



# MA INTERNATIONAL FASHION BUSINESS

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APPLY TO UEL

## Course overview



START DATE  
September 2020



SUBJECT AREA  
Fashion

## Course Summary

This course will provide you with up-to-date management skills in the context of fashion.

You will embark on an innovative curriculum which balances theoretical constructs with practical commercial solutions. In addition to formal learning and teaching, you will engage with industry professionals, live projects, guest speakers and overseas trips to ensure a rich and varied experience.

You will have the option to graduate with one of two pathways, marketing management or luxury branding, depending on your individual interests and choice of modules.



Return to campus: dual delivery

In a Covid-secure environment, enjoy learning on our state-of-the-art campuses and flex between online delivery

[Find out more](#)



## Guest speakers

Be taught by industry practitioner, Kent Le who currently works for branding agency Grain Creative and has done projects for John Lewis, Devotion New York and Elizabeth Emmanuel. We also have guest speakers from Paul Smith, Burberry, Kanye West Studio (Milan) and LOVE magazine.

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VISIT

## HOW YOU'LL LEARN

Apart from taught classes, you'll engage with your studies through a lot of site visits, debates, guest speakers and live projects. We have an impressive lists of guest speakers from some of the best fashion brands in the worlds. To name a few Burberry and Paul Smith. Felisa Kennard Head of Kanye West Studio (Milan) has also led several fashion finance talks and helped our students with their business plans.

Our Fashion & Textiles department organises overseas trips every year. You'll be able to participate in a study trip to Paris during Premier Vision Week, giving you an insight into new trends and technology.

Our ethos is "learning by doing" - you learn more through practice. Both luxury and marketing modules will be run with input from industry professionals. Luxury branding agency Grain Creative and fashion company Yulan Creative are two active collaborators with the UEL Fashion Marketing team and have run several fashion projects with us over the years.

Our fashion students have worked in roles such as buyers, assistants to campaign managers, fashion magazine journalists and PR managers. Their employers have included companies like Marks and Spencer, Topshop, John Galliano, Free People, Adidas.

You'll study in our beautiful, waterside Docklands campus. Situated in east London's creative heartland, with its pop-up artistic stores and design trade fairs, it's a fashion hotspot guaranteed to inspire you.

## FEES AND FUNDING

### POSTGRADUATE LOANS SCHEME

£10,280 to fund your Masters Programme under the Postgraduate Loans (PGL) scheme

Postgraduate Loans (PGL)

The Postgraduate Loan (PGL) provide non means-tested loans of up to £10,906 to taught and research masters students. It will be paid to students as a contribution towards tuition fees, living costs and other course costs.

Applications are made directly through [Student Finance England](#)

## Eligibility

Whether you qualify depends on:

- if you've studied on a postgraduate course before
- your course
- your age
- your nationality or residency status

Full eligibility can be found [here](#)

Please take a look at the [Postgraduate Loans](#) for an overview of the new funding.

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## POSTGRADUATE SCHOLARSHIP

Apply for a 50 per cent discount on your tuition fees! You can get a 50 per cent discount on course fees through a UEL Postgraduate Scholarship.

The scholarship is open to full-time and part-time UK and EU students of taught postgraduate courses. \*Exclusions apply.

Find out more about [full eligibility criteria and how to apply](#).

Terms and conditions apply.

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## OUR SCHOLARSHIPS AND BURSARIES CAN HELP YOU

How we can help you

Did you know that with a postgraduate qualification you can expect to earn more than someone who only holds an undergraduate degree?

If you want to build new skills, change career paths, or further your career prospects, a postgraduate degree can help you. Our range of scholarships and bursaries will make financing your education that much easier. Below is some of the funding available to support you in your studies:

- [Alumni Discount](#) – up to 15% fee waiver \*exclusions apply. Please see [Alumni Discount page](#) for information.
- [Early Payment Discount](#) – 5% fee waiver
- [Asylum Seekers scholarship](#) – 100% fee waiver
- Civic Engagement – £1,000
- Hardship Bursary – up to £2,000
- [Sport Scholarships](#) – Up to £6,000

Terms and conditions apply.

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## HOW TO PAY YOUR FEES

There are a number of ways you can pay your fees to UEL

- Online payment facilities
- By telephone
- In person at our Docklands or Stratford campus
- Bank transfer

Full information on making payments can be found [here](#)

If you wish to discuss payments to the University, please contact our Income Team on 020 8223 2974 or you can email [creditcontrol@uel.ac.uk](mailto:creditcontrol@uel.ac.uk)

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## IDEAS FOR FUNDING YOUR POSTGRADUATE STUDY

Below are some ideas on how to fund your postgraduate study:

- Apply for a [Postgraduate Loan](#)
- Take advantage of [UEL scholarships and bursaries](#)

- Ask your employer to sponsor your study
- Study part-time so you can work at the same time (applicable to courses that have a part-time mode)
- Look at [UK Research and Innovation funding options](#)

## CONTACT US

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The Student Money Advice and Rights Team (SMART) are here to help you navigate your finances while you're a student at the University of East London.

We can give you advice, information and guidance on government and university funds so that you receive your full funding entitlement.

Email: [study@uel.ac.uk](mailto:study@uel.ac.uk)

Phone: 020 8223 4444

## £ Tuition fees

UK/EU

£9,420

Tuition fees are subject to annual change. Fees for future years will be published in due course.

## ENTRY REQUIREMENTS

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FROM  
DEGREE  
Minimum 2.2 Honours degree with evidenced knowledge of the fashion industry

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We would normally expect you to have Grade C in GCSE English and Maths.

## INTERNATIONAL

### (Including European Union)

SEE YOUR  
COUNTRY

## OTHER ENTRY ROUTES

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We will also consider professionals with work experience in the fashion industry seeking a career progression. Candidates without formal qualifications but with substantial management experience in fashion are also encouraged to apply.

## ENGLISH LANGUAGE REQUIREMENTS

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Overall IELTS 6.0 with a minimum of 6.0 in Writing, Speaking, Reading and Listening (or recognised equivalent).

If you do not meet the academic English language requirements for your course, you may be eligible to enrol onto a pre-sessional English programme. The length of the course will depend on your current level of English and the requirements for your degree programme. We offer a 5-week and an 11-week pre-sessional course. [Find out more here](#).

## MATURE APPLICANTS AND THOSE WITHOUT FORMAL QUALIFICATIONS

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As an inclusive university, we recognise that applicants who have been out of education for some time may not have the formal qualifications usually required for entry to a course. We welcome applications from those who can demonstrate their enthusiasm and commitment to study and have the relevant life/work experience that equips them to succeed on the course. We will assess this from the information provided in your application – in particular your personal statement – to help us decide on your eligibility for the course.

Please note that some courses require applicants to meet the entry requirements outlined on the course page. Our pre-entry [Information Advice and Guidance Team](#) are able to provide further advice on entry requirements and suitability for study.

## FURTHER ADVICE AND GUIDANCE

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You can speak to a member of our Applicant Enquiries team on +44 (0)20 8223 3333, Monday to Friday from 9am to 5pm. Alternatively, you can visit our [Information, Advice and Guidance](#) centre.

## WHAT YOU'LL LEARN

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You'll start the course with International Fashion Business & Management module, which gives you a broad and complete understanding of the fashion industry from fashion supply chain to managing fashion talents in one of the most exciting industries in the world!

You'll then focus on specialist areas including Fashion Marketing, Public Relations or Luxury Brand Management. All modules are developed with input from seasoned fashion and marketing professionals. Our Fashion Marketing lecturer Kent Le, for instance,

also works for fashion branding agency Grain Creative and has done projects for John Lewis, Devotion New York and Elizabeth Emmanuel.

There is the opportunity to gain invaluable work experience in fashion as an integrated part of the course. We have a fantastic list of industry contacts and placements ensuring you'll be able to apply your studies into practice and boosting your CV.

## WHAT YOU'LL STUDY AND WHEN

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**We consistently review and develop our courses and modules to ensure they are up-to-date with sector and industry graduate skills demands. Course structure, modules and options are subject to change.**

### MODULES

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- International Fashion Business & Management (core)
- Trends Forecasting and Fashion Buying (core)
- Fashion Consultancy Project/Internship (core)
- Fashion Marketing and Public Relations or
- Luxury Brand Management
- Fashion Business Research Report
- Professional Life: Advanced Fashion Portfolio (Mental Wealth) (core)

### How you'll be assessed

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We assess you via your presentations, essays, research projects and a dissertation.

## YOUR FUTURE CAREER

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Graduates will be qualified to take on a range of fashion management roles, including buying, marketing and public relations. You will gain an advanced skillset specific to either marketing management or luxury branding, depending on your interests and career goals. This course is also suited to those looking to gain skills relevant to a career in fashion media management, merchandising, planning and public relations.

Explore the different career options you can pursue with this degree and see the median salaries of the sector on our [Career Coach portal](#)

## RELATED COURSES

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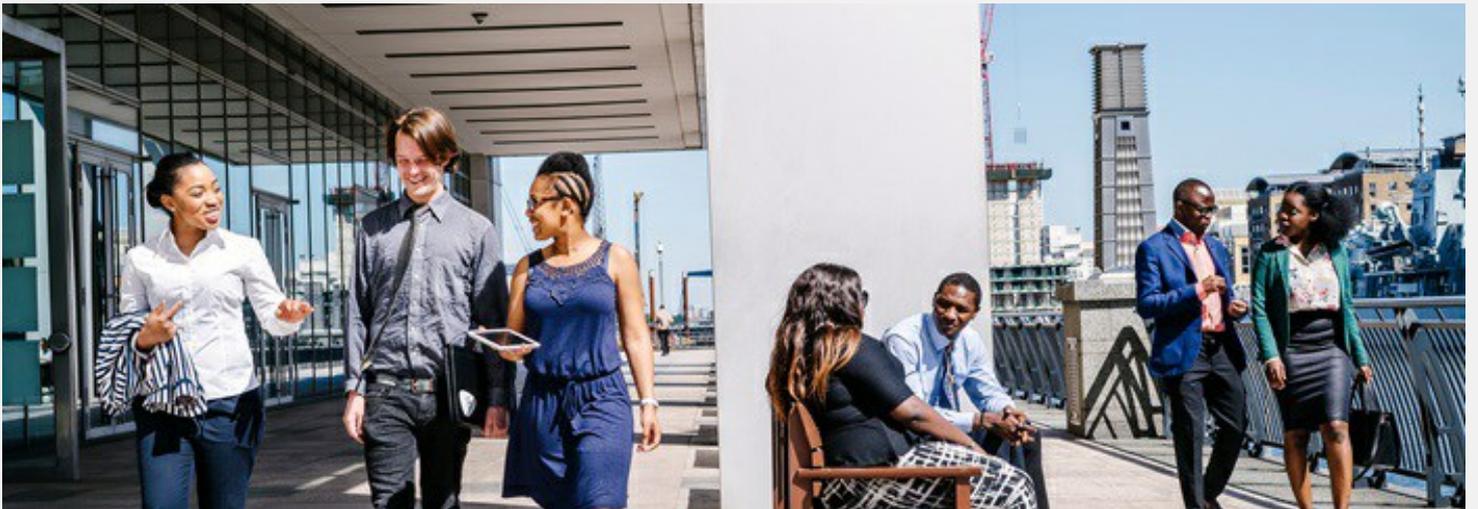
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2018