

# Nottingham Trent University Course Specification

## Basic Course Information

1.	Awarding Institution:	Nottingham Trent University
2.	School/Campus:	School of Art and Design
3.	Final Award, Course Title and Modes of Study:	MA Fashion Communications (Full-Time)
4.	Normal Duration:	53 weeks (12 months)
5.	UCAS Code:	n/a

## 6. Overview and general educational aims of the course

The Fashion Management, Marketing and Communications (FMMC) cluster of courses, delivered over one year, aims to provide a unique combination of theoretical, creative and practical subjects that will enable you to move into senior strategic roles within the fashion industry. The courses are situated in the School of Art & Design enabling students to draw expertise, inspiration, and ideas from a variety of creative resources. This environment enables you to gain an overall understanding of diverse and global influences within the fashion industry and academia.

You will gain a breadth of fashion business knowledge along with an expert focus in a specialised field. There will be a significant emphasis on the practical application of specialised knowledge, the fashion industry, and how it operates and interacts with its customers. This will be introduced to you via lectures, case studies, industry speakers and field trips. You will be expected to draw upon your own work-related experiences, but also learn through team working, and from the experiences of fellow students.

Through the development of research and analytical skills, you will acquire a fully integrated knowledge of the international fashion industry, its context, and relative professions. During the course you will acquire and practice skills that will be essential for your employment within the fashion industry or to participate in further study. The assignments are designed to enable you to personalise the focus of your study to reflect your areas of specialism, the international context of your research, and your career aspirations.

The course aims to provide you with a creative and rigorous platform for the development and communication of innovative and commercial fashion concepts, realised by developing a diverse set of skills and knowledge. You will be provided with the opportunity to operate individually, and within a team in a challenging, creative, and multi-cultural environment. You will enhance your career prospects

for the fashion industry through the acquisition of professional, academic and creative skills, and further develop your ability to learn autonomously.

The international focus and broad subject base of the curriculum will provide a contemporary understanding of the fashion industry, and also the environments and cultures in which it operates. During your study you will be encouraged to debate, evaluate, and apply sustainable and ethical marketing and management principles.

The course offers a range of final award titles that reflects the needs of industry, your career aspirations, or to support entrepreneurial concepts for a business start-up. In December you will be able to confirm your choice of award title. You can select from the following award titles:

MA International Fashion Management

MA Fashion Marketing

MA Fashion Communications

MA Luxury Fashion Brand Management

7. **Course outcomes**

Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.

**Knowledge and understanding**

By the end of the course you should be able to:

Knowledge and understanding

- Articulate a critical understanding of the fashion industry acquired through independent research, analysis and evaluation (B)
- Evaluate advanced methodologies and methods in solving complex problems and apply theory to practice (B)
- Evaluate the impact of a range of factors within the wider macro and micro environment critically assessing their effect upon fashion organisations and their communications (B)
- Demonstrate creativity and intellectual curiosity in the application and synthesis of subject knowledge (B)
- Synthesise learning from your academic work to develop an effective professional profile relevant to your desired career aims.
- Apply advanced modes and methods of communication to creative strategies contained in your work (B)

- Critically appraise and justify methods of visual analysis used in your work (B)

**Skills, qualities and attributes**

By the end of the course you should be able to:

Skills, qualities and attributes:

- Utilise appropriate written, visual and verbal media to communicate your ideas effectively to professional industry standards, and for a range of audiences (B)
- Develop a strategy to complete the execution of creative communications solutions to complex problems (B)
- Employ understanding of individual/team working skills and attributes and apply them within a project context (B)
- Utilise advanced research skills and the analysis and evaluation of information to produce new ideas and/or innovative concepts (B)
- Demonstrate your ability to independently manage and critically reflect on your work to support your continuing professional development (B)

**8. Teaching and learning methods**

The course will be taught through lectures, seminars, group discussions, workshops, group and individual tutorials. You will be taught by lecturers who are experts in the field, and by guest industry practitioners. The teaching and learning methods have been developed over a number of years to ensure that the courses are taught to an appropriate level for everyone.

The following teaching and learning methods are used within the course:

- Lectures - a series of lectures that aim to introduce you to the principle practices, processes and theories associated with each subject
- Workshops – you will work individually and in small groups to apply the subject knowledge provided in the lectures to real life industry situations
- Tutorials - regular tutorial meetings will enable you to extend the research discussion and scope of your work
- Group tutorials - working with your tutor and your peers you will further explore and extend your understanding of the subject
- Peer group activities – consisting of on or off-site activities to undertake short group projects. These may be initiated by the student or the tutor
- Presentations – individual and group presentations to communicate your work verbally and visually
- NTU's Online Workspace (NOW) – All course documents, handbooks and teaching and learning material is published in NOW to support you with your learning.

- Directed and self-directed learning – work undertaken to prepare, research and produce your work initiated by yourself or your tutor
- Team working – short and long projects undertaken in groups with your peers
- Personal development planning – reflecting on your personal goals and identifying the knowledge, skills and resources you will need to attain them
- Off-site activity – for example international field trips and short projects undertaken in UK locations

The emphasis throughout the course will be for you to apply your learning to your own experience (where applicable), via practical workshops, seminars, and tutorials. The opportunity to undertake study trips will be offered as part of the course. These may include local trips to design, manufacturing and retail businesses; to attend international industry trade shows; to visit a fashion organisation; to attend fashion exhibitions and events; to experience a different business and cultural environment and international destinations to see and experience an international perspective of the industry. If you are unable to attend these trips, alternative opportunities to derive similar learning will be offered such as UK based trips, directed case study research, and virtual tours supported by blogs and online discussion.

## 9. **Assessment methods**

The purpose of assessment is to enable you to demonstrate that you have fulfilled the learning outcomes of the course and reached a specified standard to attain your Masters award.

You will be carefully briefed about specific assessment tasks by the course leader, and given clear information about all assessment tasks, including the aims of each piece of assessment, and how to meet the learning outcomes. Your lecturers will give briefings to ensure you have clearly understood how and when your work will be assessed. This information is also provided on NOW.

Work submitted for assessment will be assessed using the module's learning outcomes. All module learning outcomes have assessment and grading criteria that describe the level of learning being achieved against each learning outcome. You will also receive written feedback, together with an indication of the level that you are currently working at against each of the learning outcomes in relation to the grading criteria.

### September - January

During the first stage you will write an Individual Report supported by an Individual Presentation. The project in the first stage will receive a summative grade worth 20% of the 180 credit point module. Your ability to apply your subject knowledge,

research, analytical tools, theory and IT skills taught during the first stage will be assessed.

#### January – April

During the second stage you will undertake a summatively assessed team project and team presentation. The mark for this assignment is worth 20% of the 180 credit module.

At the same stage in the course, you will also be producing your personal Project Proposal, and developing your Literature Review and Research Methodology. The Project Proposal is formatively assessed early in this stage. Formative feedback for your proposal will provide you with an indication of the level that you are currently achieving and with constructive feedback from which you can progress to your Literature Review and Research Methodology.

#### April - September

Your Literature Review and Research methodology will be formatively assessed at the beginning of the final phase of the module. Formative feedback on these sections will support you in the development of the final stages of this assignment and the completion of your Personal Project. You will be expected to research and evaluate an area in detail and present this in written and verbal formats. This is worth 60% of the 180 credit point module.

At the end of the course you will receive an aggregated mark comprised of the three summative course assignments. These assignments are assessed against the learning outcomes of the module to determine whether you have passed the Masters course. All course learning outcomes have assessment and grading criteria that describe the level of learning you have achieved, against each learning outcome. Your work is assessed against the learning outcomes to determine your award; for example Distinction, Commendation, Pass or Fail, according to your level of achievement.

If you have not met the MA learning outcomes you may be offered a further attempt, in accordance with the University's Common Assessment Regulations. If after this point you have still not met the learning outcomes for the MA award, your work will then be assessed against the learning outcomes for the interim awards of; Postgraduate Certificate in Fashion Industry Research (equivalent to 60 credit points at Masters level), or Postgraduate Diploma in Fashion Marketing and Communication (equivalent to 120 credit points at Masters level).

This decision will be made by the Board of Examiners at the end of the course and will be confirmed by an External Examiner.

#### 10. **Course structure and curriculum**

## Structure

The Fashion Management Marketing and Communications (FMMC) cluster of courses are delivered over a year-long 180 credit module. The 53 week academic year, is comprised of two 15 week periods and the final 23 week period. The course runs from September through to the September of the following year.

The course comprises taught and self-directed study time (excluding holidays).

The course structure is as follows:

<b>MA Fashion Communications</b>	
<b>One year</b> <b>Full time</b> <b>Level 7</b>	<i>Module title: Fashion Communications</i>
	<i>Module code: FASH40105</i>
	<i>180 credits</i>
	<i>53 Weeks</i>

## Curriculum

The course will begin with an extended induction period that will provide an overview of key industry sectors and the inter-relatedness of these. Information regarding induction is available to students via the 'Starting at NTU' website. The brief will ask you to prepare a short presentation to communicate key aspects of the fashion industry in the country where you are domiciled. For example, an examination of the physical and virtual retail environment. This exercise is designed to give you the opportunity to share your current knowledge and experience of the fashion industry, and to gain an insight of the differences, and similarities of the knowledge base and cultural diversity of the cohort. You will present this assignment during the induction period, when you will receive verbal formative feedback.

### September - January

During term one you will concentrate on the acquisition of research and analytical skills, and business, marketing, and fashion theory. English language and information technology workshops are scheduled during this term. The curriculum focuses on:

- Research, diagnostic and analytical skills
- Management, marketing and fashion theory and principles
- Core industry knowledge
- IT skills

- Creative skills
- English language

#### January - April

Core industry knowledge focusing on practice, process and strategic thinking will be taught to all students during stage two. Team work skills and theory will be central to the curriculum for the Team project. The curriculum focuses on:

- Advanced research, diagnostic and analytical skills
- Management theory and practice
- Team work skills
- Advanced specialised industry knowledge
- IT skills
- Creative skills

#### April - September

In the final stage of the Masters course you will undertake a Personal Project to challenge current thinking in a specialised field. You will focus on the development of your personal and professional skills for future employability or entrepreneurship.

### 11. **Admission to the course**

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

### 12. **Support for learning**

English Language support is an important element of the curriculum, and is designed to support your study and progression at Masters level.

Workshops will be held to enable you to acquire skills to use a variety of IT tools associated with business and creative applications such as InDesign, Photoshop, and Excel.

You will receive regular progress tutorials with your designated supervisor and following the completion of each assessment, you will receive a feedback tutorial from your supervisor. Pastoral tutorials will take place with the Course Leader.

Professional skills and employability workshops relevant to home and international students will take place during the year of study.

You will be able to access all the documentation relating to every aspect of the Masters course in NTU's Online Workspace (NOW).

Should you, due to personal circumstances, for example employment obligations, feel that you are unable to fulfil your course commitments, you need to immediately inform your supervisor and the Course Leader. This will allow the course team to consider alternative arrangements in order to support you.

**13. Graduate destinations/employability**

Career destinations that you will be able to consider after successfully completing the course are senior managerial roles across the breadth of the fashion industry. These include fashion management, product development, marketing, buying and merchandising, manufacturing, retail, consultancy, sourcing and logistics, branding, ethics and sustainability, PR, consultancy, and further research or teaching. Many of the skills and knowledge acquired will be transferrable to roles within other industries. The international perspective is addressed at all phases of Masters study, and linked to your career aspirations.

The course will form ideal preparation for further postgraduate study, including PhD courses for those of you who wish to teach or become active researchers.

**14. Course standards and quality**

You will be asked for feedback on your learning experiences at regular intervals. Elected student representatives will attend the Course Committee where they contribute to discussions about the current and future delivery of the course. In this way the course team monitors the quality of the student learning experience.

At the end of every academic year the course team contributes to the writing of an Interim Course Report (ICR), which monitors all aspects of the course in the subject area. A School Quality and Enhancement Plan is then used by the School and University to ensure that good practice is shared, problems are addressed and standards are maintained.

The course has close links with key employers within the international fashion industry and they will be regularly consulted as to the preparedness of our students for industry and the relevance and currency of what is taught.

Practitioners from the industry will be asked to contribute to the delivery and design of the course. This interaction with the students and curriculum will enable them to make informed comments and suggestions.

An External Examiner is also appointed whose job it is to make judgements about, and report on the standard of your course in relation to other comparable courses in the UK. Part of their role is to review samples of assessed work and confirm at the Board of Examiners that the internal assessment and moderation practices are fair and in line with the School and NTU's policies. The external examiner also writes a report at the end of each academic year and this will be available to you.

via NOW, together with a response written by the Course Team and the Course Committee.

15. **Assessment regulations**

This course is subject to the University's Common Assessment Regulations (located in Section 16C of the Quality Handbook).

16. **Additional Information**

**The MA course affords students the following benefits:**

- Opportunity to gain breadth of fashion business knowledge along with expert specialist focus
- Students can nominate their award title part way through the course thereby allowing flexibility to change focus if desired
- Globally recognised academic qualification in conjunction with personal and professional development for employability and/or entrepreneurship
- Range of possible outputs to reflect career aspirations or support a business start-up
- Team and individual assessments
- English language support

Collaborative partner(s):	None
Course referenced to national QAA Benchmark Statements:	Master's degrees in Business and Management 2007
Course recognised by:	Art and Design
Date this course specification approved:	12 September 2016 Advanced Standing Agreement added with AIVA, Shanghai (SASQC October 2016) SASQC Approval: 6 July 2018. Approval for PCR/Curriculum Refresh Modification Course Change and updates  SASQC Approval: Significant modification changes approved at SASQC 15 May 2019

Any additional information: