



Course Specification

MSc International Fashion Marketing

LONT025

MSc International Fashion Marketing (Part-Time Delivery)

LONT025P

MSc International Fashion Marketing with Extended Professional Practice

LONT044

Coventry University London

October 2018

To Apply Progressively to Cohorts Entering from September 2019

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

PART A Course Specification (Published Document)
MSc International Fashion Marketing
LONT025, LONT025P, LONT044

1. Introduction

The MSc International Fashion Marketing is aimed at students wishing to pursue a career in fashion marketing from a diverse range of backgrounds. The course provides an understanding of all the main areas of international fashion marketing and retailing, from global markets analysis and product development to consumer behaviour and fashion brand management. It reflects global trends in business systems, standards and practices from around the world and draws upon international case studies and fosters intercultural fluency among students. Subject to student numbers the course offers students the opportunity to identify and direct their study and future career in Term B with the choice of one of three Major Project Options in Digital Fashion or Luxury Fashion or Beauty and Fragrances.

The course is designed so that students can first explore the global context of fashion and the core features of the roles that marketing management, branding, trends and product development play within different industry contexts. As a result of Term A, students will be able to identify their specific area of interest and passion in order to choose their Term B Major Project Option in Digital Fashion or Luxury Fashion or Beauty and Fragrances.

Digital Fashion Major Project Option

This Term B Major Project Option will examine the challenges and management skills required in a digital media age. Students will learn about designing and creating digital marketing plans and effective social media campaigns, which are emerging as significantly important skills for fashion marketing managers all over the world. Fashion brands can 'punch above their weight' and have a global impact by making use of the latest in communication technology and engaging with consumers in more meaningful and interactive ways. This Major Project Option lets students explore e-commerce and online retail and branding challenges and develop skills in social media and digital marketing. It also provides students with the tools to analyse the behaviour of online fashion consumers and design marketing communication and services to meet those needs.

Luxury Fashion Major Project Option

The global luxury fashion sector continues to grow, with increasing profits for both well established and new brands. The Luxury Fashion Term B Major Project Option will address the specific challenges and opportunities of the luxury fashion sector and is the perfect choice for students that see their future careers with premium, high-end and luxury fashion brands. This Major Project Option will let students develop skills to support the marketing needs of luxury brands; the design of global retailing and visual merchandising strategies; and the fundamentals of luxury branding.

Beauty and Fragrances Major Project Option

As a sector beauty and fragrances have long been affiliated with fashion with many internationally recognized fashion brands at all market levels seeking to capitalize on this area as a brand extension strategy to increase both revenue and brand recognition. The Beauty and Fragrances Major Project Option addresses the opportunities and challenges of this dynamic and innovative sector and provides students with the chance to develop specialist insight into this high-growth area. This Major Project option allows students to develop skills in the branding, marketing and consumer psychology aspects of beauty and fragrances allied to a global context of emerging innovations in techniques, ingredients, and technology.

All Term B Major Project Options are supported by two other modules taken in Term B focusing on research methods and creative project management. This assists students to develop and build upon their academic, cognitive and practical skills to fulfil the requirements of the Major Project Options in addition to being a preparation for their Term C Final Major Project Options on all modes of the course.

MSc International Fashion Marketing with Extended Professional Practice

By opting to undertake a professional practice as part of their studies, students will have an opportunity to practice their skills and apply theoretical knowledge in business settings for an extended period. Securing an internship is a highly competitive process, which requires students to be proactive and engage in search, developing their transferrable skills, taking part in career workshops, and practicing interview skills with Career and Employability team. The work setting must be approved by the Employability team. Students can provide their own work setting opportunities, which will be subject to formal approval prior to the commencement of the professional practice. The team take every student through the process of preparation including matching them with an employer, identifying the suitable project, as well as arranging the final interview. During the professional practice experience students will be supported by Work-based and Academic Mentors, who will be providing formative advice and guidance, as well as support and encouragement.

Internship with a host organisation: Those students gaining professional experience at an external organisation will engage and participate in genuine activities in the workplace as part of the staff team, supported by an allocated mentor, based in the organisation and an academic supervisor, based at the university. Students may be working individually or alongside other students on an internship within the host organisation.

Campus-based Professional Experience: Those students gaining campus-based professional experience will do so through live examples and case studies, with learning incorporating the Principles for Responsible Management Education (PRME). For example, students may undertake the campus-based professional experience, either individually or collaborate in 'consultancy teams' within and across disciplines; roles and responsibilities of team members facilitated by an identified project supervisor, who will support students, working to the consultancy cycle.

London is one of the major fashion cities of the world with a wide range of fashion from High Street to Luxury and Niche Brands. Coventry University London is perfectly located in the heart of the City of London to reach Luxury flagship stores, young and innovative designer studios as well as International High Street brands in Oxford Street just fifteen minutes away. Closer to campus, Spitalfields and Shoreditch are at the heart of all that is special about London's history and future of fashion and luxury. Students will have the opportunity to connect to this rich creative and business focused environment through short engagements to assist in photoshoots, or helping small and medium sized organisations (SME) on branding and marketing activities. Recent graduates have worked with many renowned fashion photographers, designers and editors as a result of these opportunities to add to their professional profile and be more able to compete in a challenging recruitment market.

Graduates with an MSc Fashion Marketing from Coventry University London have the opportunity to work in a number of varied and exciting careers such as social media managers, Fashion content management and PR in the Luxury Sector, brand managers and visual merchandising. Recent graduates are now working in a diverse range of industries such as small independent

luxury brands or in larger international companies in their marketing teams. Other graduates have gone on to collaborate with 'young creatives' or launch their own companies whilst others have led the diversification of their family business into fashion.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
Master of Science (MSc) International Fashion Marketing	F/T one year P/T two years	N/A	Level 7 - M
Master of Science (MSc) International Fashion Marketing (Part-Time Delivery)	Extended Professional Practice route: 5 terms	N/A	Level 7 - M
Master of Science (MSc) International Fashion Marketing with Extended Professional Practice			
Postgraduate Diploma in International Fashion Marketing			
Postgraduate Certificate in International Fashion Marketing			

3 Awarding Institution/Body	Coventry University
4 Collaboration	None
5 Teaching Institution and Location of delivery	Coventry University London
6 Internal Approval/Review Dates	Date of approval: 09/2018 Date for next review: Academic year TBC
7 Course Accredited by	Not Applicable
8 Accreditation Date and Duration	Not Applicable
9 QAA Subject Benchmark Statement(s) and/or other external factors	Particular note has been taken of the QAA Benchmark Statements for Masters Awards in Business and Management (2015) and, where appropriate, learning outcomes are cross-referenced to the report. However, the minimum requirement for students to possess at least two years' work experience will be waived where appropriate. Subject Benchmark statements can be found at: http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_14
10 Date of Course Specification	September 2018

11 Course Director

Nathaniel Dafydd Beard

12 Outline and Educational Aims of the Course

Coventry University London offers an MSc International Fashion Marketing course that is dynamic, holistic and perceptive in its outlook. The course curriculum is designed with a specific focus on the fashion industry in an international business context, with the opportunity for students to specialise through one of three Major Project Options in Luxury Fashion or Digital Fashion or Beauty and Fragrances. The course allows for students to draw on previous studies or working experience in order to develop their knowledge, understanding, critical-thinking and problem-solving in areas required by contemporary international fashion business organisations. In addition, it will also enable students to improve their fashion communication, business and applied skills, industry language and terminologies, interpersonal and life-long, key transferable skills.

After following a first term comprised of core modules introducing key theoretical and applied knowledge and skills to develop a firm understanding of key fashion industry concepts and practices, students have the opportunity in the second term to focus on one of three Major Project Options in Digital Fashion or Luxury Fashion Beauty and Fragrances. This assists in preparing students for a career in international business, marketing and management and, more specifically, within context of the requirements of the global fashion industry. Students will have access to a diverse set of technological tools and resources to enable them to enhance and develop abilities in communication, creation, co-creation, dissemination, storage and management of information.

Through a diverse range of teaching and learning styles students have the opportunity to develop fashion specific practical skills in leadership, management and teamwork, in addition to devising entrepreneurial and innovative solutions to fashion business problems. The course is designed to encourage and develop transferable skills such as the ability to reflect on performance and implement solutions and strategies in relation to career aspirations and personal development.

The MSc course makes full use of its location in London, a global hub for the fashion industry with opportunities for students to visit trade fairs, fashion events and fashion businesses to gain valuable industry insight. Students also have access to guest speakers drawn from various sectors of the fashion industry through talks and workshops. London is also home to world-class museums, galleries, libraries and archives including the V&A Museum, Fashion & Textile Museum, Design Museum, Tate Modern, National Art Library, City Business Library, Royal College of Art Colour Reference Library, and the British Library, amongst others, where students have the opportunity to visit exhibitions and pursue their research interests. In addition the course also offers opportunities for extended field trips to European and/or international destinations in line with the course and module outcomes.

The MSc International Fashion Marketing course enables students to progress their careers with specialist knowledge in Digital Fashion or Luxury Fashion or Beauty and Fragrances as well as the possibility of grounding their careers as entrepreneurs in international fashion marketing in a global context. The aim of the course is to ultimately provide a basis through which to develop career-ready and confident fashion professionals committed and able to take up the challenges of the dynamic global fashion industry.

13 Course Learning Outcomes

A student who successfully completes the course will have achieved the following Course Learning Outcomes:

1. Critically understand the impact of contextual forces on marketing in organisations operating in the fashion industry, including: ethical, environmental, economic, social and technological change issues; international developments and corporate governance; as well as the development, management and exploitation of information systems and their impact on organisations.
2. Evaluate and understand the fashion and luxury industries' retail markets and customers: the needs of stakeholders, including, employees, sponsors or collaborators, or competitors and how to manage and develop these interactions.
3. Capacity to apply and evaluate the concepts, processes and institutions in the branding and marketing of fashion and luxury goods and/or services.
4. Analytically understand the management of resources and operations related to the fashion marketing industry, with the use of relevant communication and information technologies for application in business and management within an international knowledge-based economy.
5. Critically understand and evaluate international market structures and strategies which affect global marketing in the fashion and luxury context and the development/application of appropriate business policies and strategies to meet stakeholder interests.
6. Ability to apply and undertake creative and/or digital skills in the context of the fashion industry and their transferability across decision-making and implementation.
7. Capability to apply a variety of current theory and skills within digital fashion and luxury industry practices in a variety of scenarios to a professional standard.
8. Critical thinking and creativity: managing creative processes in self and others; organising thoughts, analysis, synthesis, critical appraisal. Identify statements in terms of logic or reasoning, define terms adequately and appropriately in marketing scenarios.
9. Problem solving and decision making for the fashion industry: establishing criteria, using appropriate decision techniques including identifying, formulating and solving fashion business problems; evaluate options; and the ability to implement.
10. Information and knowledge: scanning and organising data from a range of business and fashion marketing contexts, abstracting meaning from information and sharing knowledge.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, the levels at which they are studied, their credit value, status (whether mandatory or options), and pre/co requisites are identified in the table below. Also indicated are the course learning outcomes that are served within each module.

The course has been devised primarily as a one-year full-time course but it may also be taken part-time over two years. It is constructed on the basis of a modular framework of 180 credits.

Students must undertake and pass one of the Term C Final Major Project modules if they are to be awarded a "Masters" title.

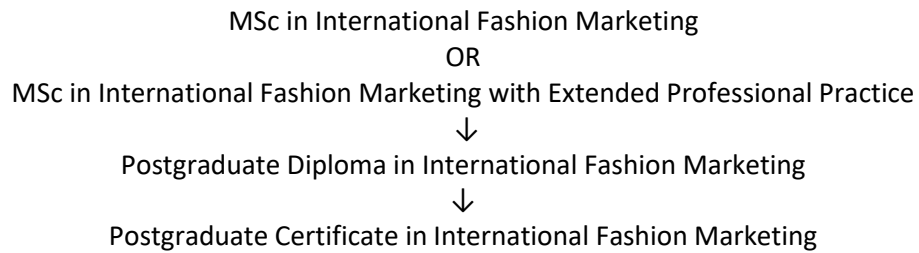
The course offers a wide range of Term C Final Major Project options in Term C to give students the opportunity of preparing for their individual career path after graduation:

- M147LON Internship for Contemporary Fashion Business
- M141LON Dissertation for Contemporary Fashion Business
- M149LON Self-Directed Fashion Communication and Production Project
- TBC London Fashion Live Project

For students taking the MSc International Fashion Marketing Extended Professional Practice mode of the course, the students participate in the following options to prepare them for both their internship and also their individual career path after graduation:

- M123LON Postgraduate Professional Practice 1
- M124LON Postgraduate Professional Practice 2
- M125LON Postgraduate Professional Practice Project

Cascade of Awards:



A student who obtains 180 credits at M level/Level 7 will be awarded an MSc International Fashion Marketing or MSc in International Fashion Marketing with Extended Professional Practice

A student who has achieved 120 credits overall at M level/Level 7 will be eligible for the award of a Postgraduate Diploma in International Fashion Marketing

A student who obtains 60 credits overall at M level/Level 7 will be eligible for the award of Postgraduate Certificate in International Fashion Marketing

Level	Module Code	Title	Credits	Status	Course Learning Outcomes	Pre/Co-requisite
7	M146LON	International Strategic Fashion Marketing and Management	30	M	LO1, LO2, LO3, LO5, LO8, LO10	None
7	M142LON	Innovations in Fashion Branding, Trends and Product Dev	30	M	LO1, LO2, LO4, LO5, LO6	None
7	M148LON	Research Methods for the Creative Industries	15	M	LO1, LO2, LO3, LO8, LO10	None
7	M140LON	Creative Project Management for the Fashion Industry	15	M	LO1, LO2, LO3, LO8, LO10	None
Term B Major Project Options						
7	M144LON	International Digital Innovation Fashion Marketing Project	30	O	LO1, LO2, LO3, LO6, LO8, LO10	None
7	M145LON	International Luxury Fashion Marketing Project	30	O	LO1, LO2, LO3, LO6 LO8, LO10	None
7	M143LON	International Beauty and Fragrances Marketing Project	30	O	LO1, LO2, LO3, LO6, LO8, LO10	None
Term C Final Major Project Options						
7	M141LON	Dissertation for Contemporary Fashion Business	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO9, LO10	None
7	M147LON	Internship for Contemporary Fashion Business	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO9, LO10	None
7	M149LON	Self-Directed Fashion Communication and Production Project	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8, LO9, LO10	None
7	M165LON	London Live Fashion Project	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO8, LO9, LO10	None
Term C Final Major Project Option – MSc with Extended Professional Practice Only						
7	M123LON	Postgraduate Professional Practice 1	0	M	LO1, LO4, LO6, LO10	None
7	M124LON	Postgraduate Professional Practice 2	0	M	LO1, LO2, LO4, LO5, LO8	None
7	M125LON	Postgraduate Professional Practice Project	60	M	LO1, LO2, LO3, LO4, LO5, LO6, LO7, LO9, LO10	None
<p>Key M = Mandatory O = Option</p>						
15 Criteria for Admission and Selection Procedure						
<p>The course is subject to the Coventry University London admission procedures and access policies.</p> <p>To be accepted for the course students must normally possess:</p> <p>(a) a good honours undergraduate degree OR</p> <p>(b) appropriate work experience in private, public or third sectors (a minimum of two years would be desirable) OR</p>						

(c) relevant professional qualifications.

It is recognised that some applicants may possess more than one of the above.

- Careful monitoring of applications to ensure that applicants are suited to the course takes place.
- Where necessary, applicants are interviewed (remotely if applicable), especially those who do not appear to meet standard admissions criteria. Where deemed appropriate, a written exercise is administered to establish suitability.
- An adequate proficiency in English must be demonstrated, and will be assessed during the induction phase of the course. The requirement is a minimum IELTS score of 6.5 with no component below 6.0 (or an equivalent English language test).
- Accreditation for prior learning is in accordance with Coventry University London's Academic Regulations for taught postgraduate courses.

16 Academic Regulations and Regulations of Assessment

This Course conforms to the [General Regulations](#) and [Academic Regulations](#) for Courses at Coventry University London.

17 Indicators of Quality Enhancement

The University has well established mechanisms for the review and evaluation of teaching, learning, assessment, and the curriculum and outcome standards.

The University's quality procedures were confirmed by a QAA HE Audit in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University that it meets UK expectations for:

- The setting and maintenance of the academic standards of awards meet UK expectations.
- The quality of student learning opportunities meets UK expectations.
- The quality of the information about learning opportunities meets UK expectations.
- The enhancement of student learning opportunities meets UK expectations.

The arrangements for quality assuring courses and monitoring academic standards at Coventry University London reflect those in place at the University, suitably modified to take account of the size of the Campus and the business-facing nature of the academic content. Established arrangements at Coventry University London include:

- Academic Board at Coventry University London
- Assessment Boards
- Student feedback mechanisms upon enrolment and graduation/exit, and for courses and modules
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre-marking benchmarking, moderation or double marking for the Project modules and the appointment of External Examiners
- Processes for the internal approval of modules and courses prior to submission to Coventry University boards
- Arrangements for accreditation of courses by a suitable professional body
- Processes for monitoring teaching quality including open access to teaching material, as well as managerial and peer observation
- Provision of a pre-sessional induction course.

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including,

Course pages on Moodle which contain:

- Course Handbook
- Discussion Forum
- Guest lecture schedule
- Links to sources of further support and guidance
- Information on careers and professional bodies

Module pages on Moodle which contain:

- Teaching and learning materials
- Assessment briefs and rubrics
- Guest lecture schedule
- Discussion forum
- Links to sources of further support and guidance

The Coventry University London's website and Student Portal contain references and signposts to:

- Student welfare support on campus
- Study Support information
- IT and Library provision on and off campus
- Medical and dental centres
- Travel guides
- Personal safety advice
- Financial guidance
- Accommodation options