

Bachelor of Arts (Hons) in Fashion Marketing and Promotion (validated by the University of Westminster)

Application Process & Entry Requirements

To be eligible for admission to the three-year Bachelor of Arts (Hons) in Fashion Marketing and Promotion, applicants must meet the following requirements:

Academic Requirements

- High school diploma or equivalent qualification (original or officially translated into English or Spanish) Please see information on country-specific entry requirements [here](#).
- Transcripts of their last year of high school (or equivalent, translated into English or Spanish)
- English certificates with a level of language proficiency that complies with the requirements described here on the official University of Westminster website (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.
- Applicants must be 18 years old by 31 December of the first academic year.

Portfolio or Project Submission

Applicants must submit a digital portfolio that showcases their creativity, interests and way of thinking. This portfolio helps the academic team understand the candidate's potential beyond academic grades.

- Include a selection of your strongest projects (ideally up to 3), showing the creative process from concept to final outcome.
- The portfolio may include photography, styling, graphic design, visual communication, art or media-based work.
- Maximum: 10 pages. Quality is valued over quantity.
- Portfolios must be submitted digitally, as a single PDF (max. 8 MB) or via an online link and must be named with the applicant's surname.

If you do not have a portfolio or previous studies in fashion, art or design, you may complete an alternative creative project:

Design an invite for a fashion brand collaboration event

- Applicants must undertake creative research into a recent fashion brand collaboration of their choosing. The creative research work should show the development of the ideas from start to finish in addition to the final piece of work.

The evaluation focuses on the creative process, originality and ability to develop ideas, rather than on technical perfection.

Interview Process

- The first interview and guidance will always be conducted with an Academic Advisor, who will accompany the applicant throughout the entire admission process.
- If the academic team requires further clarification regarding the portfolio, the applicant may be invited to an interview with the Course Leader.
- An academic will assess the portfolio provided or the requested project (if applicable) and make a decision about suitability for the course. The admissions team, who will let the applicant know the result.

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