

## Course Description Document

Course Title	Fashion Marketing and Branding
Course Code	7822
Award Title	Master of Arts (MA)
Awarding Body	University of Southampton
Teaching Institution	University of Southampton
Regulated by	Office for Students
Accreditation	None
Regulations	The Regulations of the University are in the University Calendar. <a href="https://www.southampton.ac.uk/calendar/index.page?">https://www.southampton.ac.uk/calendar/index.page?</a>
Location of study	Winchester
Length of the course	1 Years
Tuition Fees	Fees for students can be located by the student fees page. <a href="https://www.southampton.ac.uk/student-services/money-matters/student-fees/index.page">https://www.southampton.ac.uk/student-services/money-matters/student-fees/index.page</a>

## Course Overview

The programme engages and enlightens you in all aspects of fashion marketing and fashion brand building and brand management. The programme focuses on the latest industry developments, successful fashion brands as well as the most relevant academic research.

A key part of the student learning, therefore, centres around guest lectures from fashion industry professionals, which will be delivered on a regular basis.

Key areas covered include fashion marketing and new media, fashion trend forecasting, supply chain management, fashion brand strategy and fashion consumer behaviour. Emerging fashion markets and cities are also a key feature of this programme where students are given the freedom to study fashion brands from very different cultures.

The programme enables you to build in-depth understanding and critical awareness of the global fashion industry and the latest developments in an ever changing environment. At the same time the programme allows to develop expertise in the theoretical issues and models that underpin the fashion marketing and brand building process as well as gain detailed practical knowledge and understanding.

As a result, this programme should appeal to students seeking careers as International Fashion Brand Managers or Fashion Marketing Strategists or positions in fashion marketing communications. .

Key areas such as Fashion Branding Strategies, Fashion Consumer Behaviour and Fashion Marketing and New Media will be investigated thoroughly and critically as part of this programme, and augmented by presentations from leading fashion industry practitioners and experts in the field.

## Aims of the Course

The aims of the programme are to:

- To promote originality, insight and critical reflective abilities
- To apply a range of techniques and research methods to your specialist field
- To behave ethically and with integrity and a strong sense of social responsibility
- To develop a range of professional skills relevant to the creative industries including the use of digital tools
- To take responsibility for independent learning and continuing professional development
- To enable an international perspective with a critical awareness of current issues and developments in your subject and profession

## Course Structure

The tables below provide a list of the modules that make up your course.

Each module is worth a specified number of credits: you can take a combination of core and compulsory modules enabling you to cover key subject knowledge. Some courses have option modules which enable you to develop your own interests.

Your programme requires a certain number of credits. The number of option modules you can take depends on the number of core and compulsory modules and this is also influenced by the requirements of the regulatory requirements for professionally accredited courses. Some courses also have pre and co-requisites, and these are included in individual module information.

Your learning will be led by the latest research, and modules can change periodically to reflect developments in the discipline. You can always find the most up-to-date information about your modules and who is teaching them via the information on our webpages and, post enrolment, via the Faculty hub. If we have insufficient numbers of students interested in an option module, it may not be offered. If an option module will not be run, we will advise you as soon as possible and help you choose an alternative module.

The core and compulsory modules available on your course are as follows:

### Part I

#### Programme details

The programme consists of core, compulsory and optional modules. Taught modules are delivered in Semesters 1 and 2, while the Final Project module is a student-led independent project carried out over the summer period.

The core modules provide in depth knowledge relevant to the specialist concepts and methods of Fashion Marketing and Branding. The compulsory modules consider a broad range of subject specific and employability related fashion marketing and branding. Additionally you will engage in academic skills related to conducting research, synthesizing and analysing data and writing up your work in accordance with academic expectations appropriate to this level of study. These academic skills are taught alongside general professional skills, whilst a separate 'Contextual Studies' module will provide you with an applied understanding and knowledge of issues more specifically linked to Fashion Marketing and Branding. The Option module in Semester 2 provides you with an opportunity to further enhance the career-orientation of your studies and tailor your programme towards your professional aspirations.

You will be able to apply the knowledge and skills you develop on the programme through a Final

Project, giving you an opportunity to develop an area of personal expertise.

#### Typical course content

Regular guest lectures from fashion industry professionals dominate throughout and lectures and seminars feed off the information and insight gained.

The first semester of this programme focuses on all aspects of fashion consumer behaviour and in particular allows students to examine fashion consumption across a wide variety of cultures. Students are encouraged to compare fashion brand consumption across developed and developing countries.

Other key areas covered during the first semester include latest fashion industry developments such as the use of new media and changes in fashion marketing and branding activities and campaigns.

The second semester is driven by international fashion brand case studies where students are placed in the role of fashion brand strategist and required to recommend and justify future brand building strategies.

Information about pre and co-requisites is included in individual module profiles.

#### Postgraduate Certificate learning outcomes

Having successfully completed the PG Certificate you will be able to demonstrate knowledge and understanding of:

- An overview of the current theories and practices arising from your in-depth research and enquiry
- An outline appreciation of the challenges of leading and managing creativity in global contexts and multidisciplinary teams
- An understanding of systematic insight into organisations and professional skills relevant to the creative economy
- An appreciation of the contemporary context of your discipline within its global industry
- An overview of ethical and sustainability debates relevant to the discipline and employability

You should be aware that as the PG Certificate is based on the attainment of credit rather than on passing specific modules and you will be able to demonstrate the specific learning outcomes relating to the modules which you have passed.

#### Postgraduate Diploma learning outcomes

Having successfully completed the PG Diploma you will be able to demonstrate knowledge and understanding of:

- A more comprehensive overview of the current theories and practices arising from your in-depth research and enquiry
- A reasonably detailed appreciation of the challenges of leading and managing creativity in global

contexts and multidisciplinary teams

- A more comprehensive understanding of systematic insight into organisations and professional skills relevant to the creative economy
- A more detailed appreciation of the contemporary context of your discipline within its global industry
- A more detailed appreciation of ethical and sustainability debates relevant to the discipline and employability

You should be aware that as the PG Diploma is based on the attainment of credit rather than on passing specific modules and you will have been able to demonstrate the specific learning outcomes relating to the modules which you have passed.

### **Part I Compulsory (must take)**

<b>Code</b>	<b>Module Title</b>	<b>ECT S</b>	<b>Type</b>
ARTD6131	Fashion Marketing and Branding: Key Issues and Trends	10	Compulsory
ARTD6113	Professional and Academic Skills 1	10	Compulsory
ARTD6114	Professional and Academic Skills 2	10	Compulsory

### **Part I Core (must take and pass)**

<b>Code</b>	<b>Module Title</b>	<b>ECT S</b>	<b>Type</b>
ARTD6129	Fashion Marketing and Branding 1	10	Core
ARTD6130	Fashion Marketing and Branding 2	10	Core
ARTD6132	Final Project (Fashion Marketing and Branding)	30	Core

### **Part I Optional (must choose one)**

You must choose one 10ECTS (20CATS) module

<b>Code</b>	<b>Module Title</b>	<b>ECT S</b>	<b>Type</b>
ARTD6152	Creative Thinking and Problem Solving	10	Optional
ARTD6153	Digital Cultures	10	Optional
ARTD6154	Entrepreneurship	10	Optional
ARTD6155	Experimental Publishing	10	Optional
ARTD6156	Exploring the Visual Language of Display	10	Optional
ARTD6157	Global Marketing	10	Optional
ARTD6151	Sustainability in Business and Design	10	Optional
ARTD6158	Visual Culture	10	Optional

## **Learning and Teaching**

Your overall workload consists of class contact hours, independent learning, and assessment activity, with each ECTS credit taken equivalent to 20 hours of student effort. While your actual contact hours may depend on the option modules you select, the information available on our webpages give an indication of how much time you will need to allocate to different activities.

When not attending lectures, seminars and other timetabled sessions you will be expected to continue learning independently through self-study. Typically, this will involve reading journal articles and books,

working on individual and group projects, undertaking research in the library, preparing coursework assignments and presentations, and for other types of assessments and examinations.

Full information about contact hours is provided in individual module information.

## How we'll assess you

Your course provides you with opportunities to test your understanding of the subject informally before you complete the formal assessments that count towards your module mark. Each module normally contains at least one piece of practice or formative assessment for which you receive feedback.

Formative assessments are developmental, and any results do not count towards your module mark, but they are an important part of your learning.

Summative assessments usually take place at the end of each module, although some may have interim assessments throughout. Assessment methods might include written examinations and a range of coursework assessments such as essays, reports, portfolios, performance, presentations and projects for example. The marks from summative assessments count towards your module mark.

The information available on our website gives an indication of the assessment methods used on your course.

## Staff involved in delivering the different elements of the course

You will be taught by an experienced teaching team whose expertise and knowledge are closely matched to the content of the modules on your course. The team includes senior academics, professional practitioners with industry experience, demonstrators and technical officers.

Postgraduate research students who have undertaken appropriate training may also contribute to the teaching of seminars if their research specialism is directly related to the topic of the module and may also be involved in practical classes, project work and field trips. All contributions will be carried out under the supervision of the module leader.

## Fees

### What your fees pay for

Your tuition fees pay for the full cost of tuition and all examinations.

### Extra costs you may experience

Accommodation and living costs, such as travel and food, are not included in your tuition fees.

Depending on the nature of your course, you may be able to choose modules which may have additional costs, such as field studies, travel overseas or industrial placements which will change the overall cost of your course. Details of these costs can be found in module information.

Please also ensure you read the section on additional costs in the Fees, Charges and Expenses

Regulations in [Section IV](#) of the University Calendar.

### The following course-related costs are not included in your fees:

Type	Details
Calculators	Where a calculator is required, all Casio Calculators are allowed but they must be Non-Programmable, Scientific models. More information is available in the Examination Regulations <a href="https://www.southampton.ac.uk/studentadmin/assessment/assess-">https://www.southampton.ac.uk/studentadmin/assessment/assess-</a>

	<a href="#">overview/exam-regulations.page</a>
Stationery	You will be expected to provide your own day-to-day stationery items, e.g. pens, pencils, notebooks, etc. Any specialist stationery items that you may need will be specified in the relevant module profile.
Textbooks	Where a module specifies essential texts, the Library will identify the optimal option(s) to support the module via the course Reading List. This may include e-books (ideally with unlimited concurrent usage) or a digitised chapter extract, supported by a limited number of print books (where available). You may request that the Library purchases additional print copies via ' <a href="#">suggest a book</a> ', borrow an additional copy via our <a href="#">inter-library-loans service</a> or you may prefer to buy your own copies for high demand titles.
Printing	In most cases, written coursework such as essays and projects are submitted online. However it may be necessary to submit a hard copy of some projects, business projects and dissertations. The costs of printing a hard copy for submission of such work will be your responsibility. You will also have to cover the cost of photocopying. <a href="https://www.southampton.ac.uk/isolutions/students/printing">https://www.southampton.ac.uk/isolutions/students/printing</a> .
Accommodation and Travel	Students are responsible for daily travel expenses.
Art Equipment and Materials: Drawing paper; painting materials; sketchbooks	Students on the Studio pathways will be required to purchase Sketchbooks the cost of which will vary.
Art Equipment and Materials: Fabric, Thread, Wool	Students taking the Studio based Fashion Design and Textile Design Pathway will be required to purchase their own materials, the cost of which will vary. A student can choose the quality.
Design equipment and materials	Standard construction/modelling materials will be provided where appropriate, unless otherwise specified in a module profile.  For customisation of designs/models calling for material other than standard construction/ modelling materials, students will bear the costs of such alternatives.
Optional Visits (e.g. museums, galleries)	Some modules may include optional visits to a museum, galleries, or industry. You will normally be expected to cover the cost of travel, admission and food unless otherwise specified in the module profile.
Parking costs (including on placements at hospitals)	Free parking is not normally available on campus to students.

## **Bursaries, scholarships and other funding**

We award scholarships and grants for travel, academic excellence, or to students from underrepresented backgrounds.

You may be able to get a University of Southampton bursary to help with your living costs.

If you are a care leaver or estranged from your parents, you may be able to get a specific bursary.

You may be able to get a scholarship or grant that's linked to your chosen subject area.

## **Financial Support**

The Student Services Centre offers support and advice regarding student finances. You may be able to access our Student Support fund and other sources of financial support during your course. You can find more information about financial support via our webpages:

<https://www.southampton.ac.uk/studentservices/money-matters/student-support-fund/index.page>

## **Academic support**

The Student Support Hub is your first point of contact when it comes to seeking support. The team will answer your questions or concerns about your wellbeing, fees and funding, accommodation and visas. The team will help make sure you receive the support you need, guiding you to further support services where required. You can find more information about student support via our webpages:

<https://www.southampton.ac.uk/studentservices/index.page>

One of the most important people you will meet while you are a student at Southampton is your Personal Academic Tutor, who will be allocated to you for your arrival at the University and who is normally a member of academic staff in your own or a closely related subject area. Your Personal Academic Tutor will offer one-to-one support and advice throughout your time at Southampton and will support you in your studies or with other issues you may have. You can find out more via our webpages:

<https://www.southampton.ac.uk/studentadmin/academic-support-guidance/personal-tutor.page>

## **Disclaimer**

As a research-led University, we undertake a continuous review of our courses to ensure quality enhancement and to manage our resources. As a result, this course may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's course.