

## PROGRAMME SPECIFICATION

Course Aim and Title	MA International Fashion Business with Marketing Management or Luxury Branding pathway
Intermediate Awards Available	PGCert International Fashion Business PGDip International Fashion Business
Teaching Institution(s)	UEL On Campus (Docklands)
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	ADI
UCAS Code	N/A
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	N/A
Additional Versions of this Course	N/A
Date Specification Last Updated	June 2019

### Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

1. Achieve a sound theoretical and conceptual grounding in international fashion business
2. Be able to collect and critically analyse information in different business aspects to support the strategic decision-making process.
3. Develop a range of personal and analytical skills, including effective communication and listening skills using a range of media and the ability to prepare and present business reports
4. Enhance professional skills through industry collaborations and involvement on the course.

What you will learn:

#### Knowledge

- Understand the importance of external as well as internal business environments and their influences on business strategies, marketing & PR planning and the buying process.
- Perceive the significance of how strategic thinking fits into the range of managerial responsibilities.
- Understand the interlink of buying, merchandising, trends, marketing communications in defining success of fashion companies and formulating business metrics

#### Thinking skills

- Critique the compliance of the fashion industry to required ethical standards and corporate social responsibility (CSR)
- Analyse the significance and the role of strategic marketing in the global fashion context

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- Demonstrate critical, reflective thinking on contemporary issues in fashion marketing and management.

### Subject-Based Practical skills

- Use and apply academic frameworks to provide strategic business solutions in global context  
- Examine different pricing strategies deployed by fashion retailers to maximise margin  
- Formulate business strategies for fashion houses to compete against competitors and sustain their value propositions in the market.

### Skills for life and work (general skills)

- Apply research skills to increase the credibility of pitches/presentations  
- Gain confidence and skills in communications, both oral and written, through the use of a wide range of technologies  
- Develop strong and effective self-management to achieve workloads and deadlines

## Learning and Teaching

Knowledge is developed through

- Guided reading
- Knowledge-based activities with feedback
- Debates and discussions led by industry practitioners

Thinking skills are developed through

- Reflective activities with feedback
- Campaign critiques
- Online discussions and activities

Practical skills are developed through

- Working closely with industry professionals
- Research skills-based activities with feedback
- Pitching for projects
- Presentations

Skills for life and work (general skills) are developed through

- the demands of the study medium
- Planning activities with feedback
- Project work
- Industry consultancy

## Assessment

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Knowledge is assessed by

- Coursework
- Essays
- Examinations

Thinking skills are assessed by

- Coursework
- Examinations
- Project work

Practical skills are assessed by

- Practical reports
- Portfolio completion

Skills for life and work (general skills) are assessed by

- Project work
- Group work

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

### Work or Study Placements

- The course offers students an opportunity to conduct a work placement in term 2, under the module FT7003 Fashion Consultancy Project/Internship. The maximum duration of this placement is 12 weeks on a basis of 20 hours/week.
- Internships are not guaranteed. Students who are unable to secure work placements will be assigned an alternative project. (i.e. shadowing fashion practitioners)

### Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
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7	FT7001	International Fashion Business & Management	30	Core	N
7	FT7002	Trends Forecasting and Fashion Buying	30	Core	N
7	FT7003	Fashion Consultancy Project/Internship	30	Core	N (Professional Practice)
7	FT7005	Fashion Marketing and Public Relations	30	Core for <i>Marketing Management pathway</i>	N
7	FT7004	Luxury Brand Management	30	Core for <i>Luxury Brand Management pathway</i>	N
7	FT7006	Fashion Business Research Report/Dissertation	30	Core	N
7	FT7007	Professional Life: Advanced Fashion Portfolio (Mental Wealth)	30	Core	N (Mental Wealth)

Additional detail about the course module structure:

The course starts in September and consists of 4 subject specific modules (30 credits each) and two shared modules with other master's courses (30 credits each)

Depending on the pathways students choose, the modules would vary in term 2.

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

### Course Specific Regulations

N/A

### Typical Duration

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The duration of this course is one calendar year full-time if enrolment and two calendar years part-time.

The time limit for completion of a course is four years after first enrolment on the course.

Part-time mode is available to home students only.

### Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

### Additional costs:

There might be additional costs on top of the course fee, i.e. visits to London Fashion Week (LFW), London Fashion Weekend, British Fashion Awards (BFA) or study tour to Premier Vision Fashion Trends Fair in Paris.

Cost for these trips varies every year but it should cost about £20 for entry tickets to LFW, £50 for entry tickets to BFA and about £250 for our annual Paris study trip. These trips are optional for students.

Students that undertake external placements/internships will need to cover their own travel costs/expenses.

### Alternative Locations of Delivery

N/A