

## **DFME21 – Diploma of Fashion Marketing and Enterprise**

### **1. About the Diploma of Fashion Marketing and Enterprise**

The Diploma of Fashion Marketing and Enterprise is a nested AQF 5 qualification that provides graduates with an introductory theoretical and technical base of general commercial fashion design knowledge and skills, leading either to entry-level employment in the fashion design sector or to further specialised design study at a Bachelor level.

#### **Graduate employment opportunities**

- Marketing Assistant
- Business start-up
- Production/Sourcing Assistant
- Operations Assistant

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## Course Overview

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| <b>Course Title</b>                                   | <b>DFME21 – Diploma of Fashion Marketing and Enterprise</b>  |   |   |
| <b>Study Options – Domestic Australian students</b>   | Face to Face delivery<br>Online delivery<br>Full-time and part-time options available.   | <b>Study Options – International students</b>   | N/A   |
| <b>Start Dates</b>                                    | February, June, September<br><br>For specific dates visit the <a href="#">website</a>  | <b>Course Length</b>                            | Full-time: 1 year<br>Part-time: 2 years   |
| <b>Payment Options - Domestic Australian students</b> | <b>Upfront payment</b><br>This means tuition fees will be invoiced each trimester and payment is required on or before the due date.<br><br><b>FEE-HELP</b><br>FEE-HELP is Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating. | <b>Payment Options – International students</b> | N/A   |
| <b>Course study requirements</b>                      | Each subject involves 10 hours of study per week, comprising 3 hours of facilitated study and 7 hours self-directed study.   | <b>Assessment</b>                               | Progressive and final folio presentations, proposal/design rationales, reflective journals/blogs, presentations/pitch, research |

|                             |   |                           |  |
|-----------------------------|---|---------------------------|--|
|                             |   |                           | proposals and reports, reports/essays/case studies, discussion forums, design outcome prototypes |
| <b>Locations</b>            | Sydney, Melbourne, Adelaide, Brisbane, Online   | <b>Delivered by</b>       | Billy Blue College of Design at Torrens University Australia                                     |
| <b>Provider</b>             | Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).                                    | <b>CRICOS Course Code</b> | N/A  |
| <b>Provider obligations</b> | Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in compliance with the <a href="#">Higher Education Standards 2015</a> | <b>Accrediting body</b>   | Torrens University Australia   |
| <b>Course Fees</b>          | For details, refer to the <a href="#">website</a> .   | <b>Any other fees</b>     | For details, refer to the <a href="#">website</a> .  |

## 2. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

## 3. Admission Criteria

|   |   |
|---|---|
| <b>Title of course of study</b>               | <b>Diploma of Fashion Marketing and Enterprise</b>  |
| <b>Applicants with higher education study</b> | <ul style="list-style-type: none"> <li>A completed higher education qualification at AQF level 5 (diploma) or above, or equivalent, from an Australian University or</li> </ul> |

|   |  |
|---|--|
| <b>Title of course of study</b>   | <b>Diploma of Fashion Marketing and Enterprise</b>   |
|   | <p>another accredited higher education provider</p> <p>OR</p> <ul style="list-style-type: none"> <li>• Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 6 (Associate Degree) or above, or equivalent, from an Australian University or another accredited higher education provider</li> </ul>  |
| <b>Applicants with vocational education and training (VET) study</b>  | <ul style="list-style-type: none"> <li>• A completed vocational education qualification at AQF level 4 (Certificate IV) or above, or equivalent, from a registered training organisation (RTO)</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 5 (Diploma) or above, or equivalent, at a registered training organisation (RTO)</li> </ul> |
| <b>Applicants with work and life experience</b>   | <p>Demonstrated ability to undertake study at the required level:</p> <ul style="list-style-type: none"> <li>• work experience, and/or other formal, informal or non-formal study attempted and/or completed, OR</li> <li>• discipline specific portfolio</li> </ul>   |
| <b>English Language Proficiency</b><br>(applicable to international students, and in addition to academic or special entry requirements noted above)                                  | Equivalent IELTS 5.5 (Academic) with no skills band less than 5.0  |
| <b>Applicants with recent secondary education (within the past two years) with ATAR or equivalent*</b><br>(for applicants who will be selected wholly or partly on the basis of ATAR) | Year 12 or equivalent  |

|                                 |  |
|---------------------------------|--|
| <b>Title of course of study</b> | <b>Diploma of Fashion Marketing and Enterprise</b> |
|                                 |  |

### Other admission options

*(For applicants who will be selected on a basis other than ATAR)*

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|----------------------|--|
| <b>Special Entry</b> | Applicants in any category whose study, work or life experiences have been impacted by disability, illness or family disruption will be given special consideration for admission. Each application will be considered on its merit, based on the evidence supplied by the applicant attesting to the circumstances of the applicant. Applicants for special entry may need to complete written or numerical tasks to assist with assessing eligibility for admission. |
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## 4. How to apply

Via direct application to the institution

- o <https://apply.torrens.edu.au/>

## 5. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy](https://www.torrens.edu.au/policies-and-forms) - (<https://www.torrens.edu.au/policies-and-forms>).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions
- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)
- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

For further information about credit and recognition of prior learning please see <http://www.torrens.edu.au/apply-online/course-credits>.

## 6. Where to get further information

- Torrens University Australia (TUA) Website
  - <https://www.torrens.edu.au/>
- Universities Admissions Centre (UAC) Website
  - <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
  - <https://www.qilt.edu.au/>

## 7. Additional Information

### Course Structure

The course structure comprises three common core subjects and five specialised subjects over Level 100 as follows:

- Level 100: three common core subjects; five specialised subjects

### Course Rules

To be awarded the Diploma of Fashion Marketing and Enterprise, students will need to complete 80 credit points over 8 subjects as outlined in the Course Structure above. Each subject has a value of 10 credit points.

### Subjects

| SUBJECT DETAILS   |
|---|
| SUBJECT TITLE, DESCRIPTOR   |
| Level 100   |
| <p><b>DCX101 Design Context</b></p> <p>Design Context is a foundational subject that introduces students to the designed world and their place within it. Students are encouraged to explore the interconnected nature of design and its capacity to inspire change, drive progress and navigate complex challenges. Through observation, research and iterative approach students will develop a series of creative responses that demonstrate an awareness of the value of design and its ability to create meaningful interactions for people, communities and their environments.</p> |

| <b>SUBJECT DETAILS</b>  |
|---|
| <b>SUBJECT TITLE, DESCRIPTOR</b>  |
| <p><b>DGDDD100 Digital Design Foundations</b></p> <p>This subject introduces a core set of industry-standard specialist design software tools. The emphasis of this subject is on building a comprehensive familiarity with these tools and features so that their application becomes second nature and can be treated as part of the overall creative tool kit. Students will work through a range of small exercises to cement their learning and to build their working knowledge by experimenting with different tools and techniques. Students will then combine these tools and techniques to explore print and screen-based projects and in doing so, become aware of how to create flexible visual outcomes not wedded to single-use mediums.</p>  |
| <p><b>MKT101A Marketing Fundamentals</b></p> <p>Students will gain a solid foundation in the marketing discipline introducing relevant and contemporary concepts, theories and models. The unit magnifies the importance of understanding consumer behaviour, segmentation, targeting and positioning, the extended marketing mix and ethics in marketing. Industry relevance provides students with the opportunity of applying key concepts in practical settings. These marketing foundations are expanded on in other subjects available as electives.</p>  |
| <p><b>DSO102 Design Studio 1</b></p> <p>This subject explores the relationship between materials and storytelling. It introduces students to the attributes of materiality and encourages them to re-imagine the possibilities of creating through making. Students will explore the art of paper folding, developing skills and taking creative risks. These results will be captured digitally and altered using the appropriate software.</p> <p>Individual tasks allow students to develop an understanding and appreciation of materials, their many varied uses, properties, and the sustainable manufacturing processes related to them. Students will progress towards determining suitable materials in which to construct their final model with its form and function contextualised and supported by a documented process journal.</p> <p>Their final submission will be a model that reminds us that stories which fill our lives are not only spoken and written but sometimes are best told through craft.</p> |
| <p><b>FA113A Fashion Concepts</b></p> <p>Fashion Concepts provides the opportunity for students to develop their understanding of concepts and structures that may be employed in a contemporary fashion environment. In this subject, students develop their knowledge of:</p> <ul style="list-style-type: none"> <li>• trend analysis and design development</li> <li>• sampling and production</li> <li>• fashion wholesale and retail concepts</li> <li>• ethics and questions of sustainability within fashion supply chains.</li> </ul> <p>Students will be required to research and critically analyse contemporary fashion models and identify, describe and model a fashion enterprise of their own development.</p>   |
| <p><b>ENT101 Introduction to Entrepreneurship</b></p> <p>The aim of the subject is to develop an entrepreneurial mindset that incorporates creativity, innovation and research/analytical abilities. The subject focuses on entrepreneurship for start-up businesses as well as entrepreneurial behaviour within larger organisations.</p>  |

| <b>SUBJECT DETAILS</b>  |
|---|
| <b>SUBJECT TITLE, DESCRIPTOR</b>  |
| <p>Students are introduced to the theory and practice of entrepreneurship, the characteristics of entrepreneurs through a range of case studies, and the “mindset” of the entrepreneur. They will gain an overview of the business startup process, make an assessment of their own “mindset” for entrepreneurship and map out their journey to develop their mindset and skillset as entrepreneurs.</p>  |
| <p><b>DSO103 Design Studio 2</b></p> <p>Design Studio 2 offers an introduction to the building blocks of creating and developing brands and is designed to give students a broad understanding of the stages and methodologies adopted in the brand development process. The subject draws on the theory and practice that sits behind brand creation. It covers the broad spectrum of brand development, values, trends and branding techniques, as well as fundamentals such as brand positioning and brand architecture.</p> <p>The subject also explores the relationship between branding and audiences, cross-cultural influences and shifts in consumer behaviour. Students must first understand and apply the fundamentals of branding and then go on to use that knowledge as the basis for developing and progressing a brand. This theoretical and practical subject will equip students with the knowledge and insight with which to build their own branding expertise.</p> |
| <p><b>BIZ104 Customer Experience Management</b></p> <p>The 21<sup>st</sup> Century economy is dynamic and driven by customers ever changing wants and needs. To remain competitive businesses need to understand what their customers want and how to deliver a quality customer experience that goes beyond the product or service offering. This subject explores how a customers’ perceptions – both conscious and subconscious – effect their relationship with a brand’s value proposition. Students will explore how a customer’s interactions with a brand during the customer life cycle will determine level of customer satisfaction. Students will analyze Customer Journey Mapping techniques, Employees engagement in the customer experience strategy and metrics of satisfaction loyalty and advocacy.</p>   |

## Locations

The Bachelor of Fashion Marketing and Enterprise can be studied fully online or at the below Torrens University Campuses:

- Sydney: 46-52 Mountain Street, Ultimo NSW Australia 2007
- Melbourne: 196 Flinders St, Melbourne, VIC 3000
- Adelaide: 88 Wakefield Street, Adelaide, SA, 5000
- Brisbane: 90 Bowen Terrace, Fortitude Valley, QLD 4006
- Online

## Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped



accessible learning spaces as well as student breakout areas for group work and spending time with friends.

Facilities and Services include:

- The Customer Service Hub – our friendly and experienced staff can give help and advice about courses, your enrolment and campus life, including all services and activities on campus.
- Counsellors are available for students to consult with on a range of personal issues
- Student wireless access throughout the Campus
- Student break-out and relaxed study spaces for group work
- Student lounge areas – most with microwaves, kitchenette facilities and vending machines
- The Learning Hub, home to the Learning Support Team, encompasses Learning Skills Advisors, Learning Technology Advisors, and Library & Learning Skills Officers. It provides an integrated, holistic support program for students throughout the study lifecycle within a library/collaborative study environment.

The service includes:

- Support and workshops with highly qualified staff in the areas of Academic skills, Library skills, and Technology skills, both on campus and online.
- Physical and digital resources relevant to studies, such as books, journals, multimedia, databases
- Self-check kiosks for library loans and print and copy facilities

### **A positive student experience**

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website](https://www.torrens.edu.au/policies-and-forms) (<https://www.torrens.edu.au/policies-and-forms>).

### **Paying for your qualification**

We offer two payment options for this course:

- **Upfront payment**  
If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each semester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.
- **FEE-HELP**  
FEE-HELP is Australian Government's loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

Further information about FEE-HELP, including eligibility, is available at:

- [FEE-HELP website:](#)

<http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help->

- FEE-HELP booklets:

<http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications>

### **Austudy and Abstudy**

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).