

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modifications or local developments).

Awarding Body	University of the Arts London (UAL)
Professional, Statutory or Regulatory Body (PSRB)	NA
Teaching Institution	London College of Fashion
Final Award	MA Strategic Fashion Marketing
Length of Course	1 Year
UCAS code	NA
Date of production/revision	June 2018

MA Strategic Fashion Marketing is aimed at graduates who wish to develop a dynamic career in marketing management in the fast moving vibrant global fashion industry. Managing in the ever-changing and global economic and business climate requires a broad range of knowledge and skills to match the expectations of tomorrow's fashion industry. The course will provide you with the opportunity to both update and increase your knowledge and understanding of contemporary marketing and business development challenges. The Masters Project will offer the chance to develop a focused piece of research that has relevance to contemporary industry demands and demonstrates the academic rigour appropriate to Masters level work in the Marketing discipline.

The course uses a broad range of teaching and learning strategies that use online and offline resources, case studies and problem based learning. Industry speakers and projects are an integral part of the programme. The emphasis is on developing your critical thinking and analytical skills and developing your interpersonal and employability skills.

Course Aims

- to create a unique postgraduate learning environment, within London College of Fashion as a specialist college, which stimulates debate and the exchange of ideas, through a multidisciplinary approach to fashion and the creative industries; drawing on the College's academic excellence in these

specialist areas;

- to develop your intellectual, imaginative, and creative skills and innovative thinking through the critical synthesis of theoretical and practical approaches to learning in relation to Strategic Fashion Marketing;
- to enable you to define, extend and develop your knowledge and conceptual understanding within Strategic Fashion Marketing;
- to develop your independence of judgment and foster an inquiring and analytical approach to the study and/or practice of fashion or performance in the wider global context of cultural, technological and economic change;
- to provide an opportunity for you to develop a personal and professional focus at postgraduate level within Strategic Fashion Marketing.

Course Outcomes

The outcomes that you will have demonstrated upon completion of the course, are:

1. Formulate critical synthesis of contemporary fashion marketing challenges for emerging and mature markets
2. Comprehend changes in economic, market and technological trends that have impact on strategic fashion marketing
3. Identify investigate, analyse and interpret issues with both an academic and vocational focus that shape future thinking of the global fashion industry;
4. Demonstrate and understand and apply academic and vocational strategic marketing skills and knowledge to evaluate demands and opportunities by identifying issues in management and proposing creative solutions
5. To articulate and communicate ideas both in writing and orally and, through presentation to peer review, reflect critically on their own practice and that of their peers
6. Work independently to conduct original research, identify and utilise appropriate methodologies and build relevant networks for collaborative

work

7. Realise a body of work through independent study which demonstrates an original and creative approach in the field of fashion marketing, and which will either be of direct value to the industry or education, or have the potential to be developed for research at higher degree level

Learning and Teaching Methods:

Course content is delivered through a blend of face-to-face and online methods providing an accessible and flexible space to interact with course and school activity.

One-to-one tuition, lectures, seminars, discussions, tutorials, demonstrations, critiques critiques , peer review, PPD activities and workshops take place across a variety of campuses, from academics, practitioners and visiting lecturers and presentation; numeracy and media skills, research and negotiation methods focused towards start-up businesses, freelancing and consultancy are integrated across the School. A range of business case studies will be used to analyse challenges and opportunities.

Scheduled Learning and Teaching

This is the percentage of your time spent in timetabled learning and teaching. You are expected to study for 1800 hours over 45 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

MA Strategic Fashion Marketing

Percentage of time spent in timetabled learning and teaching – 11%

Assessment Methods:

Final summative assessments are supported by a range of formative, holistic feedback points: peer assessment, group and individual presentations. Collaborative practice is encouraged alongside one-to-one provision as valued principles of MA study. Individual development and progression is monitored through face-to-face and online tutorials which are also a first contact for pastoral

support. Language and study support systems are also offered to maintain our quality of learning.

Reference Points

The following reference points were used in designing the course:

- UAL Learning and Teaching Strategy
- UAL Assessment Strategy
- The Learning and Teaching Policies of UAL
- National Framework for Higher Education Qualifications Level Descriptors

Programme Summary

Programme structures, features, units, credit and award requirements:

Modes of Attendance

Students who attend full time start in September and normally have their taught sessions over two days per week. The emphasis at post graduate level is on independent study and in addition to taught sessions you will be expected to engage in extensive self-directed research and experimentation and to utilise the library and open access facilities. Details of the contact hours for your course are available via Myarts – <http://mycontacthours.arts.local/>.

Each unit will be completed over a period of 15 weeks. (full time) 30 weeks (part time).

Part Time students start in February and will take taught sessions with full time students – each unit will be completed over a period of 30 weeks allowing additional time for independent study and completion of units. There will be group tutorials to monitor progress and give feedback during this period.

Full schemes of work are published in your Unit Handbooks available via Moodle.

Credit Framework

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 MA programme are at postgraduate level 7.

Organisation of the Curriculum

The Course is divided into three 15 week stages (full-time) and 30 week stages (part-time). The first stage is 60 credits and students who successfully complete this stage are eligible for the award of a PG Cert. The second stage is a further 60 credits and students who complete stage 1 and 2 are eligible for the award of PGDip. The third and final stage is the Masters Project, this is a 60 credit unit and students who successfully complete this stage are eligible for the award of a Masters. The final award grading is based upon the Masters Project only.

Distinctive features of the course:

- The strategic focus is on established and emergent business models, brand management and diversification, internationalisation and the integration of marketing communication tools.
- The course has a strong international business and marketing focus achieved through collaboration projects with emerging and established markets.
- A retail and luxury club has been established and has a regular industry speaker programme to inform new thinking in this sector.

Recruitment and Admissions

Selection Criteria

The course seeks to recruit students from diverse socio-economic and cultural backgrounds, and welcomes applications from mature students.

The course seeks to recruit students who can demonstrate:

- A strong commitment and motivation towards a career in an aspect of fashion business or fashion marketing.
- Awareness and relevant experience of fashion.
- Appropriate knowledge and skills commensurate with planned entry into the course.

Entry Requirements

Entry to this course is highly competitive: applicants are expected to achieve, or already have, the course entry requirements detailed below.

- An Honours degree at 2.1 or above in a related discipline. Applicants with a degree in another subject may be considered, depending on the strength of the application;

OR

- Equivalent qualifications;

OR

- Relevant and quantitative industrial experience for a minimum of three years.

We welcome applications from mature students.

Selection for interview will be made on the basis of your application, including the motivational statement, proposal for the Master's project and Curriculum Vitae.

English language requirements

All classes are conducted in English. **The level required by the University for this course is IELTS 7.0 with a minimum of 6.0 in each skill.**

For more information, read the University's [English Language requirements](#) page.

Course Diagram

Full Time

Sep Jan

Fashion Branding;
20 credits

Feb June

International Marketing Strategies;
20 credits

June Sept

Master's Project;
60 Credits

Fashion Business Strategies;
20 credits
Research Methods;
20 credits

Marketing Communications;
20 credits
Collaborative Unit;
20 credits

* On accumulation of 60 credits – students may exit with a PG Certificate.

* On accumulation of 120 credits – students may exit with a PG Diploma. There is no prescribed mode for the accumulation of the first 120 credits, although students will be advised on appropriate sequences and combinations of units at interview. 120 credits must be completed before the Master's Project is undertaken.