COURSE SPECIFICATION

MA Fashion Marketing

Quality Assurance, Academic Standards and Partnerships
Department of Student and Academic Administration

COURSE SPECIFICATION

Course Title	MA Fashion Marketing
Final Award	MA
Exit Awards	PGDip, PGCert
Course Code / UCAS code (if applicable)	P3096FTC, C3096F P3096PTC, C3096P
Mode of study	Full time / Part Time
Mode of delivery	Campus
Normal length of course	Full-time - 1 year; Part-time – 2 years
Cohort(s) to which this course specification applies	From September 2020 intake onwards
Awarding Body	University of Portsmouth
Teaching Institution	University of Portsmouth
Faculty	Faculty of Creative and Cultural Industries
School/Department/Subject Group	Art Design and Performance
School/Department/Subject Group webpage	School of Art, Design and Performance
Course webpage including entry criteria	MA Fashion Marketing
Professional and/or Statutory Regulatory Body accreditations	None
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	Level 7

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the Course and Module Catalogue for further information on the course structure and modules.

Educational aims of the course

MA Fashion Marketing is aimed at graduates and professionals who wish to develop a broad range of knowledge and skills for leadership careers in marketing and management within the global fashion industry. The course provides a learning environment in which both business graduates can develop creative and strategic skills and creative graduates with limited or no marketing experiences can develop a broad understanding of business and marketing practices in the fashion sector. It focuses on marketing communications and agency practices to provide graduates with a clear understanding of fashion marketing from the perspective of business growth and the 'development of positive and critical attitudes towards leadership, change and enterprise, so as to reflect the dynamism and vibrancy of the business and management environment' (2.1 QAA 2015).

The MA Fashion Marketing Programme aims to:
- Provide a breadth of knowledge in fashion marketing communications, such as, consumer insight, social media marketing, fashion branding online customer experience management and digital advertising.
- Articulate a critical understanding of contemporary issues in fashion marketing from a sustainable ethical, and global perspective.
- Encourage on-going critical, evaluative and strategic thinking, which would help students to identify and critique fashion marketing and related practice (applications and techniques) that are compatible with the prevailing marketing requirements of industry and commerce.
- Preparation for a career in fashion marketing and associate business areas by developing skills at a professional and equivalent level.
- Equip graduates with necessary transferable skills for lifelong learning and flexibility in the current global marketing environment.
- Develop the ability to undertake rigorous, independent research in fashion marketing.

Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The Quality Assurance Agency for Higher Education (QAA) sets out a national framework of qualification levels, and the associated standards of achievement are found in their Framework for Higher Education Qualifications document.

The Course Learning Outcomes for this course are outlined in the tables below.

A. Knowledge and understanding of:

LG A	Graduates will have a systematic knowledge and critical awareness of marketing using digital technology	Learning and Teaching methods	Assessment methods
A1	Demonstrate a critical awareness of current issues in the discipline of fashion marketing.	Teaching and learning are delivered by lectures supplemented by seminars, practical sessions and workshops. Lectures together with online materials provide theoretical/conceptual foundations. Seminars, practical sessions and workshops build on	Assessment is via a mix of coursework and examination. Coursework includes individual and group work, presentations, case studies, live client work and assessments.

		and develop further knowledge and understanding. Learning is supported with directed study.	
A2	Work effectively with theoretical knowledge at the forefront of the discipline.	Teaching and learning are delivered by lectures supplemented by seminars, practical sessions and workshops. Lectures together with online materials provide theoretical/conceptual foundations. Seminars, practical sessions and workshops build on and develop further knowledge and understanding. Learning is supported with directed study.	Assessment is via a mix of coursework and examination. Coursework includes individual and group work, presentations, case studies, live client work and assessments.

B. Cognitive (Intellectual or Thinking) skills, able to:

LGB	Graduates will be developed critical thinkers	Learning and Teaching methods	Assessment methods
B1	Show a critical awareness in the analysis and evaluation of current issues in the fashion marketing field.	The teaching and learning of how to evaluate and analyse problems and synthesise solutions is signposted in lectures, developed in seminars and practiced in assessments. Learning is supported through formative feedback.	Reports, essays, simulations and class-based activities are used to assess, analyse and synthesise.
B2	Synthesise information in a way that utilises knowledge or processes from the forefront of the discipline.	The teaching and learning of how to evaluate and analyse problems and synthesise	Reports, essays, simulations and class-based activities are used to assess, analyse and

| | | solutions is signposted in lectures, developed in seminars and practiced in assessments. Learning is supported through formative feedback. | synthesise. |

C. Practical (Professional or Subject) skills, able to:

LGC	Graduates will have an entrepreneurial mind-set that allows them to apply their knowledge to solve real life problems in their field, working independently and with originality	Learning and Teaching methods	Assessment methods
C1	With minimal support, critically evaluate the issues in a problem.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for application of knowledge and the development of key practical skills. Student learning is supported with directed study and supervision. Students are provided with an opportunity to build up their own fashion enterprise and work with local or national business community.	A range of assessments including live client work, case studies, and presentations are used to assess practical skills.
C2	Show originality of thinking in proposing credible, workable solutions to a problem.	Seminars, workshops and other practical activities across the course will	A range of assessments including live client work, case studies, and

| | | provide the primary mechanisms for application of knowledge and the development of key practical skills. Student learning is supported with directed study and supervision.

Students are provided with an opportunity to build up their own fashion enterprise and work with local or national business community. | presentations are used to assess practical skills. |

D. Transferrable (Graduate and Employability) skills, able to:

LGD	Graduates will be effective communicators Graduates will have a critical awareness of ethical and sustainability issues, including aspects of economic, environmental and social responsibility in a global context.	Learning and Teaching methods	Assessment methods
D1	Communicate their conclusions on complex issues so that they can be clearly understood by experts in the field of fashion marketing.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, presentations, student-led symposium, contextual report and independent project.
D2			

	Communicate their critical understanding of issues in the field such that they could be clearly understood, even by non-experts.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, presentations, student-led symposium, contextual report and independent project.
D3	Critically discuss the impact of international perspectives.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, presentations, student-led symposium, contextual report and independent project.
D4	Approach the solution of sustainability issues with originality of thinking.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, presentations, student-led symposium, contextual

Course specification for *MA Fashion Marketing*

			report and independent project.
D5	Identify ethical issues and evaluate appropriate ways to resolve them.	Seminars, workshops and other practical activities across the course will provide the primary mechanisms for the development of key transferable skills.	Transferable skills are assessed throughout the course using specific assessment activities including live client work, case studies, portfolios, presentations, student-led symposium, contextual report and independent project.

Academic Regulations

The current University of Portsmouth Academic Regulations will apply to this course.

Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the MyPort student portal.

In addition to these University support services this course also provides:
CCI Creative Skills: One to one support sessions and group tutorials in creative software and skills relevant to CCI courses and future careers.
CCI Academic Skills: Access to resources to support learning strategies and techniques through one to one tutorials or group workshops.
CCI Student Support Advisor: Help to find appropriate academic, pastoral or practical support.
Specialist equipment and facilities relevant to the course.

Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our Policy for Listening to and Responding to the Student Voice where you can also find further information.

Reference Points

The course and outcomes have been developed taking account of:
- University of Portsmouth Curriculum Framework Specification
- University of Portsmouth Strategy
- University of Portsmouth Code of Practice for Work-based and Placement Learning

Course specification for *MA Fashion Marketing*

- [Quality Assurance Agency UK Quality Code for Higher Education](#)
- [Quality Assurance Agency Qualification Characteristic Statements](#)
- [Quality Assurance Agency Subject Benchmark Statement:](#) **Business and Management (Master's)**
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Requirements of Professional and/or Statutory Regulatory Bodies: **N/A**
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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