

BACHELOR OF ARTS (HONS) IN FASHION MARKETING AND COMMUNICATION (validated by the University of Westminster)

Application process and requirements

In order to be eligible for admission to the three-year Bachelor of Arts with Honours programs, leading to a BAH degree validated by the University of Westminster, students have to comply with the following:

Milano

Barcelona

Cagliari

Firenze

Madrid

Rio de Janeiro

Roma

São Paulo

Torino

Bilbao

Como

- Hold a diploma or other equivalent high school qualification (in or translated into English and/or Spanish);
- Have a level of language proficiency in English that complies with the requirements described below (IELTS 6.0 level, which is equivalent to C1 level of the Common European Framework), and provide the certificate until July 31st of the previous academic year. Accepted English certificates are:

- IELTS 6.0 or above
- Cambridge: ADVANCED or PROFICIENCY (Grades A, B and C).
- Trinity College, 10, 11 or 12

- Age – To be 18 years old by December 31st of the first year of the course;
- Transcripts of their last year of high school (or equivalent, translated into English or Spanish)
- Motivational Letter (500-600 words). Tell us why you've chosen this Course and why you want to study with us.
- Submit a 500-600 words essay describing a situation combining analysis and creativity to solve a specific problem. The essay must:

- Be submitted in pdf format, and
- Include proper referencing

The file must not be larger than 6 MB. and must be named with the applicant's surname.

- The following list provides an overview of popular fashion marketing topics within today's fashion landscape to write about (applicants may choose a different subject to write their essays, the list is only intended as a guideline):

- New sales, pricing and distribution strategies in today's fashion market
- Physical shop versus online shop, what works best?
- New opportunities for our creative professionals in the global market and how to make the most of them.
- The impact of social networks on the marketing strategies developed by established brands and by new firms.
- How to connect and get the most out of your relationship with fans.
- Trends and challenges facing the Fashion industry today
- Identify a brand that is making a strong impact through their marketing and communication activity.

- An individual coursework project of any type that you have completed during the last 2 years of school and which you feel accurately reflects your communication skills, ability to analyse information, connect ideas and develop creative thinking in an academic context. Obvious examples include but are not limited to: the Research Project for Spanish Bachillerato students or the Extended Essay for IB students. It can be written, visual or multimedia – there's no limit to the format, subject matter or area of interest the work is focused on as long as we can access and view the document. You can share a finished project, or a representative section/extract if it's still a work in progress. Sharing this type of document gives us an idea of your abilities beyond grades and an opportunity for you to discuss your work freely with the Course Leader during the interview.

Sources:

Britishcouncil.it. (2016). IELTS | British Council. [online]

Available at: <https://www.britishcouncil.it/en/exam/ielts> [Accessed 19 Jun. 2016]

Cambridgeenglish.org. (2022). Cambridge English. [online]

Available at: <http://www.cambridgeenglish.org/> [Accessed 10 Mar. 2022].