

BA (HONS) FASHION BUSINESS with MARKETING

The School of Creative Industries at Solent University is delighted to take this opportunity to welcome you to the next chapter of your education and hope you have a rewarding and memorable time whilst studying with us. This letter will provide you with all the information you need to start your course in advance, so you arrive ready and fully prepared.

The Fashion Business with Marketing team are very much looking forward to welcoming you to the next exciting, intellectually stimulating and fast-paced chapter of your educational journey.

Over the next three years you will be working and collaborating with staff and students across the school to enhance your professional network, create some amazing business, strategy and creative outputs and gain a wide array of skills and experiences essential to your next step into industry. We cannot wait for you to get started on your path to career success with us, but first things first, let's get you here.

Your journey will start with us on **Monday 21st September at 10am** in **HC203** when we start to build our course community, introduce you to our ways of working and have some fun with a few creative projects. This Welcome Week aims to help settle you into university life, get to know the campus and the city and understand more about the course you will be studying for the next three years. During this week we will also be doing lots to encourage you to build creative communities, make friends and get your university experience off to the best start, so please don't be worried. Everyone is in the same boat but come with an open mind and throw yourself in to all that is on offer.

Until we meet in the Herbert Collins building on the 21st (the building is at the back of the University campus accessed through the main reception and across the carpark, NOT the building with the large red pod) your level tutor Emma Pritchard's email is open if you have any questions about starting with us.

On arrival, you will be introduced to your peer mentors who will be on hand throughout your first year to offer advice and kindness whenever you need it. They will share some of the exciting things they have been up to in their first year on the course and be on hand to answer



any student-related questions you may have. Do not be afraid to email or just drop a comment on the course Instagram DMs and one of our mentors will reply to you.

To get you in the swing of university life you will find a summer brief below that I encourage you to have a go at. It is a fun task to help get your creative media juices flowing and get you excited about the start of your university experience.

Do not worry about getting it 'right or wrong' because there is no right or wrong output. We just want to see your interpretation, so let your creativity go wild. We will enjoy looking through your work as part of one of our early sessions. We are looking for creativity and some innovative thinking so find some content you love and try to create similar for the task.

You should already have access to your Welcome Week timetable on our 'Get Ready' Solent Online Learning portal (if not please email admissions@solent.ac.uk and they will sort this out for you), as well as some additional joining instructions but if you have any problems please just drop me an email on emma.pritchrd@solent.ac.uk.

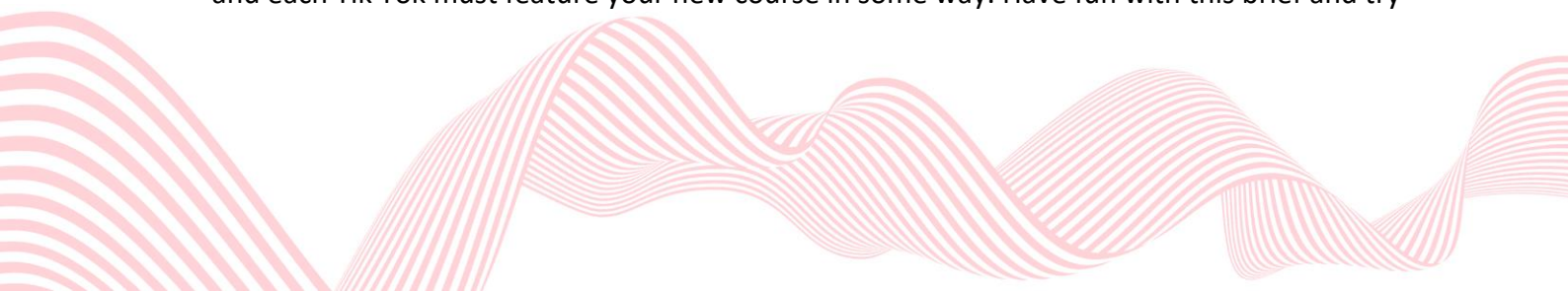
Enjoy your summer and I can't wait to meet you all soon.

The Fashion Business team

SUMMER PROJECT

1. Create a series of TikToks documenting your preparation and arrival at university. These TikToks could be anything from 'the universities I applied for and why I chose Fashion Business with Marketing at Solent' to what you are excited about as you prepare to leave for Uni, or a 'get ready with me' piece as you leave for uni. Use your imagination. There are so many other options so do some research and plan some of your own. We want you to create content you would like to watch and want to see how you utilise the latest trends to build a narrative.

This is a marketing exercise to see how you engage with social media, social media trends and each Tik Tok must feature your new course in some way. Have fun with this brief and try



to challenge yourself to capture the fun and excitement of starting your university experience.

Please mention and tag **@solentfashionmanagement** in all posts.

Tagging the course will allow us to see your creations.

Have fun with these tasks. Please don't worry as there is no way you can get these assignments 'wrong' as we just want to enjoy how you interpret them and the different types of creative outputs you will create. However, if you are concerned about anything please drop any questions to **the** email above and we will happily answer them for you.

We very much look forward to welcoming you in September, getting you started on the path to your dream job and start seeing you grow into the creative practitioners of tomorrow.

Happy Summer and good luck with all your exams.

