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		Issue No.	01
		Effective Date	04/02/2020

SECTION A: QUALIFICATION DETAILS														
QUALIFICATION DEVELOPER (S)		Limkokwing University of Creative Technology												
TITLE	Diploma in Fashion Marketing										NCQF LEVEL			
FIELD	Business, Commerce and Management Studies			SUB-FIELD		Fashion Marketing				CREDIT VALUE		364		
New Qualification					<input checked="" type="checkbox"/>		Review of Existing Qualification							
SUB-FRAMEWORK		General Education			<input type="checkbox"/>		TVET			<input type="checkbox"/>		Higher Education		<input checked="" type="checkbox"/>
QUALIFICATION TYPE	Certificate	I	II	III	IV	V	Diploma	<input checked="" type="checkbox"/>	Bachelor					
	Bachelor Honours			Post Graduate Certificate				Post Graduate Diploma						
	Masters					Doctorate/ PhD								
RATIONALE AND PURPOSE OF THE QUALIFICATION														
<p>Rationale:</p> <p>Economic Importance</p> <p>The Textile and Clothing sub-sector is very important for Botswana's economy because it is a source of export revenue as the country's third commodity export; a source of employment, more especially for women and youth; and it has favorable export markets, more especially to South Africa (because of the SACU Common External Tariff, such as the 45% duty imposed on the goods from Asia (China in particular); The European Union (because of the favorable preferential margins for the countries under the SADC-EC EPA) and the duty free-quota free market access to the United States under the Africa Growth Opportunity Act (AGOA). The Textile and Clothing sector is currently given prominence in the SACU and SADC Industrial Policies in view of its export</p>														

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and employment generation potential. The upgrading of the manufacturing sector is also in the light of the realization of the National Vision 2036 to achieve the pillars of a Sustainable Economic Development and Human and Social Development.

The National Human Resources Development Strategy (NHRDS), through its strategic plan 2009-2022 (Ministry of Education and Skills Development, 2009) "Realizing our Potentials" which provides the basis for matching skills with national labour market requirements and promoting individual's potential to advance and contribute to economic and social development. This strategy reflects government realization that it is an essential requirement to move Botswana's development trajectory forward. To increase citizen ownership of and participation in economic activities of the country is one of the cardinal objectives of Vision 2016 and 2036. The vision points to the need to create job opportunities through diversification of economy into the services sector and the manufacturing industry.

Current and Future Trends for Fashion Design

The Fashion industry is a growing and dynamic industry. Botswana is getting more and more involved in local and international events and activities such cultural events, weddings, entertainment, sports, beauty pageants and many others. These events create awareness and promote the unique fashion designs in Botswana and what Botswana fashion designs can to offer. The designs have the potential to create wealth if they are marketed professionally. Involvement in these events has led to a rise in the demand for well-versed, creative and experienced fashion business-oriented personalities. For Botswana to compete and make a valued contribution in such a dynamic industry, it is essential that they develop their creative expertise as well as acquire effective business acumen skills. The fashion business qualification has been designed to maximize the learner's creative and cognitive potential to enable effective and successful service delivery or expansion and development in the fashion industry.

PURPOSE:

The purpose of this qualification is to produce graduates who have advanced knowledge, advanced skills, and competencies to:

- Create public interest in buying the fashion products through display of merchandise.
- Demonstrate knowledge and technical skills and ability to participate in forecasting fashion trends.
- Explore fashion buying and related problems in the workplace.
- Demonstrate creativity and versatility to drive the growth of fashion brand within an organization and ensure all aspects of its marketing and manufacturing match.
- Manage fashion events and ensuring deadlines and budgets are adhered to.
- Demonstrate knowledge of sewing techniques.

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ENTRY REQUIREMENTS (including access and inclusion)


Minimum entry requirements:


- Certificate IV, NCQF level 4 (General Education or TVET) or equivalent with a pass in English, Mathematics, Fashion & Fabrics, Art, Design Technology and/or a science subject.
- Access through Recognition of Prior Learning (RPL) and Credit Accumulation and Transfer (CAT) will be provided through ETP policies in line with National RPL and CAT Policies.

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SECTION B		QUALIFICATION SPECIFICATION	
GRADUATE PROFILE (LEARNING OUTCOMES)		ASSESSMENT CRITERIA	
LO 1. Apply advanced basic research skills to determine the fashion industry trends through the development of a trend forecast project. 		1.1 Carry out market research in the fashion context. 1.2 Provide information on what drives consumer and organisational buying. 1.3 Employ communication skills to develop strategies to market textile and fashion design products. 1.4 Determine needs of customers through intense research, surveys, and focus groups. 1.5 Identify market trends. 1.6 Define fashion industry trend research process through the development of a trend research and forecasting project. 1.7 Illustrate the correlation between trend research, product development and buying fashion products. 1.8 Utilise demographics to assess future fashion trends. 1.9 Employ current fashion trends to forecast future fashion trends. 1.10 Examine the principles of fashion forecasting and trends. 1.11 Partake in runway or fashion shows to acquire new fashion ideas	
LO 2. Create public interest in buying the fashion products through display of merchandise.		2.1. Propose specific product purchases to meet customers' needs. 2.2. Arrange displays or demonstration areas to attract the attention of prospective customers. 2.3. Identify interested and qualified customers to provide them with additional information. 2.4. Prepare or alter presentation contents to target specific audiences. 2.5. Photo-shoot photographic pictures of fashion designs and styles to buyers.	
LO 3. Study contemporary and ancient history of fashion through different fashion eras.		3.1. Examine historical and contemporary fashion tends to produce concept-boards. 3.2. Characterize major changes that have taken place in the fashion design industry. 3.3. Assess the influence of Botswana's traditional textile designs on the fashion industry.	


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	3.4. Infuse traditional fashion designs in current fashion designs.
LO 4. Monitor the financial performance of the fashion business and ensure staff give great customer service.	4.1. Manage budgets. 4.2. Maintain statistical and financial records. 4.3. Oversee pricing and stock control. 4.4. Maximize profitability and setting/meeting sales targets. 4.5. Ensure compliance with health and safety legislation.
LO 5. Drive the growth of fashion brand within an organization and ensure all aspects of its marketing and manufacturing match.	5.1. Study the brand and current strategy highlighting areas of weaknesses. 5.2. Create brand plan and brand strategy. 5.3. Develop and sustain strong working relationships with all stakeholders. 5.4. Create high quality and effective marketing materials.
LO 6. Manage fashion events and ensuring deadlines and budgets are adhered to.	6.1. Coordinate details of fashion events. 6.2. Educate staff on proper event procedures. 6.3. Book venues and negotiate fees. 6.4. Prepare invitations and send out at appropriate time. 6.5. Ensure staff is adequately prepared for event. 6.6. Ensure day of event goes smoothly. 6.7. Give final approval for items such as music and menus.
LO 7. Manage and control exhibitions, shows and walkover.	7.1. Prepare layout for the show. 7.2. Use proper lighting and props. 7.3. Integrate advertising into displays. 7.4. Select garments and accessories that will be used for promotional marketing. 7.5. Evaluate the potential success of a certain clothing line.
LO 8. Use photographic knowledge in fashion design and marketing.	8.1. Describe camera, types of camera and their brands including camera components and their uses. 8.2. Set up and switch on and off a digital camera. 8.3. Operate a digital camera in a professional manner to take fashion images and pictures.


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	<p>8.4. Present photography in imagery to get correct and beautiful photos.</p> <p>8.5. Determine proper lighting through knowledge of how lights are reflected from an object.</p> <p>8.6. Use different lenses in image capturing for their specific duties.</p> <p>8.7. Carry Out different angles and angle techniques in taking images.</p> <p>8.8. Assess the socio-economic impact of photography in a contextualized environment.</p> <p>8.9. Produce creative, aesthetic, and persuasive images.</p> <p>8.10. Assess captured images to improve image quality.</p>
LO 9. Demonstrate advanced knowledge of entrepreneurial skills in Marketing.	<p>9.1. Describe the importance of entrepreneurship.</p> <p>9.2. Discuss the basic principles of entrepreneurship and the concept of innovation in fashion design.</p> <p>9.3. Distinguish the types of entrepreneurship and the financial sources for starting a fashion business.</p> <p>9.4. Design business plan for a small fashion business.</p> <p>9.5. Implement theoretical knowledge acquired by designing a small business venture.</p>
LO 10. Apply advanced communication handling mechanisms in Fashion Design.	<p>10.1. Device communication in fashion business terms.</p> <p>10.2. Carry out the process of communication and its effect on giving and receiving information.</p> <p>10.3. Utilize effective communication skills in a variety of public and interpersonal settings.</p> <p>10.4. Present fashion ideas in a clear effective way.</p> <p>10.5. Use note-taking strategies in fashion research.</p> <p>10.6. Utilize time management techniques to create a study schedule and manage procrastination.</p> <p>10.7. Exploit a variety of resources for information and research.</p> <p>10.8. Study and assess course content and information.</p>
LO 11. Demonstrate advanced skills of sewing techniques.	<p>11.1. Relate sewing to fashion materials and texture.</p> <p>11.2. Detect tools and supplies used in sewing.</p> <p>11.3. Describe purpose of each part of a sewing machine.</p> <p>11.4. Use the sewing machine correctly.</p> <p>11.5. Set up the sewing area to suit the user need.</p> <p>11.6. Discuss machine needle and inserting process.</p> <p>11.7. Show threading and winding the bobbin procedure.</p> <p>11.8. Thread the sewing machine.</p>


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	11.9. Identify basic trouble shooting problems. 11.10. Prepare cut parts for mending into a garment. 11.11. Assemble and sew garment parts. 11.12. Apply finishing touches to a garment. 11.13. Trim excess threads. 11.14. Press finished garment. 11.15. Package the finished garment.
	LO 12. Demonstrate a sense of accountability and personal responsibility for the work in the organization. 12.1. Create good relationships with colleagues and customers in the organisation. 12.2. Apply different approaches in managing the business in the organisation. 12.3. Communicate professionally with all stakeholders in the organisation. 12.4. Report to work on time and on daily basis. 12.5. Write the weekly report and submit it as required by the workplace or the university. 12.6. Follow instructions as given by the supervisor at work and the mentor at the institution. 12.7. Perform duties given by the supervisor ethically and responsibly. 12.8. Link theoretical knowledge from lecture room to practicability in the workplace. 12.9. Prepare the materials for writing the final internship report. 12.10. Correctly fill in the logbook as required by the institution

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SECTION C	QUALIFICATION STRUCTURE				
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total (Per Subject/ Course/ Module/ Units)
		Level [5]	Level [6]	Level [7]	
FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>	Introduction to Research	10			10
	Introduction to Computer Skills	10			10
	Communication and Study Skills	10			10
	Fundamentals of Design	10			10
	Creative and Innovative Studies		10		10
	Fashion conceptual drawing		10		10
	Fashion History	10			10
	Entrepreneurship		12		12
	Fashion Photography		15		15
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Consumer Behavior		12		12
	Visual Merchandising		12		12
	Contemporary Fashion, Styles and Trends			12	12

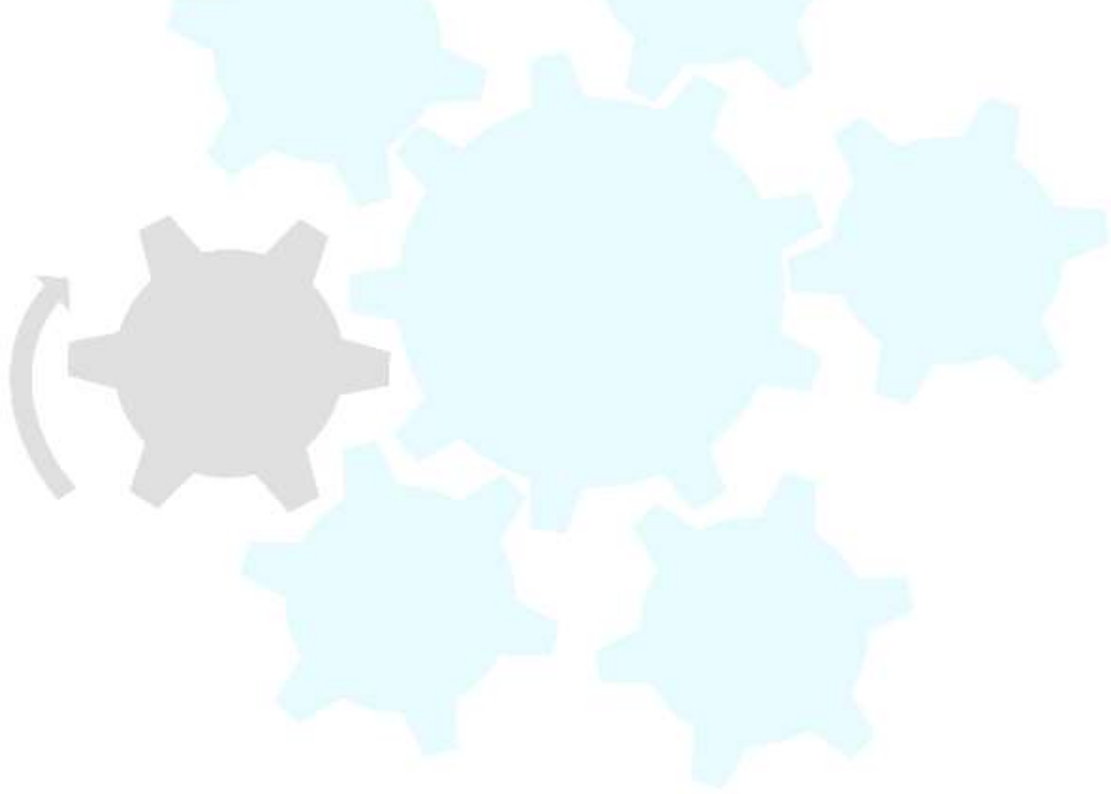
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	Principles of Advertising		15		15
	Fashion Promotions		12		12
	Principles of merchandizing		12		12
	Introduction to Marketing		15		15
	Fashion Presentation Planning			15	15
	Store Layout		12		12
	Introduction to Business Management		12		12
	Introduction to Retail Management		12		12
	Introduction to Brand Management	12			12
	Inventory Management		12		12
	Human Resource Management		10		10
	Principles of Accounting		15		15
	Sewing Techniques				27
	Industrial Attachment		40		40
ELECTIVE/ OPTIONAL COMPONENT	Retail Buying & Logistics		10		10
	Event Planning and budgeting		10		10

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Subjects/Courses/ Modules/Units					


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SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL	
TOTAL CREDITS PER NCQF LEVEL	
NCQF Level	Credit Value
Level 5	50
Level 6	299
Level 7	15
TOTAL CREDITS	364
Rules of Combination: (Please Indicate combinations for the different constituent components of the qualification)	
<p>Fundamental Component: Compulsory 97 credits</p> <p>Core Component: Compulsory 257 credits</p> <p>Elective Component: Students choose 1 out of 2 modules: 10 credits.</p> <p>Total: 364 credits</p> <p>The qualification draws credits from three levels, Level 5 with 50 credits, Level 6 with 299 credits, and level 7 with 15 credits.</p> <ul style="list-style-type: none"> At year 1 level 5 (50) and 6 (74) constitutes 124 credits. At Year 2 level 6 constitute 120 credits, and at Year 3 level 6 (105) and level 7 (15) constitutes 120 credits. Students must take and pass all pre-requisite modules to be allowed to take successive modules. 	

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ASSESSMENT ARRANGEMENTS

Assessment

All assessments leading to the awarding of this qualification will be based on learning outcomes associated with the following assessment criteria:

1. Formative assessment

The weighting of formative assessment is 60% of the final assessment mark.

2. Summative Assessment

The weighting of summative assessment is 40% of the final mark.

Assessment arrangements will be done by BQA registered and accredited assessors.

MODERATION ARRANGEMENTS

There shall be provision for internal and external moderation done by BQA registered and accredited Moderators.

RECOGNITION OF PRIOR LEARNING

There will be provision of Recognition of Prior Learning (RPL) for award of the qualification using Institutional RPL Policy in line with the National RPL Policy.

CREDIT ACCUMULATION AND TRANSFER


There shall be access and award of credits of the qualification using Institutional Credit Accumulation and Transfer (CAT) Policy in line with the National CAT Policy.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal Progression:

- Diploma in Fashion Design
- Diploma in Textile Design
- Diploma in Fashion and Textile Design
- Diploma in Accessories Design

Vertical Progression:

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- BA in Fashion Design
- BA in Fashion Business
- BA in Fashion Marketing and Management
- BA in Textile Design
- BA in Fashion and Textile Design
- BA in Accessories Design

Employability Opportunities:

Graduates from the qualification will typically enjoy careers such as:

- Fashion Merchandiser
- Fashion Marketer
- Fashion Buyer
- Retail Manager
- Brand Manager
- Event Manager

QUALIFICATION AWARD AND CERTIFICATION

Qualification award:


There will be certification towards awarding of the qualification. To qualify for qualification award and certification, a student must:

- Attain a minimum of 364 credits overall, including a maximum of 10 credits of elective courses.
- Complete satisfactorily any additional and specified requirements of the qualification.
- Have official verification that he/she has covered and passed all the modules.

Certification:

A **Diploma in Fashion Marketing** shall be issued to the candidate upon meeting the above-mentioned conditions.

REGIONAL AND INTERNATIONAL COMPARABILITY

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A comparative analysis was taken to compare the relevance and standards implemented in the qualification.

Key parameters considered for bench marking were credits, duration and learning outcomes and carried out with 1 regional and 2 international institutions being:

- i. FEDISA Fashion School (South Africa)
- ii. LaSalle College (Indonesia)
- iii. Humber College (Canada)

10.2. Similarities

The following are noted similarities:

- Duration of training is almost similar.
- Number of modules offered for the qualification slightly differ.
- Graduates at diploma level progresses to degree level and the modules covered are exempted.

10.3. Differences

Key differences are noted in the following areas:

- Modules have different notional hours and hence credits awarded to each module.

10.4. Competitor Analysis

This qualification is primarily business oriented and focus on business skills and creative elements to succeed in the fast-moving fashion industry. Students are to explore their potential in the fashion industry and experience how the industry works, students also can explore and develop new and original areas for research and to translate information and ideas into innovative fashion brands. Students will be introduced to the business aspects of fashion.

REVIEW PERIOD

Every five (5) years.

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