

Purpose Statement:

AIM Awards Level 4 Diploma in Digital Skills for Fashion Retail

Qualification Number: 601/8429/2

What does this qualification cover?

This qualification has been designed to support you, the learner, to develop your knowledge, skills and work behaviours to allow entry into employment in the digital fashion retail industry.

You will be required to undertake a work placement of at least 3 weeks and will produce a sophisticated portfolio of evidence to demonstrate your potential to a prospective employer including:

- the ability to apply and contextualise digital skills and expertise
- the ability to talk the digital language
- comfort working in a digital environment
- the ability to confidently interact with colleagues from other teams
- a specialism in a chosen digital fashion retail career track whilst demonstrating the ability to undertake multiple roles within a smaller retailer context

There are 7 mandatory components in which you must successfully achieve, with a grading methodology of Pass/Merit/Distinction applied to a final project.

The Fashion Retail Business Environment - this component will develop your knowledge of the fashion retail industry environment. You will investigate the high street and its key players, current retail trends and challenges. In particular, you will focus on the growth of online commerce and its impact on the high street.

Principles of Retail Technology - this component will give you a solid foundation in the fundamentals of information technology. It will also develop your knowledge of different IT languages and how to interpret them (at a basic level). It will also make you aware of current key technology trends, including mobile technology, and their impact on and application in fashion retail.

Creating the User Experience - this component will introduce you to the principles of web design. You will be taught how to create and implement simple web graphics, communications and changes. You will learn to make web design decisions using your knowledge of branding, commercial awareness and web design feasibility.

Social Media Campaign Planning in Fashion Retail - this component will introduce you to the principles of digital marketing and the use of social media for commercial purposes. It will explore the different marketing channels available and how analytics is used as a powerful tool to define campaign strategy. This component has been designed to support you to create a specific social media campaign for a fashion retailer.

Trading Skills in Digital Fashion Retail - this component will introduce you to key financial terms and Key Performance Indicators (KPIs) so you can assess the financial state of a business and understand how business decisions impact the bottom line.

Personal and Professional Development in Digital Fashion Retail - this component will enable you to develop skills with which you can make best use of appropriate progression and work opportunities. It has been designed to support a 3 week work placement with a fashion retailer, within a digital function of your choice.

Individual Project in Digital Fashion Retail - this component has been designed to support a major project assignment which will give you the opportunity to consolidate and apply knowledge and skills that have been acquired during this qualification. It is also designed to support you to develop your soft skills to a professional level and allow you to specialise in your preferred digital business function.

This qualification is not included within any apprenticeship frameworks.

Is this qualification right for you?

This qualification may be of particular interest to you if you are a learner who:

- has already completed a Level 3 qualification in a relevant fashion and/or digital subject and are keen to pursue a career in the digital marketing fashion retail industry
- already works or volunteers in a fashion and/or digital setting and wishes to regain recognition for the skills and knowledge previously achieved
- works as an Content Editor Assistant, Digital Marketing Assistant, Trading Assistant and wishes to progress your career further within the industry
- wishes to transfer from another career

How does this qualification relate to other similar AIM Awards qualifications?

This qualification is a standalone qualification and is only available at this level and size.

Other qualifications specific to this sector are:

- AIM Awards Suite of Digital Marketing qualifications, which cover a wide range of knowledge and skills to understand the impact and power of social media. Units include the use of digital media to attract customers, on line advertising and email marketing.

- AIM Awards Suite of Retail Knowledge qualifications, which aim to provide a progression route required to enter into and develop a career within the retail sector.

What can the qualification lead to?

If you successfully achieve this qualification, you may progress into job roles within the industry such as:

Content Editor Assistant - providing support at all stages of the publication process for books, journals, magazines, websites and online newsletters.

Digital Marketing Assistant - promoting your employer's products, services or ideas online.

Trading Assistant - assisting senior traders in performing daily trading activities.

You can also complete further qualifications to build on your skills such as a Foundation degree, HNC/D or a degree.

Other information

The qualification has been supported and designed by employers including Arcadia Group, Marks and Spencer, Next, Warehouse and River Island to ensure that successful learners meet the industry's specific needs and are "job ready".