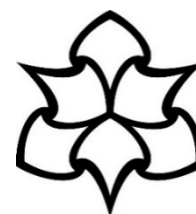


# Programme Specification



## ADMINISTRATIVE AND REGULATORY INFORMATION

1	Programme Title	<b>Postgraduate Fashion Network</b>			
2	Course Title(s)	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Design Womenswear MA Luxury Accessories Design and Management MA Fashion Styling, Photography and Film			
3	Awarding institution	Manchester Metropolitan University			
4	Faculty	Arts & Humanities			
5	Department/ School	Manchester Fashion Institute			
6	Final Level of Study (FHEQ)	Masters (Level 7)			
7	Mode(s) of Study	Full-time			
8	Normal Duration of Study	15 months			
9	Number and Date of Intakes	2 intakes: October and February			
10	Fee Band				
11	QAA Subject Benchmark Statement	Business and Management			
12	University Curriculum Framework	Taught Postgraduate			
13	University Assessment Regulations	Postgraduate			
14	Approved Variations/Exemptions from Assessment Regulations	N/A			
15	Learning & Teaching Delivery	Level	Scheduled	Independent	Placement
		7	40%	50%	10%
16	Assessment Methods	Level	Coursework	Examinations	
		7	100%	N/A	

## Awards

17	<b>Final Award Title(s)</b>	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Design Womenswear MA Luxury Accessories Design and Management MA Fashion Styling, Photography and Film
18	<b>Interim Exit Award Title(s)</b>	PG Certificate Fashion and Luxury Brand Management PG Certificate Contemporary Fashion Buying PG Certificate Fashion Promotion, Communication and Media PG Certificate Fashion Design Womenswear PG Certificate Luxury Accessories Design and Management PG Certificate Fashion Styling, Photography and Film  PG Diploma Fashion and Luxury Brand Management PG Diploma Contemporary Fashion Buying PG Diploma Fashion Promotion, Communication and Media PG Diploma Fashion Design Womenswear PG Diploma Luxury Accessories Design and Management PG Diploma Fashion Styling, Photography and Film
19	<b>Linked Foundation Year</b>	N/A
20	<b>(i) Combined Honours Awards available eg:</b> <ul style="list-style-type: none"> <li>• BSc/BA (Hons) AB</li> <li>• BSc/BA (Hons) AB and XY</li> <li>• BSc/BA (Hons) AB with XY</li> <li>• BSc/BA (Hons) AB (Named Award)</li> </ul>	N/A
21	<b>Approved Subject Combination administered by this Programme Specification</b>	None

## Arrangements with Collaborative Partners

<b>22</b>	<b>Approved Collaborative partner(s)</b>	Partner Name	Type of Collaborative Partnership
		Istituto Marangoni London School  Istituto Marangoni Paris School	External validation
<b>23</b>	<b>Articulation Arrangements</b> <i>Include for each partner named:</i> <ul style="list-style-type: none"> <li><i>the Manchester Met course(s) (inc. levels) to which the arrangement relates;</i></li> <li><i>the date of the Memorandum of Understanding governing the arrangement;</i></li> <li><i>whether the arrangement provides guaranteed entry to the named Manchester Met course(s).</i></li> </ul>	Partner Name	Details of Arrangements
		N/A	N/A

## Professional, Statutory and Regulatory Bodies

<b>24</b>	<b>Accrediting and/or associated PSRB(s)</b>	N/A
<b>25</b>	<b>Date, outcome &amp; period of approval of last PSRB approval/accreditation</b>	N/A

## Programme Outcomes

25 Final Award Learning Outcomes		
Part A – Knowledge and Critical Understanding		
	By the end of the programme students are expected to have understanding and critical understanding of:	Assessed by:
25.1	Demonstrate 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 and related professional practice.	<p><b>MA Fashion and Luxury Brand Management</b>            PLO 1 – Analyse how different fashion and luxury organisations manage their brands and market offerings in different market environments and economic contexts.</p> <p><b>MA Contemporary Fashion Buying</b>            PLO 1 – Formulate a comprehensive understanding of various creative and management practices, in relation to fashion buying through critical and appropriate techniques of trends, market research and financial analysis.</p> <p><b>MA Fashion Promotion, Communication and Media</b>            PLO 2- Evaluate and comprehend the role that fashion image plays, whilst analysing and synthesizing historical and contemporary references and how they implicate on the creative process.</p> <p><b>MA Fashion Design Womenswear</b>            PLO 1 – Evaluate consumer, market and trend requirements for an identified fashion audience.</p> <p><b>MA Luxury Accessories Design and Management</b>            PLO 1 – Evaluate consumer, market and trend requirements for an identified fashion audience.</p> <p><b>MA Fashion Styling, Photography and Film</b>            PLO 2- Assess the role that fashion image plays, whilst analysing and synthesizing historical and contemporary references and how they feed into personal visual Identity.</p>
25.2	Show a comprehensive understanding of techniques applicable to their own research or advanced scholarship.	<p><b>MA Fashion and Luxury Brand Management</b>            PLO 2 – Evaluate the interrelationships between marketing, branding, finance, wealth management and the functional strategies of luxury organisations.</p>

		<p><b>MA Contemporary Fashion Buying</b>  PLO 2 – Apply theoretical frameworks and models to evaluate the impact of innovation, sustainability and technology on the buying processes, while aiming to generate, capture and sustain value for various stakeholders now and in the future.</p> <p><b>MA Fashion Promotion, Communication and Media</b>  PLO 1 – Demonstrate a systematic understanding of key fashion communication channels and theories, generating creative and original solutions for different fashion related audiences, media and markets.</p> <p><b>MA Fashion Design Womenswear</b>  PLO 2 – Conduct in-depth research within the wider context of art, design or society applicable to the fashion industry.</p> <p><b>MA Luxury Accessories Design and Management</b>  PLO 2 – Conduct in-depth research within the wider context of art, design or society applicable to the fashion industry.</p> <p><b>MA Fashion Styling, Photography and Film</b>  PLO 1 – Demonstrate a systematic understanding of key fashion communication channels and theories, generating creative and original visual solutions for different fashion related audiences, media and markets.</p>
25.3	<p>Demonstrate 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.</p>	<p><b>MA Fashion and Luxury Brand Management</b>  PLO 3 – Recommend systematic and creative solutions to a range of real-world business and management problems, taking into consideration various theories, frameworks and practices relevant to luxury brand management.</p> <p><b>MA Contemporary Fashion Buying</b>  PLO2 – Apply theoretical frameworks and models to evaluate the impact of innovation, sustainability and technology on the buying processes, while aiming to generate, capture and sustain value for various stakeholders now and in the future.</p> <p><b>MA Fashion Promotion, Communication and Media</b>  PLO 1 – Demonstrate a systematic</p>

		<p>understanding of key fashion communication channels and theories, generating creative and original solutions for different fashion related audiences, media and markets.</p> <p><b>MA Fashion Design Womenswear</b> PLO 3 – Demonstrate creative use of materials, techniques and processes in the development of and communication of original fashion design ideas.</p> <p><b>MA Luxury Accessories Design and Management</b> PLO 3 – Demonstrate creative use of materials, techniques and processes in the development of and communication of original accessories design ideas.</p> <p><b>MA Fashion Styling, Photography and Film</b> PLO 3 – Evaluate the changing role of the still and the moving image, conceptualising forward-looking visual solutions for the fashion industry.</p>
25.4	Critically engage with the ethical, economic, cultural, social and other constraints operating in the particular professional context.	<p><b>MA Fashion and Luxury Brand Management</b> PLO 2 – Evaluate the interrelationships between marketing, branding, finance, wealth management and the functional strategies of luxury organisations.</p> <p><b>MA Contemporary Fashion Buying</b> PLO 4 – Critically assess global and domestic sourcing opportunities, challenges of supply chain management and strategies to respond to the changing dynamics of the business environment, digital disruption, consumption and the future of retailing.</p> <p><b>MA Fashion Promotion, Communication and Media</b> PLO 4 – Integrate own original creativity, academic and professional preparation for multi-disciplinary approaches fostering innovation, leadership and problem solving.</p> <p><b>MA Fashion Design Womenswear</b> PLO 2 – Conduct in-depth research within the wider context of art, design or society applicable to the</p>

		<p>fashion industry.</p> <p><b>MA Luxury Accessories Design and Management</b>          PLO 2 – Conduct in-depth research within the wider context of art, design or society applicable to the fashion industry.</p> <p><b>MA Fashion Styling, Photography and Film</b>          PLO 2- Assess the role that fashion image plays, whilst analysing and synthesizing historical and contemporary references and how they feed into personal visual Identity.</p>
25.5	Evaluate critically current research and advanced scholarship in the discipline.	<p><b>MA Fashion and Luxury Brand Management</b>          PLO 1 – Analyse how different fashion and luxury organisations manage their brands and market offerings in different market environments and economic contexts.</p> <p><b>MA Contemporary Fashion Buying</b>          PLO2 – Apply theoretical frameworks and models to evaluate the impact of innovation, sustainability and technology on the buying processes, while aiming to generate, capture and sustain value for various stakeholders now and in the future.</p> <p><b>MA Fashion Promotion, Communication and Media</b>          PLO 2- Evaluate and comprehend the role that fashion image plays, whilst analysing and synthesizing historical and contemporary references and how they implicate on the creative process.</p> <p><b>MA Fashion Design Womenswear</b>          PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving skills to the production of own work.</p> <p><b>MA Luxury Accessories Design and Management</b>          PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving skills to the production of own work.</p> <p><b>MA Fashion Styling, Photography and Film</b></p>

		PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem solving skills to the production of own work.
25.6	Evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.	<p><b>MA Fashion and Luxury Brand Management</b> PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research.</p> <p><b>MA Contemporary Fashion Buying</b> PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research.</p> <p><b>MA Fashion Promotion, Communication and Media</b> PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research.</p> <p><b>MA Fashion Design Womenswear</b> PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research.</p> <p><b>MA Luxury Accessories Design and Management</b> PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research.</p> <p><b>MA Fashion Styling, Photography and Film</b> PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research.</p>
<b>Part B – Skills and Attributes</b>		
	The programme will ensure students will gain the following skills and attributes:	<b>Assessed by:</b>
25.7	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.	<p><b>MA Fashion and Luxury Brand Management</b> PLO 3 – Recommend systematic and creative solutions to a range of real-world business and management problems, taking into consideration various theories, frameworks and practices relevant to luxury brand management.</p> <p><b>MA Contemporary Fashion Buying</b> PLO 3 – Demonstrate a systematic understanding of the fashion product development management processes and strategies in the context of garment construction, technology, financial analysis, critical path management, and analytics to meet the needs of</p>



		<p>targeted global and local markets.</p> <p><b>MA Fashion Promotion, Communication and Media</b>          PLO 1 – Demonstrate a systematic understanding of key fashion communication channels and theories, generating creative and original solutions for different fashion related audiences, media and markets.</p> <p><b>MA Fashion Design Womenswear</b>          PLO 3 – Demonstrate creative use of materials, techniques and processes in the development of and communication of original fashion design ideas.</p> <p><b>MA Luxury Accessories Design and Management</b>          PLO 3 – Demonstrate creative use of materials, techniques and processes in the development of and communication of original accessories design ideas.</p> <p><b>MA Fashion Styling, Photography and Film</b>          PLO 3 – Evaluate the changing role of the still and the moving image, conceptualising forward-looking visual solutions for the fashion industry.</p>
25.8	<p>Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.</p>	<p><b>MA Fashion and Luxury Brand Management</b>          PLO 4 – Evaluate how current and future dynamics of new technologies, disruption, changing consumer trends and corporate social responsibility impact the strategic thinking of fashion and luxury organisations.</p> <p><b>MA Contemporary Fashion Buying</b>          PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research.</p> <p><b>MA Fashion Promotion, Communication and Media</b>          PLO 4 – Integrate own original creativity, academic and professional preparation for multi-disciplinary approaches fostering innovation, leadership and problem solving.</p> <p><b>MA Fashion Design Womenswear</b>          PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem-</p>

		<p>solving skills to the production of own work.</p> <p><b>MA Luxury Accessories Design and Management</b>          PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving skills to the production of own work.</p> <p><b>MA Fashion Styling, Photography and Film</b>          PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem solving skills to the production of own work.</p>
25.9	Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives.	<p><b>MA Fashion and Luxury Brand Management</b>          GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</p> <p><b>MA Contemporary Fashion Buying</b>          GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</p> <p><b>MA Fashion Promotion, Communication and Media</b>          GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</p> <p><b>MA Fashion Design Womenswear</b>          GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</p> <p><b>MA Luxury Accessories Design and Management</b>          GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</p> <p><b>MA Fashion Styling, Photography and Film</b>          GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</p>
25.10	Manage their professional development reflecting on progress and taking appropriate action;	<p><b>MA Fashion Promotion, Communication and Media</b>          GLO5 - Manage their professional development reflecting on progress and taking appropriate action</p>

		<p><b>MA Fashion Design Womenswear</b> GLO5 - Manage their professional development reflecting on progress and taking appropriate action</p> <p><b>MA Fashion and Luxury Brand Management</b> GLO5 - Manage their professional development reflecting on progress and taking appropriate action</p> <p><b>MA Contemporary Fashion Buying</b> GLO5 - Manage their professional development reflecting on progress and taking appropriate action</p> <p><b>MA Luxury Accessories Design and Management</b> GLO5 - Manage their professional development reflecting on progress and taking appropriate action</p> <p><b>MA Fashion Styling, Photography and Film</b> GLO5 - Manage their professional development reflecting on progress and taking appropriate action</p>
25.11	Find, evaluate, synthesise and use information from a variety of sources.	<p><b>MA Fashion and Luxury Brand Management</b> GLO6 - Find, evaluate, synthesise and use information from a variety of sources</p> <p><b>MA Contemporary Fashion Buying</b> GLO6 - Find, evaluate, synthesise and use information from a variety of sources</p> <p><b>MA Fashion Promotion, Communication and Media</b> GLO6 - Find, evaluate, synthesise and use information from a variety of sources</p> <p><b>MA Fashion Design Womenswear</b> GLO6 - Find, evaluate, synthesise and use information from a variety of sources</p> <p><b>MA Luxury Accessories Design and Management</b> GLO6 - Find, evaluate, synthesise and use information from a variety of sources</p> <p><b>MA Fashion Styling, Photography and Film</b> GLO6 - Find, evaluate, synthesise and use information from a variety of sources</p>
25.12	Express ideas effectively and communicate information appropriately and accurately using a	<p><b>MA Fashion and Luxury Brand Management</b> GLO3 - Express ideas effectively</p>

	range of media including ICT.	<p>and communicate information appropriately and accurately using a range of media including ICT</p> <p><b>MA Contemporary Fashion Buying</b> GLO3 - Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT</p> <p><b>MA Fashion Promotion, Communication and Media</b> GLO3 - Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT</p> <p><b>MA Fashion Design Womenswear</b> GLO3 - Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT</p> <p><b>MA Luxury Accessories Design and Management</b> GLO3 - Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT</p> <p><b>MA Fashion Styling, Photography and Film</b> GLO3 - Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT</p>
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<b>26</b>	<b>Interim Award Learning Outcomes</b> <i>Provide a set of learning outcomes for each interim award (e.g. CertHE/DipHE) for each course.</i>
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On successful completion of a **Postgraduate Diploma (120 Credits)**, students will be able to:

- Find, evaluate, synthesise and use information from a variety of sources.
- Critically evaluate current research in their field of study.
- Exercise initiative and personal responsibility in the work environment.
- Carry out further independent learning or continuing professional development.

In addition to the above:

a) **Postgraduate Diploma Fashion Luxury Brand Management**

On successful completion of a **Postgraduate Diploma Fashion Luxury Brand Management** students will be able to:

ILO 1 – Distinguish how different fashion and luxury organisations manage their brands and market offerings in different market environments and economic contexts.

ILO 2 – Evaluate the interrelationships between marketing, branding, finance, wealth management and the functional strategies of luxury organisations.

ILO 3 – Appraise systematic and creative solutions to a range of real-world business and management problems, taking into consideration various theories, frameworks and

practices relevant to luxury brand management.

ILO 4 – Demonstrate comprehensive understanding of current and future dynamics of new technologies, disruption, changing consumer trends and corporate social responsibility, impacting the strategic thinking of fashion and luxury organisations.

b) **Postgraduate Diploma Contemporary Fashion Buying**

On successful completion of a **Postgraduate Diploma Contemporary Fashion Buying** students will be able to:

ILO 1 – Formulate a comprehensive understanding of various creative and management practices, in relation to fashion buying through critical and appropriate techniques of trends, market research and financial analysis;

ILO2 – Evaluate the impact of innovation, sustainability and technology on the buying processes through theoretical frameworks and models.

ILO 3 – Appraise fashion product development management processes and strategies in the context of garment construction, technology, financial analysis, critical path management and analytics;

ILO 4 – Assess global and domestic sourcing opportunities, challenges of supply chain management and strategies to respond to the changing dynamics of the business environment, digital disruption, consumption and the future of retailing

c) **Postgraduate Diploma Fashion Promotion, Communication and Media**

On successful completion of a **Postgraduate Diploma Fashion Promotion, Communication and Media** students will be able to:

ILO 1 – Demonstrate understanding of key fashion communication channels and theories, generating creative and original solutions for different fashion oriented audiences, media and markets.

ILO 2- Evaluate the role that fashion image plays, whilst analysing and synthesizing historical and contemporary references and how they implicate on the creative process.

ILO 3 – Argue the changing role of digital platforms and conceptualise forward-looking solutions for fashion brands.

ILO 4 – Integrate own original creativity and academic and professional preparation for the multi-disciplinary approaches fostering innovation, leadership and problem solving.

d) **Postgraduate Diploma Fashion Design Womenswear**

On successful completion of a **Postgraduate Diploma Fashion Design Womenswear** students will be able to:

ILO 1 - Formulate consumer, market and trend requirements for an identified fashion audience.

ILO 2 - Comprehend the relationship between fashion and the wider context of art, design and society.

ILO 3 - Synthesise the creative and technical processes required in fashion and/or accessories design.

ILO 4 - Demonstrate professionalism in the generation and organisation of own design and research work.

e) **Postgraduate Diploma Luxury Accessories Design and Management**

On successful completion of a **Postgraduate Diploma Luxury Accessories Design and Management** students will be able to:

ILO 1 - Formulate consumer, market and trend requirements for an identified fashion audience.

ILO 2 - Comprehend the relationship between fashion and the wider context of art, design and society.

ILO 3 - Synthesise the creative and technical processes required in fashion and/or accessories design.

ILO 4 - Demonstrate professionalism in the generation and organisation of own design and research work.

f) **Postgraduate Diploma Fashion Styling, Photography and Film**

On successful completion of a **Postgraduate Diploma Fashion Styling, Photography and Film** students will be able to:

ILO 1 – Demonstrate understanding of key fashion communication channels and theories, generating creative and original visual solutions for different fashion oriented audiences, media and markets.

ILO 2- Assess the role that fashion image plays, whilst analysing and synthesizing historical and contemporary references and how they feed into personal visual Identity.

ILO 3 – Integrate the changing role of the still and the moving image, conceptualising forward-looking visual solutions for the fashion industry.

ILO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem solving skills to the production of own work.

On successful completion of a **Postgraduate Certificate (60 Credits)**, students will be able to:

- Find, evaluate, synthesise and use information from a variety of sources.
- Critically evaluate current research in their field of study.
- Exercise initiative and personal responsibility in the work environment.
- Carry out further independent learning or continuing professional development.

In addition to the above:

a) **Postgraduate Certificate Fashion Luxury Brand Management**

On successful completion of a **Postgraduate Certificate Fashion Luxury Brand Management** students will be able to:

ILO 1 - Demonstrate critical awareness of how different fashion and luxury

organisations manage their brands and market offerings in different market environments and economic contexts.

ILO 2 - Evaluate the interrelationships between marketing, branding, finance, wealth management and the functional strategies of luxury organisations.

ILO 3 – Appraise possible recommended solutions to a range of real-world business and management problems relevant to luxury brand management.

ILO 4 - Demonstrate comprehensive understanding of current and future dynamics of new technologies, disruption, changing consumer trends and corporate social responsibility, impacting the strategic thinking of fashion and luxury organisations.

b) **Postgraduate Certificate Contemporary Fashion Buying**

On successful completion of a **Postgraduate Certificate Contemporary Fashion Buying** students will be able to:

ILO 1 – Demonstrate a comprehensive understanding of various creative and management practices, in relation to fashion buying through deploying appropriate techniques of trends, market research and financial analysis;

ILO 2 – Examine the impact of innovation, sustainability and technology through applying theoretical frameworks and models;

ILO 3 – Appraise fashion product development management processes and strategies in the context of garment construction, technology, financial analysis, critical path management and analytics;

ILO 4 – Evaluate global and domestic sourcing opportunities, challenges of supply chain management and strategies to respond to the changing dynamics of the business environment, digital disruption, consumption and the future of retailing.

c) **Postgraduate Certificate Fashion Promotion, Communication and Media**

On successful completion of a **Postgraduate Certificate Fashion Promotion, Communication and Media** students will be able to:

ILO 1 – Demonstrate understanding of key fashion communication channels and theories, generating creative and original solutions to different fashion related audiences, media and markets.

ILO 2 - Comprehend the role that fashion image plays, whilst analysing and synthesizing historical and contemporary references and how they implicate on the creative process.

ILO 3 – Determine the changing role of digital platforms and conceptualise forward-looking solutions for fashion brands.

ILO 4 – Integrate knowledge, academic and professional preparation to foster problem solving skills.

d) **Postgraduate Certificate Fashion Design Womenswear**

On successful completion of a **Postgraduate Certificate Fashion Design Womenswear** students will be able to:

ILO 1 - Provide consumer, market and trend requirements for an identified fashion audience.

ILO 2 - Demonstrate understanding of the context of fashion, relating fashion trends to macro issues in art, design or society.

ILO 3 - Demonstrate independence and creativity in the use of materials, techniques and processes for fashion design.

ILO 4 - Apply in-depth research to problem-solving in the development and refinement of own work.

e) **Postgraduate Certificate Luxury Accessories Design and Management**

On successful completion of a **Postgraduate Certificate Luxury Accessories Design and Management** students will be able to:

ILO 1 - Provide consumer, market and trend requirements for an identified fashion audience.

ILO 2 - Demonstrate understanding of the context of fashion, relating fashion trends to macro issues in art, design or society.

ILO 3 - Demonstrate independence and creativity in the use of materials, techniques and processes for fashion design.

ILO 4 - Apply in-depth research to problem-solving in the development and refinement of own work.

f) **Postgraduate Certificate Fashion Styling, Photography and Film**

On successful completion of a **Postgraduate Certificate Fashion Styling, Photography and Film** students will be able to:

ILO 1 – Demonstrate understanding of key fashion communication channels and theories, generating creative and original solutions to different fashion related audiences, media and markets.

ILO 2- Comprehend the role that fashion image plays, whilst analysing and synthesizing historical and contemporary references and how they feed into a visual Identity.

ILO 3 – Integrate the changing role of the still and the moving image, conceptualising forward-looking visual solutions for the fashion industry.

ILO 4 – Apply professional standards, including effective time management, self-direction and problem solving skills to the production of own work.



## Course Structure

### 27 Unit Overview

#### Level 7

#### MA Fashion and Luxury Brand Management

##### Core Units

Code	Occ	Status	Unit Title	No of credits	Home Programme	Outcomes addressed
317Z0016		Core	Luxury Marketing Strategies	20	Postgraduate Fashion Network	1,2,3,4,5,7,8,11,12
317Z0010		Core	Fashion and Culture	20	Postgraduate Fashion Network	1,4,8,10,11,12
317Z0004		Core	Contextual and Cultural Studies	20	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,9,10,11,12
317Z0019		Core	Strategic Luxury Branding	20	Postgraduate Fashion Network	1,2,4,5,7,8,9,11,12
31LMM001		Core	Luxury Management	20	Postgraduate Fashion Network	1,2,4,5,7,8,9,11,12
31RMM002		Core	Research Methods	20	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,10,11,12
317Z0014		Core	Industry Placement	20	Postgraduate Fashion Network	1,2,3,4,5,7,8,9,10,11
317Z0008		Core	Dissertation	40	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,10,11,12

60 credits: interim exit award – **Postgraduate Certificate Fashion and Luxury Brand Management**

120 credits: interim exit award – **Postgraduate Diploma Fashion and Luxury Brand Management**

180 credits: Final exit award – **MA Fashion and Luxury Brand Management**

#### MA Contemporary Fashion Buying

##### Core Units

Code	Occ	Status	Unit Title	No of credits	Home Programme	Outcomes addressed
317Z0002		Core	Buying Management	20	Postgraduate Fashion Network	1,2,3,4,5,7,8,11,12
317Z0010		Core	Fashion and Culture	20	Postgraduate Fashion Network	1,4,8,10,11,12
317Z0004		Core	Contextual and Cultural Studies	20	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,9,10,11,12
317Z0018		Core	Product Development and Supply Chain Management	20	Postgraduate Fashion Network	1,2,4,5,7,8,9,11,12
317Z0013		Core	Future of Retailing	20	Postgraduate Fashion Network	1,2,4,5,7,8,9,11,12
31RMM002		Core	Research Methods	20	Postgraduate	1,2,3,4,5,6,7

					Fashion Network	,8,10,11,12
317Z0014		Core	Industry Placement	20	Postgraduate Fashion Network	1,2,3,4,5,7,8,9,10,11
317Z0008		Core	Dissertation	40	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,10,11,12

60 credits: interim exit award – **Postgraduate Certificate Contemporary Fashion Buying**

120 credits: interim exit award – **Postgraduate Diploma Contemporary Fashion Buying**

180 credits: Final exit award – **MA Contemporary Fashion Buying**

### MA Fashion Promotion, Communication and Media

Core Units						
Code	Occ	Status	Unit Title	No of credits	Home Programme	Outcomes addressed
317Z0003		Core	Communication and Criticism	20	Postgraduate Fashion Network	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12
317Z0010		Core	Fashion and Culture	20	Postgraduate Fashion Network	1, 2, 4, 5, 6, 7, 8, 11,
317Z0004		Core	Contextual and Cultural Studies	20	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,9,10,11,12
31CDM002		Core	Creative Direction	20	Postgraduate Fashion Network	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
317Z0015		Core	Innovative Communication	20	Postgraduate Fashion Network	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12
31RMM002		Core	Research Methods	20	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,10,11,12
317Z0014		Core	Industry Placement	20	Postgraduate Fashion Network	1,2,3,4,5,7,8,9,10,11
317Z0008		Core	Dissertation	40	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,10,11,12

60 credits: interim exit award – **Postgraduate Certificate Fashion Promotion, Communication and Media**

120 credits: interim exit award – **Postgraduate Diploma Fashion Promotion, Communication and Media**

180 credits: Final exit award – **MA Fashion Promotion, Communication and Media**

### MA Fashion Design Womenswear

Core Units						
Code	Occ	Status	Unit Title	No of credits	Home Programme	Outcomes addressed
317Z0011		Core	Fashion Exploration	30	Postgraduate Fashion Network	1, 2, 3, 4, 5, 7, 8, 10, 11, 12

317Z0004		Core	Contextual and Cultural Studies	20	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,9,10,11,12
317Z0007		Core	Design Intentions	30	Postgraduate Fashion Network	1, 2, 3, 4, 5, 7, 8, 10, 11, 12
317Z0017		Core	New Fashion Identities	20	Postgraduate Fashion Network	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12
31RMM002		Core	Research Methods	20	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,10,11,12
317Z0014		Core	Industry Placement	20	Postgraduate Fashion Network	1,2,3,4,5,7,8,9,10,11
317Z0008		Core	Dissertation	40	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,10,11,12

60 credits: interim exit award – **Postgraduate Certificate Fashion Design Womenswear**

120 credits: interim exit award – **Postgraduate Diploma Fashion Design Womenswear**

180 credits: Final exit award – **MA Fashion Design Womenswear**

### **MA Luxury Accessories Design and Management**

<b>Core Units</b>						
Code	Occ	Status	Unit Title	No of credits	Home Programme	Outcomes addressed
317Z0009		Core	Experimental Research and Crafting Techniques	30	Postgraduate Fashion Network	1, 2, 3, 4, 5, 7, 8, 10, 11, 12
317Z0004		Core	Contextual and Cultural Studies	20	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,9,10,11,12
317Z0006		Core	Design Concepts and Development	30	Postgraduate Fashion Network	1, 2, 3, 4, 5, 7, 8, 10, 11, 12
317Z0001		Core	Accessory Design Evolution	20	Postgraduate Fashion Network	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12
31RMM002		Core	Research Methods	20	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,10,11,12
317Z0014		Core	Industry Placement	20	Postgraduate Fashion Network	1,2,3,4,5,7,8,9,10,11
317Z0008		Core	Dissertation	40	Postgraduate Fashion Network	1,2,3,4,5,6,7,8,10,11,12

60 credits: interim exit award – **Postgraduate Certificate Luxury Accessories Design and Management**

120 credits: interim exit award – **Postgraduate Diploma Luxury Accessories Design and Management**

180 credits: Final exit award – **MA Luxury Accessories Design and Management**

## MA Fashion Styling, Photography and Film

Core Units						
Code	Occ	Status	Unit Title	No of credits	Home Programme	Outcomes addressed
317Z0020		Core	Style Research	20	Postgraduate Fashion Network	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12
317Z0010		Core	Fashion and Culture	20	Postgraduate Fashion Network	1, 2, 4, 5, 6, 7, 8, 11,
317Z0004		Core	Contextual and Cultural Studies	20	Postgraduate Fashion Network	1,2,3,4,5,6,7, 8,9,10,11,12
317Z0012		Core	Fashion Styling and Creative Direction	20	Postgraduate Fashion Network	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12
317Z0005		Core	Creative Direction and Identity	20	Postgraduate Fashion Network	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
31RMM002		Core	Research Methods	20	Postgraduate Fashion Network	1,2,3,4,5,6,7, 8,10,11,12
317Z0014		Core	Industry Placement	20	Postgraduate Fashion Network	1,2,3,4,5,7,8, 9,10,11
317Z0008		Core	Dissertation	40	Postgraduate Fashion Network	1,2,3,4,5,6,7, 8,10,11,12

60 credits: interim exit award – **Postgraduate Certificate Fashion Styling, Photography and Film**

120 credits: interim exit award – **Postgraduate Diploma Fashion Styling, Photography and Film**

180 credits: Final exit award – **MA Fashion Styling, Photography and Film**

### 28 Programme Structure Map

#### MA Luxury Brand Management

Term One	Term Two	Term Three	Term Four	Term Five
Core Unit: Luxury Marketing Strategies (20 credits)	Core Unit: Strategic Luxury Branding (20 credits)	Core Unit: Industry Placement (20 credits)	Core Unit: Luxury Management (20 credits)	Core Unit: Dissertation (40 credits)
Core Unit: Fashion and Culture (20 credits)				
Core Unit: Contextual and Cultural Studies (20 credits)				
Core Unit: Research Methods (20 credits)				

### MA Contemporary Fashion Buying

Term One	Term Two	Term Three	Term Four	Term Five
Core Unit: Buying Management (20 credits)	Core Unit: Product Development and Supply Chain Management (20 credits)	Core Unit: Industry Placement (20 credits)	Core Unit: Future of Retailing (20 credits)	Core Unit: Dissertation (40 credits)
Core Unit: Fashion and Culture (20 credits)				
Core Unit: Contextual and Cultural Studies (20 credits)				
Core Unit: Research Methods (20 credits)				

### MA Fashion Promotion, Communication and Media

Term One	Term Two	Term Three	Term Four	Term Five
Core Unit: Communication and Criticism (20 credits)	Core Unit: Creative Direction (20 credits)	Core Unit: Industry Placement (20 credits)	Core Unit: Innovative Communication (20 credits)	Core Unit: Dissertation (40 credits)
Core Unit: Fashion and Culture (20 credits)				
Core Unit: Contextual and Cultural Studies (20 credits)				
Core Unit: Research Methods (20 credits)				

### MA Fashion Design Womenswear

Term One	Term Two	Term Three	Term Four	Term Five
Core Unit: Fashion Exploration (30 credits)	Core Unit: Design Intentions (30 credits)	Core Unit: Industry Placement (20 credits)	Core Unit: New Fashion Identities (20 credits)	Core Unit: Dissertation (40 credits)
Core Unit: Contextual and Cultural Studies (20 credits)				
Core Unit: Research Methods (20 credits)				

### MA Luxury Accessories Design and Management

Term One	Term Two	Term Three	Term Four	Term Five
Core Unit: Experimental Research and Crafting Techniques (30 credits)	Core Unit: Design Concept Development (30 credits)	Core Unit: Industry Placement (20 credits)	Core Unit: Accessory Design Evolution (20 credits)	Core Unit: Dissertation (40 credits)
Core Unit: Contextual and Cultural Studies (20 credits)				
Core Unit: Research Methods (20 credits)				

### MA Fashion Styling, Photography and Film

Term One	Term Two	Term Three	Term Four	Term Five
Core Unit: Style Research (20 credits)	Core Unit: Fashion Styling & Creative Direction (20 credits)	Core Unit: Industry Placement (20 credits)	Core Unit: Creative Direction and Identity (20 credits)	Core Unit: Dissertation (40 credits)
Core Unit: Fashion and Culture (20 credits)				
Core Unit: Contextual and Cultural Studies (20 credits)				
Core Unit: Research Methods (20 credits)				

# MAPPING

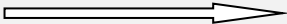

## RELATIONSHIP TO SUBJECT BENCHMARK STATEMENT(S)

Identify how subject benchmark statements relate to the programme learning outcomes. Subject Benchmarks are available from the QAA website. Include core and option units

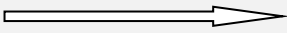
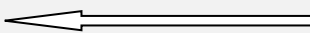
Insert K to indicate Knowledge and Understanding

Insert S to indicate Skills

### MA Fashion and Luxury Brand Management

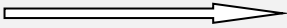
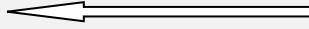
	Level 7								
Knowledge and Understanding Mapping (K) 	Luxury Marketing Strategies	Fashion and Culture	Contextual and Cultural Studies	Strategic Luxury Branding	Research Methods	Industry Placement	Luxury Management	Dissertation	Skills Mapping (S) 
Demonstrate a systematic understanding of knowledge, 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 and related professional practice.	KS	K	KS	KS	KS	KS	KS	KS	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.
Show a comprehensive understanding of techniques applicable to their own research or advanced scholarship.	KS	S	KS	KS	KS	KS	KS	KS	Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.
Demonstrate 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.	K		KS	S	K	KS	S	K	Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives.
Critically engage with the ethical, economic, cultural, social and other constraints operating in the particular professional context.	K	KS	KS	K	KS	KS	K	KS	Manage their professional development reflecting on progress and taking appropriate action;
Evaluate critically current research and advanced scholarship in the discipline.	KS	S	KS	KS	KS	KS	KS	KS	Find, evaluate, synthesise and use information from a variety of sources.
Evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.	S	S	KS	S	KS		S	KS	Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT.

## MA Contemporary Fashion Buying


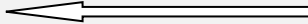
		<b>Level 7</b>							
<b>Knowledge and Understanding</b>  Mapping (K)  	Buying Management	Fashion and Culture	Contextual and Cultural Studies	Product Development and Supply Chain Management	Research Methods	Industry Placement	Future of Retailing	Dissertation	<b>Skills</b>  Mapping (S)  
Demonstrate a 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 and related professional practice.	KS	K	KS	KS	KS	KS	KS	KS	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.
Show a comprehensive understanding of techniques applicable to their own research or advanced scholarship.	KS	S	KS	KS	KS	KS	KS	KS	Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.
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Critically engage with the ethical, economic, cultural, social and other constraints operating in the particular professional context.	K	KS	KS	K	KS	KS	K	KS	Manage their professional development reflecting on progress and taking appropriate action;
Evaluate critically current research and advanced scholarship in the discipline.	KS	S	KS	KS	KS	KS	KS	KS	Find, evaluate, synthesise and use information from a variety of sources.
Evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.	S	S	KS	S	KS		S	KS	Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT.



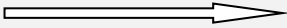
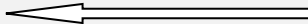
## MA Fashion Promotion, Communication and Media

		<b>Level 7</b>								
<b>Knowledge and Understanding</b>  Mapping (K)  	Communication and Criticism	Contextual and Cultural Studies	Fashion and Culture	Creative Direction	Research Methods	Industry Placement	Innovative Communication	Dissertation	<b>Skills</b>  Mapping (S)  	
Demonstrate 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 and related professional practice.	KS	KS	KS	KS	KS	KS	KS	KS	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.	
Show a comprehensive understanding of techniques applicable to their own research or advanced scholarship.	KS	KS	KS	KS	KS	KS	KS	KS	Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.	
Demonstrate 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.	KS	KS		KS	K	KS	K	K	Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives.	
Critically engage with the ethical, economic, cultural, social and other constraints operating in the particular professional context.	K	KS	K	KS	KS	KS	KS	KS	Manage their professional development reflecting on progress and taking appropriate action;	
Evaluate critically current research and advanced scholarship in the discipline.	KS	KS	KS	KS	KS	KS	KS	KS	Find, evaluate, synthesise and use information from a variety of sources.	
Evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.	KS	KS	S	KS	KS		KS	KS	Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT.	

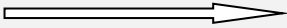
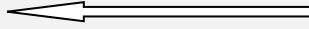
## MA Fashion Design Womenswear

	Level 7							
<b>Knowledge and Understanding</b> Mapping (K) 	Fashion Exploration	Contextual and Cultural Studies	Design Intentions	Research Methods	Industry Placement	New Fashion Identities	Dissertation	<b>Skills</b> Mapping (S) 
Demonstrate 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 and related professional practice.	KS	KS	KS	KS	KS	KS	KS	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.
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Critically engage with the ethical, economic, cultural, social and other constraints operating in the particular professional context.	KS	KS	KS	KS	KS	KS	KS	Manage their professional development reflecting on progress and taking appropriate action;
Evaluate critically current research and advanced scholarship in the discipline.	KS	KS	KS	KS	KS	KS	KS	Find, evaluate, synthesise and use information from a variety of sources.
Evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.	S	KS	S	KS		KS	KS	Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT.

## MA Luxury Accessories Design and Management

		<b>Level 7</b>							
<b>Knowledge and Understanding</b>  Mapping (K)  	Experimental Research and Crafting Techniques	Contextual and Cultural Studies	Design Concepts and Development	Research Methods	Industry Placement	Accessory Design Evolution	Dissertation	<b>Skills</b>  Mapping (S)  	
Demonstrate 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 and related professional practice.	KS	KS	KS	KS	KS	KS	KS	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.	
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Demonstrate 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.	K	KS	K	K	KS	K	K	Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives.	
Critically engage with the ethical, economic, cultural, social and other constraints operating in the particular professional context.	KS	KS	KS	KS	KS	KS	KS	Manage their professional development reflecting on progress and taking appropriate action;	
Evaluate critically current research and advanced scholarship in the discipline.	KS	KS	KS	KS	KS	KS	KS	Find, evaluate, synthesise and use information from a variety of sources.	
Evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.	S	KS	S	KS		KS	KS	Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT.	

## MA Fashion Styling, Photography and Film

		<b>Level 7</b>							
<b>Knowledge and Understanding</b>  Mapping (K)  	Style Research	Contextual and Cultural Studies	Fashion and Culture	Fashion Styling and Creative Direction	Research Methods	Industry Placement	Creative Direction and Identity	Dissertation	<b>Skills</b>  Mapping (S)  
Demonstrate 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 and related professional practice.	KS	KS	KS	KS	KS	KS	KS	KS	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.
Show a comprehensive understanding of techniques applicable to their own research or advanced scholarship.	KS	KS	KS	KS	KS	KS	KS	KS	Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.
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Evaluate critically current research and advanced scholarship in the discipline.	KS	KS	KS	KS	KS	KS	KS	KS	Find, evaluate, synthesise and use information from a variety of sources.
Evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.	KS	KS	S	KS	KS		KS	KS	Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT.