

School of Art & Design

## Personal Statement Guidelines

### Fashion Management, Marketing and Communication



The Fashion Management, Marketing and Communication (FMMC) postgraduate courses at Nottingham Trent University aims to provide students with a holistic understanding of the dynamics and complexity of the fashion industry, from which you can develop subject specialist knowledge via the personalisation of your projects.

There are four course options within the FMMC subject area:

- MA Fashion Marketing
- MA Fashion Communications
- MA International Fashion Management
- MA Luxury Fashion Brand Management

#### Personal Statement

Your personal statement is an extremely important part of the application process and provides us with an understanding of your reasons and motivation for undertaking postgraduate level study. Your statement should provide a rationale for your decision to study for an MA in your chosen subject area and evidence your suitability to study on the course. You should include your future career ambitions and any relevant work experience that will support your application.

When writing your statement it should be clear and concise and demonstrate that you understand the focus of your course of study and the opportunities that it will provide. Please include:

- your reasons for undertaking postgraduate study
- your reasons for applying for the specialist course of study at NTU
- your interest, experience and knowledge within your specialist subject area
- how you feel your skills and knowledge will contribute to your specialist course and the creative postgraduate community at NTU
- how your chosen course of study at NTU will enable you to reach your future career goals.

