

ual:

APPROVED

MA Strategic Fashion Marketing

Awarding Body	University of the Arts London
College	London College of Fashion
School	University of the Arts London
Programme	LCF Marketing and Branding Programme (L071)
Course AOS Code	LCFMASFMF01
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Method	Face to Face
Duration of Course	1 year
Valid From	September 1st 2024
Collaboration	N/A
UAL Subject Classification	Fashion business
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>The standard entry requirements for this course are as follows:</p> <ul style="list-style-type: none">• An Honours degree at 2.1 or above in a related discipline <p>English Language Requirements</p> <p>IELTS level 7.0 with a minimum of 6.0 in reading, writing, listening and speaking. Please check our main English Language Requirements.</p>
Selection Criteria	<p>The course seeks to recruit students from diverse socio-economic and cultural backgrounds and welcomes applications from mature students.</p>

	<p>The course team seeks to recruit students who can demonstrate:</p> <ul style="list-style-type: none"> • the potential to develop their practical and critical abilities through academic study; • critical knowledge of a subject area; • a capacity for intellectual enquiry and reflective thought; • an openness to new ideas and a willingness to participate actively in their own intellectual development; • initiative with a developed and mature attitude to independent study.
Scheduled Learning and Teaching	<p>Details of the Scheduled Learning and Teaching can be found on your student portal on SITS, the UAL student records system, at the following link:</p> <p>https://sits.arts.ac.uk/urld/sits.urld/run/siw_lgn</p> <p>Click on the "Scheduled Learning and Teaching" tab on the home screen when you have logged in using your UAL details.</p>

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120
Master of Arts	180

Scheduled Learning Split by Level	
Level 7	12%
Total Scheduled Learning Split	12%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To challenge you to rethink the status quo of the fashion industry and develop innovative and holistic approaches to problem solving within and through fashion marketing.
Aim	To develop independence of judgement and foster an inquiring and analytical approach to the study and/or practice of global fashion organisations' performance in the context of the volatile wider global macro environment.
Aim	To enable you to interrogate, extend and enhance your knowledge and conceptual understanding within Strategic Fashion Marketing, preparing them to enter a career or further study in the field.
Aim	To provide an opportunity for you to develop a personal and professional research focus at postgraduate level within Strategic Fashion Marketing.
Outcome	Conceptualise and interpret the mechanisms of responsible strategic fashion marketing to understand how they deliver value to both the organisation, the consumer, and other stakeholders.
Outcome	Apply a systematic knowledge and understanding of the principles that underpin fashion marketing strategies and identify the key drivers of change in global fashion organisations.
Outcome	Demonstrate a critical understanding of complex decision-making processes at both a strategic and tactical level, emphasising the complexity and dynamics of the fashion industry.
Outcome	Understand and apply academic and professional marketing skills and knowledge to analyse and evaluate the viability of businesses, projects and processes.
Outcome	Articulate and communicate ideas both in writing and orally and, through presentation, reflect critically on your own practice and those of your peers.
Outcome	Work independently to conduct original research, identify and utilise appropriate methodology and build relevant networks for collaborative work.
Outcome	Realise a body of work through independent study which demonstrates an original, responsible and creative approach in the field of strategic fashion marketing, and which will either be of direct value to the industry, or have the potential to be developed for research at higher degree level.

Distinctive Features	
1	This specialist Strategic Marketing course is specifically developed for the fashion industry building on connections with organisations across all segments, in the UK and internationally, that inform new thinking and expertise in this sector.
2	This well-established course has a record of recruiting high calibre students leading to a very good track record of employability.
3	The student experience is enhanced through strong industry partnerships with a wide range of fashion organisations.
4	The course has a strong strategic focus supported by our cooperation with renowned international academic partners.
5	Course units are informed by UAL's expert innovation and research centres giving students the opportunity to focus on academic depth and rigour, leading to some graduates pursuing to higher level research degrees.
6	The course provides an in-depth appreciation of the complexity and dynamics of ethical marketing management issues in the contemporary global fashion industry. This is underpinned by the College's commitment to the UN's Principles of Responsible Management Education (PRME).

Course Diagram

MA Strategic Fashion Marketing – PLEASE NOTE DUE TO VACATION DATES, SPECIFIC DELIVERY WEEKS MAY CHANGE.

S=summative assessment

E1, E2=summative element assessment

LEVEL 7																																																								
BLOCK 1															BLOCK 2															BLOCK 3																										
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45												
Consumer Insights for Communications (20 credits)															S																																									
Fashion Marketing Strategy (20 credits)												S																																												
Brand Management (20 credits)													S																																											
																			PG Elective Units (20 credits)						S																															
															Advanced Marketing Strategy (20 credits)															S																										
															Advanced Research Methods for Fashion Business (20 credits)										S																															
																														Masters Project (60 credits)															S											

Course Detail

MA Strategic Fashion Marketing has a global reputation for success in launching fashion industry careers. It is a well-established and renowned course with a record of recruiting high calibre students leading to an excellent record of graduate employability.

The course provides a learning environment in which business graduates can develop both creative and strategic skills in fashion marketing and management. You will develop knowledge and skills in areas such as marketing strategy, business development, brand strategy, consumer insights, digital as well as marketing communications. The course also offers in-depth analysis into innovative and industry specific fields such as luxury, international strategy, sustainability and digital technologies.

The course will challenge you to rethink the status quo of the industry and develop innovative and holistic approaches to problem solving, preparing you to successfully navigate this dynamic industry.

Industry speakers will showcase new thinking and expertise in the sector, providing you with multiple opportunities to network and develop professional skills.

What to expect

- Critical analytical skills. You will be challenged to develop highly employable skills through the production of your unique research project, adding to a growing body of knowledge within global strategic fashion marketing practice.
- Contemporary industry-informed curriculum. This will challenge and contribute to your professional growth and resilience needed for a successful career within dynamic industries.
- Research led teaching and knowledge exchange with global academic and industry partners as well as London College of Fashion research centres including the Fashion Innovation Agency.

Industry experience and opportunities

You will have multiple opportunities to connect with industry throughout your studies. This course contains several projects which connect with industry clients, as well as having partnerships with other renowned international schools. Students will be able to benefit from a regular industry speakers to support your development.

Climate, Social and Racial Justice

We are committed to developing ethical Fashion Business practices. To achieve this and promote awareness, we have embedded UAL's Principles for Climate, Social and Racial Justice into the course.

Course Units

This course will run across three blocks and include shared units in Block 1 and Block 2 and completed with an independent-research unit in Block 3, which is the award bearing unit.

The units are detailed as follows:

Block 1

Fashion Marketing Strategy (20 credits)

Fashion is a truly global industry in which political, economic, social, legal, environmental and technological developments are causing the reinvention of traditional business models. Fashion marketers of the future need to be at the forefront, provoking and inspiring change. This unit allows you to think strategically about markets and marketing activities and understand how fashion marketing strategy works in practice, its influence on its various stakeholders and how it's situated in the context of the overall strategic direction of a business. The emphasis is on how fashion businesses adapt and change for future success in a globalised and cross-cultural industry. You are expected to develop knowledge and awareness of national, local and global audiences, within the context of different cultures, understanding how this can influence strategic planning and key performance indicators for fashion products and services.

Brand Management (20 credits)

Brands have become the central focus not only within marketing activity but throughout society, from a personal level to a global scale. Through our interconnected, fast-paced world, many scholars argue that we should no longer prioritise a product or service but instead create meaningful brands that transcend borders, industries, and generations. Utilising a range of theories, you will explore all aspects of fashion brand management, from brand creation to strategies for growth, survival and sustainability and ethics, from a local and global perspective. You will evaluate the customer journey and how brands create value and experience for customers.

Consumer Insights for Communications (20 credits)

In a dynamic and digitally driven fashion industry, effective communication is the key to success. This unit adopts a customer-centric approach enabling you to identify, evaluate and respond to consumer motivations and emotions elicited by fashion brands. This unit equips you with the theoretical and practical knowledge to formulate and manage communication strategies that resonate with consumers and drive business growth. You will also explore the competitive landscape of the global fashion industry and explore the financial implications of integrated marketing communication strategies.

Block 2

Elective Units (20 credits)

Individual unit descriptors can be found in the Electives Handbook.

Advanced Marketing Strategy (20 credits)

This unit looks at contemporary issues affecting the global fashion industry and provides opportunity to explore traditional and contemporary models and theories in corporate strategy, applying these in the context of the global fashion industry. You will develop your understanding of change within the fashion industry from a global perspective and the resulting business strategies and areas of focus emerging in response to changing societal demands for business conduct, socio-economic trends, innovative technologies, and cultural

changes. Through a combination of theoretical frameworks, case studies, and real-world examples, you will explore advanced strategic concepts tailored for fashion marketing.

Advanced Research Methods for Fashion Business (20 credits)

Developing effective approaches to research is crucial for success in your Master's project (MAP) and in your wider career. In this unit you will start to develop and explore your individual research project in preparation for your MAP. You will start to build a theoretical framework for your project and isolate the purpose of the research through the development of a project aim and objectives. You will also decide the research philosophy and design you wish to implement for your MAP, developing a robust theoretically justified research proposal. In the process of developing your research proposal you will consider a range of research methodologies, methods and approaches, evaluating how you will utilise primary research tools effectively in your MAP.

Block 3

Masters Project (60 credits)

The Masters Project is the final stage of your Masters' course and is the culmination of your studies and provides you with a space to synthesise all the knowledge and skills you have gained on the course so far. Your project will be self-directed and you will negotiate the shape and direction of your project at the outset with your supervisor. This important final phase of your studies is where you will effectively communicate your work along with your ability to critically interrogate your practice with robust approaches to research and theoretical analysis. Upon completion of your project, you will have generated a high-level Masters' quality piece of work that will showcase your practice, academic literacy and the professional standards that will act as a platform for your future career and professional development.

Learning and Teaching Methods

The following teaching and learning methods are employed to support the integrated achievement of the course outcomes:

- Lectures
- Seminars
- Workshops
- Tutorials
- Visiting speakers
- Self-directed study
- Online learning
- Collaboration
- Field trips

Assessment Methods

- Group and individual presentations

- Essays
- Case studies
- Business reports
- Industry / Live projects
- Masters Project

Reference Points

The following reference points were used in designing the course:

QAA Framework for HE Qualifications (Updated Feb 24)

https://www.qaa.ac.uk/docs/qaa/quality-code/the-frameworks-for-higher-education-qualifications-of-uk-degree-awarding-bodies-2024.pdf?sfvrsn=3562b281_11

This course aligns with the QAA Framework for HE Qualifications. The course is designed and developed as a level 7 Master's Degree where graduates will be expected to have the necessary qualities, sensitivities and transferable skills for successful completion.

Master's degrees are awarded to students who have demonstrated:

- A systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice
- A comprehensive understanding of techniques applicable to their own research or advanced scholarship
- Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline
- Conceptual understanding that enables the student: to evaluate critically current research and advanced scholarship in the discipline; to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

Typically, holders of the qualification will be able to:

- Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences
- Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level
- Continue to advance their knowledge and understanding, and to develop new skills to a high level.

And holders will have:

- The qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility; decision-making in complex and unpredictable situations; the independent learning ability required for continuing professional development.

UK Quality Code

The course and its contents developed using the revised UK quality code for higher education. https://www.qaa.ac.uk/docs/qaa/quality-code/revised-uk-quality-code-for-higher-education.pdf?sfvrsn=4c19f781_24

Expectations for Standards:

The course and its contents have been evaluated against Master's programmes at other higher educational institutions within the UK to ensure they are aligned with sector-recognised standards. A qualified external examiner will be recruited for the course whilst we also intend to set up a team comprising of academics and industry partners to review the content and delivery of the course regularly to identify improvement and enhancement opportunities.

Expectations for Quality:

We have ensured the course is well designed to provide a high-quality academic experience for all students and ensure they are assessed reliably and fairly through a variety of assessment methods. We intend to provide dedicated admin and course leader support for the course such that students have access to all the information and support required to succeed through this offer. Regular tutorials and open office hours will also be put in place. The admission requirements are largely aligned with other Master's level courses at the Fashion Business School at LCF to ensure reliable, fair and inclusive admission system. Subject experts will deliver the course content and where expertise is not available in-house, we will recruit to ensure students have access to the best tutors for the units. LCF is well poised to meet the quality expectations noted within the core practices.

Subject Benchmark Statements for Master's Degrees in Business and Management

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16

These statements have been adapted to reflect the practical application of theory and sector-specific knowledge of the course, as well as the unique Fashion Business School context. Therefore, a range of learning outcomes characterise the curriculum and assessment. There is not a specific benchmark statement for this degree with the most closely related Statement is that of the Business & Management which caters to International Business Studies and Creative Management.

It is evident that the different course units aimed at providing different transferable skills and exposure to varied forms of assessments ensures that students enrolled on this specialist master's degree would; gain a systematic understanding of knowledge about fashion marketing, circular economy and sustainability, and have the opportunity to apply this knowledge to a range of complex global scenarios. Students would gain a critical awareness of current issues around sustainability in business and management which is informed by leading researchers and practitioners in the field, learn different analytical techniques to conduct detailed investigations into fashion businesses through the creative application of knowledge; learn to conduct ethical, reliable and valid research and be able to communicate data effectively using a range of media. Students will also be able to learn to operate effectively in both teams and take on responsibility as individuals and leaders.

Once in professional practice, graduates of this specialist Masters will be able to:

1. apply consistently their knowledge and subject-specific and wider intellectual skills
2. deal with complex issues both systematically and creatively, make sound judgments in the absence of complete data, and communicate their conclusions clearly to a range of audiences
3. be proactive in recognising the need for change and have the ability to manage change
4. be adaptable, and show originality, insight, and critical and reflective abilities which can all be brought to bear upon problem situations
5. make decisions in complex and unpredictable situations
6. behave ethically and with integrity and manage with a strong sense of social responsibility
7. evaluate and integrate theory and practice in a wide range of situations
8. be self-directed and able to act autonomously in planning and implementing projects at professional levels
9. take responsibility for continuing to develop their own knowledge and skills.

All points listed above will be of relevance to students completing this degree, wishing to enter the fashion industries as professionals, due to the need to implement holistic, considerate and innovative approaches to fashion business practices as well as for those who wish to progress onto further, doctoral studies and critical academic activities.

The course is designed to develop the skills relevant for all master's programmes, from being able to recognise and address ethical dilemmas, corporate social responsibility and sustainability issues, applying ethical and organisational values to situations and choices, think critically and creatively, solving complex problems by leveraging data and decision making, conducting research and enquiry into fashion business, effective communication, soft skills, teamwork skills, and fostering leadership.

UAL Creative Attributes Framework (CAF):

https://www.arts.ac.uk/_data/assets/pdf_file/0026/37853/Creative_Attribute_Framework_Overview_PDF_582KB.pdf

- LCF Internal functions, including LCF digital learning team, IER, Library, IT, academic registry
- LCF Research Centres
- External examiner
- Industry partners
- Current and alumni students

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

