of review sources (the review needs to come from a source that is updated daily, newspapers, blogs, or websites, not magazines):

- [www.style.com](http://www.style.com)
- [www.vogue.co.uk](http://www.vogue.co.uk)
- [www.elleuk.com](http://www.elleuk.com)
- Cathy Horyn for The New York Times
- International New York Times
- The Guardian Fashion Week coverage
- Evening Standard Fashion Week coverage
- The Times Fashion Week coverage
- Metro Fashion Week coverage
- [www.wgsn.com](http://www.wgsn.com)
- [www.stylebubble.co.uk](http://www.stylebubble.co.uk)
- [www.fashionista.com](http://www.fashionista.com)
- other blogs or online magazines
ACTIVITY TWO
Retail orientation - compulsory

Visit all of the following shops/shopping areas in London:

- Dover Street Market
- Selfridges
- Brick Lane or Portobello Road
- Sloane Street or Bond
- New Bond Street
- Westfield Stratford and White City
- The King’s Road (key stores)
- Carnaby Street and Marshall Street
- Covent Garden

Pay particular attention to:

- The stores (if it is a shopping area)
- The brands stocked (if it is a store)
- The products
- The shopping experience
- Consumer profiles (take photographs of the streets and shoppers if they are willing).

Prepare a short PowerPoint presentation on three of the shopping areas listed using the above headings.

ACTIVITY THREE
Professional Engagement - compulsory

- Your task is to create a Linkedin Profile for yourself.

- Follow brands and recruitment agencies, Retail Human Resources, Fashion and Retail Personnel.

- Sign up with Inspiring Interns and Internwise:
  www.inspiringinterns.com
  www.internwise.co.uk

- As well as your work placement unit in Stage 2, you are actively encouraged to gain internships during the holidays of your Fashion Management Course.

- Follow us on Twitter @FMMuca and Instagram FMMUCA

EQUIPMENT LIST

Equipment costs for this course are minimal but it is recommended that you have your own computer or laptop. You may choose a Mac or a PC. Most of the computers on the department are Macs but there are also some PCs and it is largely down to personal choice which one you decide to invest in.

While you will have access to the UCA printers, you are also advised to have your own colour printer. One of your greatest costs on this course will be colour printing and binding. Good quality printing will be required for every submission as there is a strong emphasis on graphic design and presentation within the submissions.

COURSE TRIPS

The department will more than likely offer a study trip to New York or another location during your time on the course. Costs vary from year to year but competitive rates are always secured. All trips are optional.
In this section you will find your enrolment and induction timetables. Please take careful note of the dates and times you will need to attend during your first week.

If you are not able to make any of these dates, please let your campus registry contact know as soon as possible. You can find their contact details at the start of this Welcome Guide.

### Enrolment (please bring your passport & qualifications) - Surnames A – M

<table>
<thead>
<tr>
<th>TIME</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00pm - 4:00pm</td>
<td>Auditorium</td>
</tr>
<tr>
<td>4:00pm - 6:00pm</td>
<td>Café</td>
</tr>
</tbody>
</table>

### Induction and Enrolment Timetables

<table>
<thead>
<tr>
<th>ACTIVITY AND DATE</th>
<th>TIME</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY 14TH SEPTEMBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet the Course Team and Welcome</td>
<td></td>
<td>Auditorium</td>
</tr>
<tr>
<td>All Students - Campus welcome - visit the Refectory for your free drink and meet and greet</td>
<td></td>
<td>Café</td>
</tr>
<tr>
<td>TUESDAY 15TH SEPTEMBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library, Student Services, Health &amp; Safety and IT induction</td>
<td>10:30am - 11:45am</td>
<td>Auditorium</td>
</tr>
<tr>
<td>Enrolment (please bring your passport &amp; qualifications) - Surnames A – M</td>
<td>12:15pm - 1:00pm</td>
<td>Projectspace</td>
</tr>
<tr>
<td>Enrolment (please bring your passport &amp; qualifications) - Surnames N - Z</td>
<td>1:00pm - 2:00pm</td>
<td>Projectspace</td>
</tr>
<tr>
<td>WEDNESDAY 16TH SEPTEMBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trend Spotting Brief for London Fashion Week</td>
<td>11:00am - 1:00pm</td>
<td>M213</td>
</tr>
<tr>
<td>THURSDAY 17TH SEPTEMBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Film Screening – Dior &amp; I</td>
<td>10:00am - 1:00pm</td>
<td>Odeon Cinema, 14 Upper High Street Epsom, KT17 4QJ</td>
</tr>
<tr>
<td>Welcome to UCA Fayre. Drop in for information about our services</td>
<td>12:00pm - 3:00pm</td>
<td>Projectspace</td>
</tr>
<tr>
<td>Welcome for International, EU and Exchange students</td>
<td>4:30pm - 6:00pm</td>
<td>Auditorium</td>
</tr>
<tr>
<td>FRIDAY 18TH SEPTEMBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Completion of Trend Spotting</td>
<td>All day</td>
<td>London</td>
</tr>
</tbody>
</table>