## Programme Specification

### ADMINISTRATIVE AND REGULATORY INFORMATION

<table>
<thead>
<tr>
<th></th>
<th>Programme Title</th>
<th>Postgraduate Fashion Network</th>
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</thead>
</table>
| 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 |
| 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

|   | Final Award 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 |
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|   | Interim Exit Award Title(s) | 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 |
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<tr>
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<th>Linked Foundation Year</th>
<th>N/A</th>
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<td>19</td>
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|   | Combined Honours Awards available eg:  
• BSc/BA (Hons) AB  
• BSc/BA (Hons) AB and XY  
• BSc/BA (Hons) AB with XY  
• BSc/BA (Hons) AB (Named Award) | N/A                                                                                           |
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<table>
<thead>
<tr>
<th></th>
<th>Approved Subject Combination administered by this Programme Specification</th>
<th>None</th>
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<tbody>
<tr>
<td>21</td>
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</table>
## Arrangements with Collaborative Partners

<table>
<thead>
<tr>
<th>22</th>
<th><strong>Approved Collaborative partner(s)</strong></th>
<th>Partner Name</th>
<th>Type of Collaborative Partnership</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Istituto Marangoni London School</td>
<td>External validation</td>
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<td></td>
<td></td>
<td>Istituto Marangoni Paris School</td>
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</tbody>
</table>

### Articulation Arrangements

Include for each partner named:
- the Manchester Met course(s) (inc. levels) to which the arrangement relates;
- the date of the Memorandum of Understanding governing the arrangement;
- whether the arrangement provides guaranteed entry to the named Manchester Met course(s).

<table>
<thead>
<tr>
<th>23</th>
<th><strong>Articulation Arrangements</strong></th>
<th>Partner Name</th>
<th>Details of Arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>N/A</strong></td>
<td>N/A</td>
<td>N/A</td>
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</tbody>
</table>

## Professional, Statutory and Regulatory Bodies

<table>
<thead>
<tr>
<th>24</th>
<th><strong>Accrediting and/or associated PSRB(s)</strong></th>
<th>N/A</th>
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</thead>
<tbody>
<tr>
<td>25</td>
<td><strong>Date, outcome &amp; period of approval of last PSRB approval/accreditation</strong></td>
<td>N/A</td>
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# Programme Outcomes

## Final Award Learning Outcomes

### Part A – Knowledge and Critical Understanding

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<tr>
<td>By the end of the programme students are expected to have understanding and critical understanding of:</td>
<td>Assessed by:</td>
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</tbody>
</table>
| 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. | MA Fashion and Luxury Brand Management  
PLO 1 – Analyse how different fashion and luxury organisations manage their brands and market offerings in different market environments and economic contexts. |   |
|   |   |   |
| 25.2 | Show a comprehensive understanding of techniques applicable to their own research or advanced scholarship. | MA Fashion and Luxury Brand Management  
PLO 2 – Evaluate the interrelationships between marketing, branding, finance, wealth management and the functional strategies of luxury organisations. |   |
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<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>PLO 2</th>
<th>PLO 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA Contemporary Fashion Buying</td>
<td>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.</td>
<td></td>
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<tr>
<td>MA Fashion Promotion, Communication and Media</td>
<td>Demonstrate a systematic understanding of key fashion communication channels and theories, generating creative and original solutions for different fashion related audiences, media and markets.</td>
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</tr>
<tr>
<td>MA Fashion Design Womenswear</td>
<td>Conduct in-depth research within the wider context of art, design or society applicable to the fashion industry.</td>
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</tr>
<tr>
<td>MA Luxury Accessories Design and Management</td>
<td>Conduct in-depth research within the wider context of art, design or society applicable to the fashion industry.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA Fashion Styling, Photography and Film</td>
<td>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.</td>
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</table>

**25.3**

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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>PLO 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA Fashion and Luxury Brand Management</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>MA Contemporary Fashion Buying</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>MA Fashion Promotion, Communication and Media</td>
<td>Demonstrate a systematic understanding of key fashion communication channels and theories, generating creative and original solutions for different fashion related audiences, media and markets.</td>
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</tr>
<tr>
<td>MA Fashion Design Womenswear</td>
<td>PLO 3 – Demonstrate creative use of materials, techniques and processes in the development of and communication of original fashion design ideas.</td>
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</tr>
<tr>
<td>MA Luxury Accessories Design and Management</td>
<td>PLO 3 – Demonstrate creative use of materials, techniques and processes in the development of and communication of original accessories design ideas.</td>
<td></td>
</tr>
<tr>
<td>MA Fashion Styling, Photography and Film</td>
<td>PLO 3 – Evaluate the changing role of the still and the moving image, conceptualising forward-looking visual solutions for the fashion industry.</td>
<td></td>
</tr>
<tr>
<td>MA Fashion and Luxury Brand Management</td>
<td>PLO 2 – Evaluate the interrelationships between marketing, branding, finance, wealth management and the functional strategies of luxury organisations.</td>
<td></td>
</tr>
<tr>
<td>MA Contemporary Fashion Buying</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>MA Fashion Promotion, Communication and Media</td>
<td>PLO 4 – Integrate own original creativity, academic and professional preparation for multi-disciplinary approaches fostering innovation, leadership and problem solving.</td>
<td></td>
</tr>
<tr>
<td>MA Fashion Design Womenswear</td>
<td>PLO 2 – Conduct in-depth research within the wider context of art, design or society applicable to the understanding of key fashion communication channels and theories, generating creative and original solutions for different fashion related audiences, media and markets.</td>
<td></td>
</tr>
</tbody>
</table>

25.4 Critically engage with the ethical, economic, cultural, social and other constraints operating in the particular professional context.
| MA Luxury Accessories Design and Management | PLO 2 – Conduct in-depth research within the wider context of art, design or society applicable to the fashion industry. |
| MA Fashion Styling, Photography and Film | 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. |
| MA Fashion and Luxury Brand Management | PLO 1 – Analyse how different fashion and luxury organisations manage their brands and market offerings in different market environments and economic contexts. |
| MA Contemporary Fashion Buying | 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. |
| MA Fashion Promotion, Communication and Media | 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. |
| MA Fashion Design Womenswear | PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving skills to the production of own work. |
| MA Luxury Accessories Design and Management | PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving skills to the production of own work. |
| MA Fashion Styling, Photography and Film | |

**25.5** Evaluate critically current research and advanced scholarship in the discipline.
| 25.6 | Evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses. |
| PLO 4 | Apply professional standards, including effective time management, originality, self-direction, initiative and problem solving skills to the production of own work. |
| **MA Fashion and Luxury Brand Management** | PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research. |
| **MA Contemporary Fashion Buying** | PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research. |
| **MA Fashion Promotion, Communication and Media** | PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research. |
| **MA Fashion Design Womenswear** | PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research. |
| **MA Luxury Accessories Design and Management** | PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research. |
| **MA Fashion Styling, Photography and Film** | PLO 5 – Provide evidence of a substantial piece of independent and interdisciplinary research. |

### Part B – Skills and Attributes

The programme will ensure students will gain the following skills and attributes:

| 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. |
| Assessed by: | **MA Fashion and Luxury Brand Management** |
| | 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. |
| | **MA Contemporary Fashion Buying** |
| | 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 |
| **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. |
| **MA Fashion Promotion, Communication and Media** |
| **PLO 2** Demonstrate creative use of materials, techniques and processes in the development of and communication of original fashion design ideas. |
| **MA Fashion Design Womenswear** |
| **PLO 3** Demonstrate creative use of materials, techniques and processes in the development of and communication of original accessories design ideas. |
| **MA Luxury Accessories Design and Management** |
| **PLO 4** Evaluate the changing role of the still and the moving image, conceptualising forward-looking visual solutions for the fashion industry. |
| **MA Fashion Styling, Photography and Film** |
| **PLO 5** Provide evidence of a substantial piece of independent and interdisciplinary research. |
| **MA Fashion and Luxury Brand Management** |
| **PLO 6** Integrate own original creativity, academic and professional preparation for multi-disciplinary approaches fostering innovation, leadership and problem solving. |
| **MA Fashion Promotion, Communication and Media** |
| **PLO 7** Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving. |
| **MA Fashion Design Womenswear** |
| **PLO 8** Targeted global and local markets. |
| **MA Fashion and Luxury Brand Management** |

| **25.8** **Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.** |
| **MA Fashion and Luxury Brand Management** |
| **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. |
| **MA Contemporary Fashion Buying** |
| **PLO 5** Provide evidence of a substantial piece of independent and interdisciplinary research. |
| **MA Fashion Promotion, Communication and Media** |
| **PLO 4** Integrate own original creativity, academic and professional preparation for multi-disciplinary approaches fostering innovation, leadership and problem solving. |
| **MA Fashion Design Womenswear** |


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<th>solving skills to the production of own work.</th>
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<td></td>
<td></td>
<td>MA Luxury Accessories Design and Management</td>
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<td>PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving skills to the production of own work.</td>
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<td>MA Fashion Styling, Photography and Film</td>
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<td>PLO 4 – Apply professional standards, including effective time management, originality, self-direction, initiative and problem-solving skills to the production of own work.</td>
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<td>25.9</td>
<td>Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives.</td>
<td>MA Fashion and Luxury Brand Management</td>
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<tr>
<td>25.9</td>
<td>GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</td>
<td>MA Contemporary Fashion Buying</td>
</tr>
<tr>
<td>25.9</td>
<td>GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</td>
<td>MA Fashion Promotion, Communication and Media</td>
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<tr>
<td>25.9</td>
<td>GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</td>
<td>MA Fashion Design Womenswear</td>
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<tr>
<td>25.9</td>
<td>GLO4 - Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives</td>
<td>MA Luxury Accessories Design and Management</td>
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<tr>
<td>25.10</td>
<td>Manage their professional development reflecting on progress and taking appropriate action;</td>
<td>MA Fashion Promotion, Communication and Media</td>
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<tr>
<td>25.10</td>
<td>GLO5 - Manage their professional development reflecting on progress and taking appropriate action</td>
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<tr>
<td>25.11</td>
<td>Find, evaluate, synthesise and use information from a variety of sources.</td>
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<tr>
<td><strong>MA Fashion and Luxury Brand Management</strong></td>
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<tr>
<td><strong>GLO5</strong> - Manage their professional development reflecting on progress and taking appropriate action</td>
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<tr>
<td><strong>MA Contemporary Fashion Buying</strong></td>
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<td><strong>GLO5</strong> - Manage their professional development reflecting on progress and taking appropriate action</td>
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<td><strong>GLO5</strong> - Manage their professional development reflecting on progress and taking appropriate action</td>
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<td><strong>MA Fashion Styling, Photography and Film</strong></td>
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<tr>
<td><strong>GLO5</strong> - Manage their professional development reflecting on progress and taking appropriate action</td>
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<tr>
<th>25.12</th>
<th>Express ideas effectively and communicate information appropriately and accurately using a</th>
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<tbody>
<tr>
<td><strong>MA Fashion and Luxury Brand Management</strong></td>
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<tr>
<td><strong>GLO3</strong> - Express ideas effectively</td>
<td></td>
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<tr>
<td><strong>MA Contemporary Fashion Buying</strong></td>
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<tr>
<td><strong>GLO6</strong> - Find, evaluate, synthesise and use information from a variety of sources</td>
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<tr>
<td><strong>MA Fashion Promotion, Communication and Media</strong></td>
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<tr>
<td><strong>GLO6</strong> - Find, evaluate, synthesise and use information from a variety of sources</td>
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<tr>
<td><strong>MA Fashion Design Menswear</strong></td>
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<tr>
<td><strong>GLO6</strong> - Find, evaluate, synthesise and use information from a variety of sources</td>
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<tr>
<td><strong>MA Luxury Accessories Design and Management</strong></td>
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<tr>
<td><strong>GLO6</strong> - Find, evaluate, synthesise and use information from a variety of sources</td>
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<tr>
<td><strong>MA Fashion Styling, Photography and Film</strong></td>
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<tr>
<td><strong>GLO6</strong> - Find, evaluate, synthesise and use information from a variety of sources</td>
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</tbody>
</table>
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:
<table>
<thead>
<tr>
<th>ILO 1</th>
<th>ILO 2</th>
<th>ILO 3</th>
<th>ILO 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>ILO 1 - Provide consumer, market and trend requirements for an identified fashion audience.</td>
<td>ILO 2 - Demonstrate understanding of the context of fashion, relating fashion trends to macro issues in art, design or society.</td>
<td>ILO 3 - Demonstrate independence and creativity in the use of materials, techniques and processes for fashion design.</td>
<td>ILO 4 - Apply in-depth research to problem-solving in the development and refinement of own work.</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>ILO 1</th>
<th>ILO 2</th>
<th>ILO 3</th>
<th>ILO 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>ILO 1 - Provide consumer, market and trend requirements for an identified fashion audience.</td>
<td>ILO 2 - Demonstrate understanding of the context of fashion, relating fashion trends to macro issues in art, design or society.</td>
<td>ILO 3 - Demonstrate independence and creativity in the use of materials, techniques and processes for fashion design.</td>
<td>ILO 4 - Apply in-depth research to problem-solving in the development and refinement of own work.</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>ILO 1</th>
<th>ILO 2</th>
<th>ILO 3</th>
<th>ILO 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>ILO 1 – Demonstrate understanding of key fashion communication channels and theories, generating creative and original solutions to different fashion related audiences, media and markets.</td>
<td>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.</td>
<td>ILO 3 – Integrate the changing role of the still and the moving image, conceptualising forward-looking visual solutions for the fashion industry.</td>
<td>ILO 4 – Apply professional standards, including effective time management, self-direction and problem solving skills to the production of own work.</td>
</tr>
</tbody>
</table>
Course Structure

27 Unit Overview

Level 7

MA Fashion and Luxury Brand Management

Core Units

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

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Occ</th>
<th>Status</th>
<th>Unit Title</th>
<th>No of credits</th>
<th>Home Programme</th>
<th>Outcomes addressed</th>
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<tbody>
<tr>
<td>317Z0014</td>
<td>Core</td>
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<td>Postgraduate Fashion Network</td>
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<tr>
<td>317Z0008</td>
<td>Core</td>
<td>Dissertation</td>
<td>40</td>
<td>Postgraduate Fashion Network</td>
<td>1,2,3,4,5,6,7,8,9,10,11,12</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Core Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Code</strong></td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>317Z0003</td>
</tr>
<tr>
<td>317Z0010</td>
</tr>
<tr>
<td>317Z0004</td>
</tr>
<tr>
<td>31CDM002</td>
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<tr>
<td>317Z0015</td>
</tr>
<tr>
<td>31RMM002</td>
</tr>
<tr>
<td>317Z0014</td>
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<tr>
<td>317Z0008</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Core Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Code</strong></td>
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<tr>
<td>----------</td>
</tr>
<tr>
<td>317Z0011</td>
</tr>
<tr>
<td>Code</td>
</tr>
<tr>
<td>------------</td>
</tr>
<tr>
<td>317Z0004</td>
</tr>
<tr>
<td>317Z0007</td>
</tr>
<tr>
<td>317Z0017</td>
</tr>
<tr>
<td>31RMM002</td>
</tr>
<tr>
<td>317Z0014</td>
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<tr>
<td>317Z0008</td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Occ</th>
<th>Status</th>
<th>Unit Title</th>
<th>No of credits</th>
<th>Home Programme</th>
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</tr>
</thead>
<tbody>
<tr>
<td>317Z0020</td>
<td>Core</td>
<td>Core</td>
<td>Style Research</td>
<td>20</td>
<td>Postgraduate Fashion Network</td>
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</tr>
<tr>
<td>317Z0010</td>
<td>Core</td>
<td>Core</td>
<td>Fashion and Culture</td>
<td>20</td>
<td>Postgraduate Fashion Network</td>
<td>1, 2, 4, 5, 6, 7, 8, 11, 12</td>
</tr>
<tr>
<td>317Z0004</td>
<td>Core</td>
<td>Core</td>
<td>Contextual and Cultural Studies</td>
<td>20</td>
<td>Postgraduate Fashion Network</td>
<td>1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12</td>
</tr>
<tr>
<td>317Z0012</td>
<td>Core</td>
<td>Core</td>
<td>Fashion Styling and Creative Direction</td>
<td>20</td>
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<td>1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12</td>
</tr>
<tr>
<td>317Z0005</td>
<td>Core</td>
<td>Core</td>
<td>Creative Direction and Identity</td>
<td>20</td>
<td>Postgraduate Fashion Network</td>
<td>1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12</td>
</tr>
<tr>
<td>31RMM002</td>
<td>Core</td>
<td>Core</td>
<td>Research Methods</td>
<td>20</td>
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<td>Postgraduate Fashion Network</td>
<td>1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12</td>
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</tbody>
</table>

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
- Core Unit: Luxury Marketing Strategies (20 credits)
- Core Unit: Strategic Luxury Branding (20 credits)
- Core Unit: Fashion and Culture (20 credits)
- Core Unit: Contextual and Cultural Studies (20 credits)

#### Term Two
- Core Unit: Industry Placement (20 credits)
- Core Unit: Research Methods (20 credits)

#### Term Three
- Core Unit: Luxury Management (20 credits)

#### Term Four
- Core Unit: Dissertation (40 credits)

#### Term Five
- Core Unit: Dissertation (40 credits)
### MA Contemporary Fashion Buying

<table>
<thead>
<tr>
<th>Term One</th>
<th>Term Two</th>
<th>Term Three</th>
<th>Term Four</th>
<th>Term Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Unit: Buying Management (20 credits)</td>
<td>Core Unit: Product Development and Supply Chain Management (20 credits)</td>
<td>Core Unit: Industry Placement (20 credits)</td>
<td>Core Unit: Future of Retailing (20 credits)</td>
<td>Core Unit: Dissertation (40 credits)</td>
</tr>
<tr>
<td>Core Unit: Fashion and Culture (20 credits)</td>
<td>Core Unit: Contextual and Cultural Studies (20 credits)</td>
<td>Core Unit: Research Methods (20 credits)</td>
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### MA Fashion Promotion, Communication and Media

<table>
<thead>
<tr>
<th>Term One</th>
<th>Term Two</th>
<th>Term Three</th>
<th>Term Four</th>
<th>Term Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Unit: Communication and Criticism (20 credits)</td>
<td>Core Unit: Creative Direction (20 credits)</td>
<td>Core Unit: Industry Placement (20 credits)</td>
<td>Core Unit: Innovative Communication (20 credits)</td>
<td>Core Unit: Dissertation (40 credits)</td>
</tr>
<tr>
<td>Core Unit: Fashion and Culture (20 credits)</td>
<td>Core Unit: Contextual and Cultural Studies (20 credits)</td>
<td>Core Unit: Research Methods (20 credits)</td>
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### MA Fashion Design Womenswear

<table>
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<th>Term Three</th>
<th>Term Four</th>
<th>Term Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Unit: Fashion Exploration (30 credits)</td>
<td>Core Unit: Design Intentions (30 credits)</td>
<td>Core Unit: Industry Placement (20 credits)</td>
<td>Core Unit: New Fashion Identities (20 credits)</td>
<td>Core Unit: Dissertation (40 credits)</td>
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<td>Core Unit: Contextual and Cultural Studies (20 credits)</td>
<td>Core Unit: Contextual and Cultural Studies (20 credits)</td>
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### MA Luxury Accessories Design and Management

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<th>Term Three</th>
<th>Term Four</th>
<th>Term Five</th>
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</thead>
<tbody>
<tr>
<td>Core Unit: Experimental Research and Crafting Techniques (30 credits)</td>
<td>Core Unit: Design Concept Development (30 credits)</td>
<td>Core Unit: Industry Placement (20 credits)</td>
<td>Core Unit: Accessory Design Evolution (20 credits)</td>
<td>Core Unit: Dissertation (40 credits)</td>
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<td>Core Unit: Contextual and Cultural Studies (20 credits)</td>
<td>Core Unit: Research Methods (20 credits)</td>
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### MA Fashion Styling, Photography and Film

<table>
<thead>
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<th>Term Two</th>
<th>Term Three</th>
<th>Term Four</th>
<th>Term Five</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Unit: Style Research (20 credits)</td>
<td>Core Unit: Fashion Styling &amp; Creative Direction (20 credits)</td>
<td>Core Unit: Industry Placement (20 credits)</td>
<td>Core Unit: Creative Direction and Identity (20 credits)</td>
<td>Core Unit: Dissertation (40 credits)</td>
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<td>Core Unit: Research Methods (20 credits)</td>
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<tr>
<td>Core Unit: Contextual and Cultural Studies (20 credits)</td>
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</tbody>
</table>
# 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

<table>
<thead>
<tr>
<th>Knowledge and Understanding</th>
<th>Level 7</th>
<th>Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mapping (K)</strong></td>
<td></td>
<td><strong>Mapping (S)</strong></td>
</tr>
<tr>
<td><strong>Knowledge and Understanding</strong></td>
<td><strong>Level 7</strong></td>
<td><strong>Skills</strong></td>
</tr>
<tr>
<td><strong>Mapping (K)</strong></td>
<td></td>
<td><strong>Mapping (S)</strong></td>
</tr>
<tr>
<td>Demonstrates 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.</td>
<td>KS</td>
<td>KS</td>
</tr>
<tr>
<td>Show a comprehensive understanding of techniques applicable to their own research or advanced scholarship.</td>
<td>KS</td>
<td>S</td>
</tr>
<tr>
<td>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.</td>
<td>K</td>
<td>KS</td>
</tr>
<tr>
<td>Critically engage with the ethical, economic, cultural, social and other constraints operating in the particular professional context.</td>
<td>K</td>
<td>KS</td>
</tr>
<tr>
<td>Evaluate critically current research and advanced scholarship in the discipline.</td>
<td>KS</td>
<td>S</td>
</tr>
<tr>
<td>Evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.</td>
<td>S</td>
<td>S</td>
</tr>
</tbody>
</table>
### MA Contemporary Fashion Buying

<table>
<thead>
<tr>
<th>Knowledge and Understanding</th>
<th>Level 7</th>
<th>Skills</th>
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<tbody>
<tr>
<td><strong>Mapping (K)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>KS K KS KS KS KS KS KS</td>
<td>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.</td>
</tr>
<tr>
<td>Show a comprehensive understanding of techniques applicable to their own research or advanced scholarship.</td>
<td>KS S KS KS KS KS KS KS</td>
<td>Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level.</td>
</tr>
<tr>
<td>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.</td>
<td>K KS S K KS S K</td>
<td>Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives.</td>
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