

		<i>All assessment components within a Programme must be categorised as either 'assignment' or 'examination'. The overall split of assessment for each level, and more detailed assessment strategies, will be defined and approved through Collaborative Programme Approval and Review Events.</i>			
16	Learning & Teaching Delivery	Level	Scheduled	Independent	Placement
		7	40%	50%	10%
17	Assessment Methods	Level	Assignment	Examinations	
		7	100%	N/A	
18	Entry Requirements	<ul style="list-style-type: none"> • Completed application form • Signed personal statement • Curriculum Vitae • 2 reference letters • Undergraduate qualification of normally 2.1 or above • Notarized photocopy of a graduation diploma and academic transcripts (must be equivalent to a UK bachelor degree) and their official translation in English, if in a language different than English (for the master's degree courses at the London and Paris schools) • Interview • Portfolio <p>Non-native English speakers need to provide a copy of the official English language certificate: the English language test score should be at least upper B2 at CEFR level – IELTS overall score of 6.5 with no elements below 5.5* – only for the Paris and London Schools</p>			

Awards

19	Final Award Title(s)	MA Fashion Promotion, Communication and Media (316G)			
20	Interim Exit Award Title(s)	PG Certificate Fashion Promotion, Communication and Media PG Diploma Fashion Promotion, Communication and Media			
21	Main Location of Study	Level	Partner	Manchester Met	
		7	100%	0%	

Articulation Arrangements

22	Articulation Arrangements	Details of Arrangements			
		N/A			

Professional, Statutory and Regulatory Bodies

23	Accrediting and / or associated PSRB(s)	N/A			
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24	Date, outcome & period of approval of last PSRB approval / accreditation	N/A
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Programme Outcomes

25	Final Award Learning Outcomes	
Part A – Knowledge and Critical Understanding		
	By the end of the programme students are expected to have knowledge and critical understanding of:	Assessed by:
25.1	Key fashion communication channels and theories, generating creative and original solutions for different fashion related audiences, media and markets.	Assignments – may include: <ul style="list-style-type: none"> • Presentation • Essay • Report • Short Video • Research proposal • Reflective Journal • Dissertation
Part B – Skills and Attributes		
	The programme will ensure students will gain the following skills and attributes:	Assessed by:
25.2	The ability to 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.	Assignments – may include: <ul style="list-style-type: none"> • Presentation • Essay • Report • Short Video • Research proposal • Reflective Journal • Dissertation
25.3	The ability to integrate own original creativity, academic and professional preparation for multi-disciplinary approaches fostering innovation, leadership and problem solving.	
25.4	Provide evidence of a substantial piece of independent and interdisciplinary research.	
25.5	Be able to develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives	
25.6	The ability to manage their professional development reflecting on progress and taking appropriate action	
25.7	The ability to find, evaluate, synthesise and use information from a variety of sources	
25.8	Be able to express ideas effectively and communicate information appropriately and accurately using a range of media including ICT	

Programme Structure

26	Course Unit Overview
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Level 7

Core Course Units						
Code	Occ	Status	Course Unit Title	No of credits	Home Programme	Outcomes addressed
317Z0003	1F2IC	Core	Communication and Criticism	20	MA Fashion Promotion, Communication and Media	25.1, 25.2, 25.3, 25.4, 25.5, 25.7, 25.8
317Z0010	1F2IC	Core	Fashion and Culture	20	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Styling, Photography and Film	25.1, 25.2, 25.3, 25.4, 25.7
317Z0004	1F2IC	Core	Contextual and Cultural Studies	20	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Styling, Photography and Film MA Fashion Design Womenswear MA Luxury Accessories Design and Management	25.1, 25.2, 25.3, 25.4, 25.5, 25.6, 25.7, 25.8
31CDM002	1F2IC	Core	Creative Direction	20	MA Fashion Promotion, Communication and Media	25.1, 25.2, 25.3, 25.4, 25.5, 25.6, 25.7, 25.8

317Z0015	1F2IC	Core	Innovative Communication	20	MA Fashion Promotion, Communication and Media	25.1, 25.2, 25.3, 25.4, 25.6, 25.7, 25.8
31RMM002	1F2IC	Core	Research Methods	20	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Styling, Photography and Film MA Fashion Design Womenswear MA Luxury Accessories Design and Management	25.1, 25.2, 25.3, 25.4, 25.6, 25.7, 25.8
317Z0014	1F2IC	Core	Industry Placement	20	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Styling, Photography and Film MA Fashion Design Womenswear MA Luxury Accessories Design and Management	25.1, 25.2, 25.3, 25.5, 25.6, 25.7
317Z0008	1F2IC	Core	Dissertation	40	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion,	25.1, 25.2, 25.3, 25.4, 25.6, 25.7, 25.8

					Communication and Media MA Fashion Styling, Photography and Film MA Fashion Design Womenswear MA Luxury Accessories Design and Management	
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Upon successful completion of 60 credits, the interim exit award shall be: Postgraduate Certificate Fashion Promotion, Communication and Media

Upon successful completion of 120 credits, the interim exit award shall be: Postgraduate Diploma Fashion Promotion, Communication and Media

Upon successful completion of this level, the exit award shall be: MA Fashion Promotion, Communication and Media

Are any of these course units delivered across other programmes?	Yes
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27	Programme Structure Map
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Level 7

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