

Information for offer holders: MA Strategic Fashion Marketing

This document contains important information from your course team about what to expect from your studies, including what kit you'll need to participate in your course.

We recommend visiting our [Coronavirus information](#) pages regularly for the latest advice and support to help you study safely.

We are looking forward to welcoming you to the MA Strategic Fashion Marketing in September. We want to tell you a little more about our plans for the 2021/22 academic year.

Covid-19 has presented challenges for everyone over the last year, but it has also presented opportunities to develop our teaching and learning model and adopt some best practice principles. Using student and staff feedback from this year we have developed our teaching principles to achieve a blend of online and on-campus learning experiences appropriate to your subject discipline.

We intend for the majority of your teaching time to be timetabled on-campus. We know that the opportunity to learn face-to-face in groups is important to you and is also a great way to teach your subject discipline. You will be expected to attend these sessions on-campus. Where possible your on-campus teaching sessions will be timetabled on no more than two days to minimise your travel. Whilst you are on-campus, you will find all of our facilities open for you to use and there will be study areas including our library for you to book space to work in.

Lectures may be delivered online or on-campus but will always be recorded and available for you to watch again later at your own pace. Digital resources, software and packages will be taught online, allowing you to acquire industry relevant skills. One-to-one tutorials with your subject tutors and personal academic tutors will be conducted online to allow flexibility. We host our Fashion Means Business industry speaker series online as this facilitates the widest possible access to industry experts and allows you to access these sessions in your own time.

Each course unit is designed to be a blend of learning experiences for the subject discipline.

Course units

Block	Unit name	Credits	Delivery mode
1	Fashion Marketing in Practice	20	Online lectures and tutorials, on-campus lectures, seminars and formative assessments.
1	Brand Management and Consumer Insights	20	Online lectures and tutorials, on-campus lectures, seminars and formative assessments.

Block	Unit name	Credits	Delivery mode
1	Collaborative Challenge	20	Online lectures, workshops and industry consultancies.
2	Marketing Communications	20	Online lectures and tutorials, on-campus lectures, seminars and formative assessments.
2	Advanced Applied Strategy	20	Online lectures and tutorials, on-campus lectures, seminars and formative assessments.
2	Research Proposal	20	Online lectures and tutorials, on-campus lectures, seminars and formative assessments.
3	Masters Project	60	Choice of online or onsite supervisor meetings, depending on supervisor and student availability.

There will be a programme of online and on-campus induction events called Big Welcome, so look out for emails telling you more about these. There will also be course induction events in your first week.

We know from experience that things can change very rapidly, so we have plans in place just in case we have to adapt to further restrictions or other events, and we have designed our timetables to make this possible. Your timetable will be published in early September. We are looking forward to welcoming you when term begins.

Key contacts

More details about your curriculum can be found on our [MA Strategic Fashion Marketing course page](#).

Course Leader: Dr Ana Roncha (a.roncha@fashion.arts.ac.uk) is your main point of contact for any questions you may have about your course curriculum.

Programme Administrator: Allan Tighe (a.tighe@fashion.arts.ac.uk) will be able to help with any other matters.

Your course kit list

We recommend waiting until you're notified you're eligible to enrol before purchasing your course kit.

Digital kit

The minimum kit list to engage with UAL learning is:

1. Laptop or desktop computer (Mac or PC)
2. Stable internet connection
3. Ear/headphones which work with your laptop or desktop – preferably with an inbuilt microphone.
4. A standalone webcam if your laptop or desktop does not already have one.
5. Basic office software. You can download up to five free copies of the [Office365](#) suite.

Discounts and benefits

As a UAL student you have access to a range of educational discounts to assist with your studies. Read our [IT software and discounts](#) page to find out more.

Adobe Creative Cloud UAL student deal

You can access Adobe Creative Cloud programmes for free whilst on site, however you may want flexibility and guaranteed access at other times.

The UAL student deal gives you a subscription to the full Adobe Creative Cloud suite, plus 100GB of cloud storage until Saturday 13 August 2022 for a single £48 payment.

You should check your course requirements and [information on alternative software](#) before purchasing. If you need access to more than two Adobe Creative Cloud applications or want to access them remotely, it's worth considering this offer.

The deal will be available on the [UAL eStore](#) from 14 August 2021 for all UAL students. Read our [Get Adobe Creative Cloud for £48](#) story for details.

University Equipment Hardship Fund

If you think you may need financial support to purchase equipment to access online learning, the [University Equipment Hardship Fund](#) may be able to help.