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MSc Applied Psychology in Fashion

Awarding Body	University of the Arts London
College	London College of Fashion
School	Fashion Business School
Programme	Science Programme (L017)
Course AOS Code	LCFMSAPFF01
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Duration of Course	12 months
Valid From	September 1st 2020
QAA Subject Benchmark	Psychology
Collaboration	N/A
UAL Subject Classification	Business & management, and science
JACS Code	C800 - Psychology
UCAS Code	N/A
PSRB	British Psychological Society
Work placement offered	N/A
Course Entry Requirements	The standard entry requirements for this course are as follows: • An Honours degree at 2.1 or above in any Arts and Humanities or Science subjects.

	• OR equivalent qualifications; **APEL (Accreditation of Prior (Experiential) Learning)** Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by: • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • OR a combination of these factors Each application will be considered on its own merit, but we cannot guarantee an offer in each case. **English Language Requirements** IELTS level 7.0 with a minimum of 6.0 in reading, writing, listening and speaking. Please check our main English Language Requirements.
Selection Criteria	The course seeks to recruit students from diverse socio-economic and cultural backgrounds, and welcomes applications from mature students. The course team seeks to recruit students who can demonstrate: • 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 and a developed and mature attitude to independent study. **Extra information required for applications to this course:**

	Your application form must be supported by the following 3 documents:
	1. Curriculum Vitae (CV) A full CV to include your full education and employment history. **2. Master's Project proposal** You should outline a proposal for a research topic you would be interested in completing as your Master's Project. Your proposal should include the following: • A title • Rationale (reason for interest in topic) • Overall aim of research • A brief outline of methodology • References/bibliography Your proposal should be a maximum of 500 words +/- 10% (excluding references/bibliography). **3. Personal Statement** You should communicate your motivation for studying this course in no more than 500 words. You should use the following questions as a guide: • Why do you want to study for this MSc? • What are your main areas of research interest and how do they fit with the structure of this course? **Portfolio** There is no requirement to submit a portfolio for this course. However, if you wish to include a portfolio or other evidence to support your application, a digital portfolio may be submitted by providing a URL at the end of your Personal Statement.
Scheduled Learning and Teaching	During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.

	Definitions of our learning and teaching modes can be found [here](#).

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	13
Awards	**Credits**
Postgraduate Certificate	60
Postgraduate Diploma	120
Master of Science	180

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To enable you to develop psychological literacy - the general capacity to adaptively, ethically and intentionally apply concepts from psychology to meet personal, professional and societal needs.
Aim	To enable you to develop an informed and analytical approach to understating human behaviour and functioning in the fashion industries at individual, community or societal levels of analysis.
Aim	To support you in developing an extensive set of transferable skills, including critical thinking, research, analysis, communication and data handling.
Aim	To enable you to develop and extend knowledge and understanding within your chosen area of fashion psychology.
Aim	To provide an opportunity for you to develop personally and professionally at postgraduate level and within your chosen specialism as utilised within UAL Creative Attributes Framework.
Outcome	Demonstrate a critical awareness of issues and developments in psychology relevant to the fashion arena.
Outcome	Demonstrate a critical understanding of ethical issues related to psychological research.
Outcome	Apply advanced research skills to critically appraise existing related research in order to identify an area worthy of investigation.
Outcome	Apply knowledge and understanding of a comprehensive range of qualitative and quantitative research methods and be able to select appropriate methods as required.
Outcome	Apply advanced analytical skills to interpret research findings.
Outcome	Present succinct and coherent arguments concerning the application of psychology to creative sector and fashion both in writing and orally.
Outcome	Apply the knowledge, skills and values that underpin psychological literacy to real life contexts.

	Distinctive Features
1	A conversion course designed for people who do not have prior psychology degree.
2	Accredited by British Psychological Society (BPS). On completion of this this course students will be eligible for BPS Graduate Basis for Chartered Membership.
3	The first master's programme in the world to apply psychology in the context of fashion. This course is described by the BPS Education & Public Engagement Board as a "really impressive and innovative programme" and has won the award for Innovative Accredited Psychology Programmes.
4	Immersed in a creative and fashion focused environment, the course offers unique opportunities for collaborations with the industry and other graduate students in LCF.
5	Innovative and research informed curriculum presents a synthesis of core psychology subject domains and current challenges in fashion and society.

Course Detail

The MSc Applied Psychology in Fashion a conversion course in the Fashion Business School that is accredited by the British Psychological Society (BPS). It provides a post-graduate qualification that enables students who have a first degree in another subject area or a non-accredited degree in psychology to complete the requirements for further study towards becoming a Chartered Psychologist. The course also welcomes students with a BPS accredited psychology degree who wish to extend and apply their psychology knowledge in the broad context of fashion.

The MSc Applied Psychology in Fashion course is described by the British Psychological Society (BPS) Education and Public Engagement Board as a "really impressive and innovative programme", and was a joint winner of the 2016 BPS Award for Innovative Accredited Psychology Programmes.

This is the first and only postgraduate course in the world that provides the critical insight into human behaviour needed to understand and improve the human aspects of the business and management of fashion and the creative sector. It emphasises the application of psychology to positively enhance the industry's impact on its workforce, consumers and the environment. Furthermore, the scientific discipline of psychology will equip you with a rich and diverse portfolio of skills and knowledge including relevant skills in research, analysis, information synthesis, communication, IT and data handling. The course will encourage you to become more adept and confident in solving complex problems and work effectively in teams or independently to make a real difference in the world of fashion and business.

Hence, as graduates from this MSc, you will possess skills and attributes demanded by employers in many different roles. This degree will give you a distinctive edge in the fashion and related industries. Graduates from this course have so far progressed to positions such as market researchers, consumer insights, consumer behaviour analysts and various project management roles as well as to PhD studies and set up their own businesses.

Course Units

The course is divided into three 15-week blocks of 60 credits each.

Units for the Award of MSc Applied Psychology in Fashion:

Block 1

- Research Methods 1 (20 Credits). The purpose of this unit is to provide an overview of the range of research methods, approaches and tools used in psychology to enable you to conduct your post graduate project. By

applying some of these methods in contexts relevant to the fashion and creative industries, you will understand the relationship between theory and practice. You will also learn about philosophy and ethics in research and develop skills necessary for designing robust research that considers ethical and resource implications and constrains. This unit will develop your skills in critical analysis and evaluation of research literature and findings in order to formulate suitable research questions.

- Personality and Individual Differences (20 Credits). This unit focuses on personality and other individual differences that make us who we are and influence our emotions, cognitions, and behaviours. In recent years, personality has been conceptualised as a system consisting of dispositional traits, characteristic adaptations (e.g., goals), and a life narrative that is situated in our social and cultural context. In this unit, you will explore personality and self components from a developmental perspective, as well as topics such as intelligence, leadership styles, and psychopathology. You will discuss the value of psychometric assessment and will use your knowledge of individual differences to understand behaviours and phenomena concerning individuals as consumers and producers of fashion.
- Collaborative Challenge: Psychology (20 Credits). This unit is your opportunity to innovate, explore and engage with collaborative working practices. In the taught part of the unit, you will learn about group dynamics and processes and how these affect group performances. In the practical part, you will develop your professional negotiation, teamwork and networking skills that are essential in the cultural, entrepreneurial and creative industries. The emphasis of this unit is on cross-disciplinary student-led collaboration. You can conceive of your own project or engage with industry and college-based briefs.

Block 2

- Research Methods 2 (20 Credits). This unit builds on the knowledge you have developed during Research Methods 1 unit. You will learn more advanced techniques of qualitative data analysis and a variety of tests that can be used to analyse quantitative data and answer research questions. For this purpose, you will use software like SPSS or equivalent data analysis software and will learn how to use specialist online data collection tools. With the rise of technology and big data usage across all industries including fashion, the ability to understand and work with data and communicate the findings in an accessible format is a highly desirable skill.
- Cognition and Creativity (20 Credits). In this unit you will study human development, biological bases of cognitive processes and existing theories of perception, thinking, reasoning, decision making and communication. You will explore how people make sense of the world and how cognitive psychology theories apply in the context of fashion

and creative sector. In addition, this unit will cover origins and evolutionary perspective of creativity, the theoretical understanding of creativity and how creativity can be enhanced. The knowledge and understanding of cognition and creativity will help you to address challenges faced by the creative and fashion industries.

- Consumer Psychology (20 Credits). This unit introduces you to concepts of consumer behaviour and psychology through investigations of how and why we buy fashion goods and services. You will learn how consumer identity is formed and will develop your understanding of fashion psychographics and cross-cultural values, as well as how these inform fashion marketing practices. You will also understand how individuals make sense of themselves and others and the developmental processes underlying social judgment and behaviour. In particular, you will look at how these factors affect attitudes, judgments, and actions across the lifespan relatable to fashion.

Block 3

- Master's Project Psychology (60 credits). The Master's Project is the final stage of your master's course and is central to achieving the course aims. The project provides you with the space to synthesise all the knowledge and skills you have gained on the course so far. You will identify and develop a novel opportunity for your research to expand the existing knowledge and understanding of the role psychology plays in fashion. Your project should evidence originality in the nature of the primary material, technical experimentation or the application of challenging theoretical perspectives. Your project will be self-directed and you will negotiate the shape and direction of your project at the outset with your supervisor. Upon completion of your project, you will have generated a high-level masters' quality dissertation that will showcase your academic literacy, research skills and the professional standards that will act as a platform for your future career and professional development.

The credit framework conforms to the University of the Arts London framework in which the unit of credit is 20 credits (equivalent to 200 hours of student study time). All credits on the master's programme are at postgraduate level 7. The Course is divided into three 15-week blocks. The first block is 60 credits and students who successfully complete this block are eligible for the award of a PG Cert. The second block is a further 60 credits and students who complete blocks 1 and 2 are eligible for the award of PG Dip. The third and final block is the Master's Project. This is a 60-credit unit and students who successfully complete this block are eligible for the award of MSc Applied Psychology in Fashion. The final award grading is based upon the Master's Project only.

Learning and Teaching Methods

The following learning and teaching methods are employed to support the integrated achievement of the course outcomes: lectures, seminars, group discussions, individual and group tutorials and workshops.

Assessment Methods

The range of summative assessment methods includes: group oral poster or slides presentations, essays, critical reflections, research reports and dissertation.

Students are also given formative assessments for which they will receive peer or tutor-generated feedback. The range of formative assessment methods includes: quizzes, SPSS workbooks, reflective statements, review of the ideas.

Each new research project requires the student to obtain ethical clearance prior to the start of the data collection. This requirement is mandatory, and is in accordance with the British Psychological Society regulations. Failure to obtain ethical clearance will result in failure of assessment.

The final award grading is based upon the Master's Project only.

BPS Graduate Basis for Chartered Membership is conferred on completion of 180 credits with all units passed at Grade D+ (equivalent to 50%) or above.

Reference Points

The following reference points were used in designing the course:

- The UAL and College Learning and Teaching Strategy
  https://artslondon.sharepoint.com/sites/CanvasContent/Documents/Learning,Teaching%20and%20Enhancement%20Strategy%20(PDF%2060KB).pdf
- BPS Standards for the accreditation of undergraduate, conversion and integrated Masters programmes in psychology
  https://www.bps.org.uk/sites/www.bps.org.uk/files/Accreditation/Undergraduate%20Accreditation%20Handbook%202019.pdf
- Subject Benchmark Statement QAA: Psychology
  https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-psychology.pdf?sfvrsn=6935c881_13
- Creative Attributes Framework
  https://artslondon.sharepoint.com/sites/CanvasContent/Documents/Academic%20Policies%20and%20Procedures/Quality/Quality%20Assurance%20-%20Course%20Validation/05.%20Additional%20Guidance/Creative%20Attrib

utes%20Framework/Policy%20-%20Creative%20Attributes%20Framework%20Feb%202017.pdf

Course Diagram

MSc Applied Psychology in Fashion – 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

1	2	3	4	5	6	7	8	9	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

Research Methods 1 (20 credits) — E1 (week 9), E2 (week 13)

Personality and Individual Differences (20 credits) — E1 (week 4), E2 (week 14)

Collaborative Challenge: Psychology (20 credits) — S (week 14)

Research Methods 2 (20 credits) — E1 (week 21), E2 (week 29)

Cognition and Creativity (20 credits) — E1 (week 20), E2 (week 27)

Consumer Psychology (20 credits) — E1 (week 20), E2 (week 28)

Master's Project Psychology (60 credits) — S (week 45)

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