

Course Title	MSc International Fashion Marketing
Final Award	MSc International Fashion Marketing
Interim Awards	Postgraduate Certificate of Higher Education in International Fashion Marketing Postgraduate Diploma of Higher Education in International Fashion Marketing MSc International Fashion Marketing
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	N/A
HECOS code (with Subject percentage Splits if applicable)	
QAA Subject Benchmark	Master's degree in Business and Management (March 2023)
External Accrediting Bodies	N/A
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Level 6 Top Up Option (online only)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Study Load	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time
Mode of study	<input checked="" type="checkbox"/> Face-to-face <input type="checkbox"/> Blended <input type="checkbox"/> Online
Delivery Location(s)	<input checked="" type="checkbox"/> Ravensbourne University campus
Length(s) of Course(s)	1 Year
Type (open/closed)	Open
Validation period	Five years
Intended First Cohort Start Date	2024
Date produced/amended	Summer 2023
Course Leader	TBC
Course Development Team Members	Gurmit Matharu
Course Administrative Contact	TBC

Course Description

This new MSc in International Fashion Marketing has been created to support those looking to further enhance their academic and practical marketing skillsets specialising in the fast-paced

dynamic work of Fashion. The programme delivers on the core subject of International Fashion Marketing but also on a broad range of practice and emergent processes in Digital Fashion Marketing as well as Innovation and Strategy through research and development.

This new MSc is delivered over three semesters and sits within the Fashion School alongside our other well established and highly regarded courses within Ravensbourne's *Institute of Creativity and Technology*, MA Fashion Design, MA Luxury Brand Management and the new MBA Fashion Business and Entrepreneurship.

The programme has been uniquely designed for all those who are interested in studying amongst the UK's finest creatives in a design led, technological and business environment and provide you with a holistic approach to your practice. You will be expected to participate in a collaborative working environment alongside other Master's students and you will at times come out of your comfort zone and explore areas of creative and strategic thinking alongside management skills and be engaged in learning through simulated tasks emulating real world practice.

Through a series of both professional practice and industry led as well as business and marketing lectures and classes taught by industry and academic professionals, you will gain knowledge which will support a wide array of skillsets necessary to progress in the world of International Fashion Marketing.

Through semester 1 and semester 2 you will be exposed to the fundamentals of International Fashion Marketing as well as the intricacies of the dynamic fashion business environment. You will be studying research methods alongside your core subjects, which enables you to understand the methodologies and practice of research and how this will frame and inform your fashion marketing practice.

You will learn to identify with how Fashion brands are supported through Strategic Marketing and acquire skills on how to develop data driven new marketing campaigns through digital process, which can inform contemporary practice.

An important part of understanding success of international fashion marketing is data; you will learn how to measure data and understand metrics, which can inform future developments and advise with new and emerging technologies supporting businesses identify new platforms to support their marketing efforts.

In Semester 3 you can work on a commissioned industry report or international marketing report which culminates your studies and findings from innovation strategy and research at the end of Term 2.

The MSc International Fashion Marketing course employs a range of teaching methods, including lectures, seminars, workshops, case studies, and industry-led projects. The emphasis is on practical application and hands-on experience, enabling students to develop your own entrepreneurial skills through real-world scenarios. Industry experts and practitioners will be involved in guest lectures and mentoring to provide valuable insights into the fashion industry.

Roles following your MSc in International Fashion Marketing are Digital Marketing, Marketing Research, Marketing teams for fashion Brands, Fashion Marketing Consultant, Content Manager, data analyst, Digital Communications Manager, Public Relations roles, Content and Editorial online, VM Manager, Trend analyst, CRM Marketing

Course Aims

- To engage and prepare students to articulate and apply theories, concepts, data and strategy in the branding and marketing of international fashion and lifestyle products and services
- To enable students to become diagnostic thinkers and learners acquiring skills and attributes which support and harness innovative digital practice in fashion marketing
- To provide students with rigorous systematic professional and theoretical understanding of market structure, global forces and trends which affect international fashion Marketing and their impact on business and the environment
- To enable students to develop skills in decision making, leadership and a continued commitment to self-development advancing practical and professional skills
- To enable students to focus on goals, aspirations and personal development showcasing transferable hard and soft skills in international fashion marketing
- To develop in students an advanced and critical understanding of fashion business and their management, cultures and structures as well as wider economic, environmental and social contexts

Course Learning Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *MSc International Fashion Marketing* students will be able to:

Explore	LO1 Critically appraise extensive research and analysis and apply rigorous critical thinking of knowledge and specialist theoretical and
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	methodological approaches of international fashion marketing
Create	LO2 Demonstrate an advanced ability to select and adapt appropriate advanced problem-solving fashion marketing strategies, methods and techniques to design further investigations that define and critically evaluate research problems which inform both professional and academic practice of fashion marketing
Influence	LO3 Demonstrate mastery in understanding through their work of the broader contextual issues surrounding innovation and creativity including entrepreneurial behaviours, actions, leadership and the innovations and creativity which lie at the heart of social, cultural and economic prosperity
Integrate	LO4 Demonstrate expertise in their understanding of how international fashion brands operate, communicate and managed their marketing in a professional context

Where a student does not complete the full course, but exits with an Ordinary Degree, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the PGDip *International Fashion Marketing* students will be able to:

Explore	LO1 Appraise research and analysis covering a range of reference sources and specialist theoretical and methodological approaches of international fashion marketing
Create	LO2 Demonstrate expertise in their ability to select and adapt fashion marketing strategies, methods and techniques to design investigations that defines and evaluates research problems which inform both professional and academic practice of fashion marketing
Influence	LO3 Demonstrate critical and advanced understanding through their work of the broader contextual issues surrounding innovation and creativity including entrepreneurial behaviours, actions, leadership and the innovations and creativity which lie at the heart of social, cultural and economic prosperity
Integrate	LO4 Present and develop a critical and reflective understanding of how international fashion brands operate, communicate and manage their marketing in a professional context

Where a student does not complete the full course, but exits with a Diploma in Higher Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the *PG Cert International Fashion Marketing* students will be able to:

Explore	LO1 Appraise relevant research materials and apply an understanding of specialist knowledge and approaches of international fashion marketing
Create	LO2 Demonstrate expertise in selecting and adapting fashion marketing strategies, methods and techniques which defines and evaluates research problems which inform both professional and academic practice of fashion marketing
Influence	LO3 Demonstrate critical and comprehensive understanding of the broader contextual issues surrounding innovation and creativity including entrepreneurial behaviours, actions, leadership and the innovations and creativity which lie at the heart of social, cultural and economic prosperity
Integrate	LO4 Present a critical and reflective understanding of how international fashion brands operate, communicate and manage their marketing in a professional context

Ravensbourne University Assessment Criteria	
Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies

Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: <ul style="list-style-type: none"> Evaluate their own beliefs, biases and assumptions Evaluate strengths, weaknesses, and fallacies of logic in arguments and information Apply lesson from the past or learned knowledge and skills to new and varied situations Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques Devise and defend a logical hypothesis to explain observed phenomenon Recognize a problem and devise and implement a plan of action 	Explore, Create, Integrate, Influence
Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	Create
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	Integrate, Influence
Emotional, Social and Physical	Emotional -The intrapersonal ability to identify, assess, and regulate one’s own emotions and moods; to discriminate among them and to use this information to guide one’s thinking and actions and where one has to make consequential decisions for oneself. Attributes may include:	Explore, Influence, Integrate

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	<ul style="list-style-type: none"> • Self-awareness & regulation (including metacognition) • Mindfulness • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making <p>Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include:</p> <ul style="list-style-type: none"> • Managing your audience • Coordinating with others • Negotiation • Creativity • People management • Leadership & entrepreneurship • Service orientation • Active listening • Coaching and mentoring <p>Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include</p> <ul style="list-style-type: none"> • Self-discipline & management • Attention • Reaction & response time • Cognitive & muscle memory • Managing stress • Physical resilience 	
<p>Cultural</p>	<p>The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.</p>	<p>Influence, Integrate</p>

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Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	Create, Influence, Integrate
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	Explore, Create, Integrate, Influence
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	Explore, Create, Influence, Integrate,

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
<p>Briefings Lectures Formative Project work Seminars Individual assessment On-line activity & blended learning Debate Critiques Self-directed independent study</p> <p>A variety of learning methods and technologies are employed across all units. They include: Briefings, Lectures, Project work, Tutorials, Seminars, Workshops, Group work, Field Trips, Online activity, Individual Presentations and critiques, Group presentations, and self-directed independent study. Although you are individually assessed, you may also work in teams and collaborate with external partners and students from other programmes. These collaborations, which will be supported by your course tutor, can stimulate a powerful mix of individual, team-based and interdisciplinary approaches</p>	<p>Both formative and summative assessment methods will feature throughout the course.</p> <p>Each unit will have staggered assessment points throughout the term for weighted assessments tasks, in order to establish growth, development and further potential for each assessment task</p> <p>Assessment for most units within this course will be mixture of holistic ie.100% portfolio of evidence and weighted Assessment Methods & Requirements will include both written, visual and oral components including but not exclusively:</p> <ul style="list-style-type: none"> • Report • Case studies • Business Pitch • Data analysis • Digital Roadmap • Business Plan • Research proposal

to your understanding of the parameters of professional practice.

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 7				
IFM23701	Introduction to International Fashion Marketing		Mandatory	20
IFM23702	Research Methods and Practice	x	Mandatory	20
IFM23703	Strategic Marketing and Brand Management		Mandatory	20
IFM23704	Creative Digital Fashion Marketing		Mandatory	20
IFM23705	Fashion Marketing Analytics		Mandatory	20
IFM23706	Innovation strategy and Research		Mandatory	20
IFM23707	International Fashion Marketing MSc Professional Practice		Mandatory	60
				180

Learning Hours

Learning Hours (per 20 credit module excluding the Work Placement)			
Staff – Student Contact Hours		Independent Study Hours	
Formal Scheduled Teaching	36	Independent Study	164
Total		200	

Course Regulations

Entry Requirements
<p>First, Upper Second-Class honours degree, lower second-class (or equivalent non-UK qualifications) in a relevant subject, or an equivalent professional qualification in a related subject area.</p> <p>If you are applying directly from an undergraduate degree course without experience or professional practice you must be able to demonstrate a good knowledge of your chosen subject area.</p> <p>In order to be eligible for a course, you will need to be a competent speaker and writer of English. This also applies if you are from the European Union, or if you're from a country outside the EU. You need to provide us with an IELTS or equivalent English language qualification demonstrating 6.0 overall with minimum 5.5 or CEFR Level B2 in each component.</p>
Accreditation of Prior Learning (if applicable)
<p>Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully.</p> <p>Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure and Student Transfer Plan.</p>
Conditions for Progression

Students will be deemed to have passed a module if they achieve a (40%) for undergraduate students; or a (50%) for postgraduate students. Some modules, e.g. electives, use Pass/Fail grades and no marks are awarded. Pass/Fail grades are not used in the calculation of classifications for awards.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure or non-submission in any assessment will result in a Fail grade for the component and module.

A student shall be permitted three attempts at each assessment; one first sit and two resits.

Where a student successfully retrieves an assessment failure, the grade for the assessment will be capped at 50% (postgraduate) (except where Extenuating Circumstances have been approved).

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded *[insert award title here]*.

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Postgraduate Certificate of Higher Education in *International Fashion Marketing*, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
2. Postgraduate Diploma of Higher Education in *International Fashion Marketing*, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.
3. MSc *International Fashion Marketing* (ordinary Masters degree), provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

Any derogation(s) from the Regulations required?

If yes, please state which regulation requires a derogation for approval by the Academic Board.

Student Support	https://www.ravensbourne.ac.uk/student-services
Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
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Level 7 Modules				
Introduction to International Fashion Marketing	<i>ML01, 2</i>	ML03, ML04		
Research Methods and Practice	ML01	ML02	ML03	ML04
Strategic Marketing and Brand Management	ML02	ML01, ML03	ML04	
Creative Digital Fashion Marketing	ML01, ML02	ML03		ML04
Fashion Marketing Analytics	ML02, ML03	ML04		ML01
Innovation strategy and Research	ML01, ML03	ML02		ML04
International Fashion Marketing MSc Professional Practice	ML02	ML03	ML04	ML01

Semester 1		Semester 2		Semester 3		
Level 7	Introduction to International Fashion Marketing 20 credits	Strategic Marketing and Brand Management 20 credits	Creative Digital Fashion Marketing 20 credits	Fashion Marketing Analytics 20 credits	Innovation strategy and Research 20 credits	International Fashion Marketing MSc Professional Practice 60 credits
	Research methods and Practice 20 credits					
180 Credits						