

This website uses cookies to enhance your user experience. By continuing to browse the site you are agreeing to our use of cookies. Find out more about our cookie policy

OK



Nottingham Trent  
University



**TOP**  
**20** In the UK for **Fashion and textiles** in The Guardian University Guide  
2022

# Fashion Marketing MA

Find an open day

Order a prospectus

**Level(s) of Study:** Postgraduate taught

**Start Date(s):** September 2024

**Duration:** 1 year

**Study Mode(s):** Full-time

**Campus:** City Campus

**Entry Requirements:**

[More information](#)

**Year of entry:**

2024

Sign up for emails

Apply now

**Find us on:**

What  
you'll  
study

How  
you're  
taught

Employability

Facilities

Entry  
requirements

Fees  
and  
funding

How  
to  
apply

## Introduction:

As the third industrial revolution gathers pace, the practice of fashion marketing and the roles associated with the sector are rapidly evolving. Our MA Fashion Marketing course examines new and emerging marketing methods and processes, and established practice from an international perspective.

You'll gain insight into the commercial and creative world of marketing through the lens of fashion insiders and specialist academic staff. The curriculum focuses on strategic marketing concepts for digital and physical fashion arenas, and includes strategic and critical marketing, consumer behaviour and psychology, international culture and marketing environments, competition strategies, semiotic analysis, business intelligence, performance measurement, and marketing ethics.

Our MA Fashion Marketing sits in a suite with the following courses:

- [MA International Fashion Management](#)
- [MA Fashion Communications](#)
- [MA Luxury Fashion Brand Management](#)

You learn alongside students from these other MA courses, and have the option to transfer MA titles if your specialism changes.



Gain a globally recognised academic qualification in conjunction with personal and professional development for employability and entrepreneurship.



Go on study trips to international fashion capitals like Paris, Copenhagen, Antwerp and New York.



Attend workshops to enhance your research skills, acquire relevant software skills like Adobe InDesign, and gain support for your personal career planning. You will also benefit from industry speakers such as senior marketing executives from leading fashion brands.



Select from a range of possible outputs to reflect your individual career aspirations or to support a business start-up.

## What you'll study

Your knowledge and understanding of the subject will be enhanced by advanced marketing research and analytical skills, and fashion marketing theory.

### Modules

#### Term One

#### Culture and Collaboration

**(20 credit points)**

On this module you will develop an advanced level of understanding of the wider cultural context for current and future work. Within this module you will collaborate with Masters students across the school of art and design on a negotiated theme relevant to contemporary debates in art & design. Together you will produce an outcome contributing to a collective festival of ideas. You will gain skills in research, analysis, ideas generation, critical thinking, communication, and presentation.

## **The Fashion Industry**

**(20 credit points)**

This cross-course module is for all students across the MA FMMC suite. On this module, you will build your awareness of the global fashion industry, how it is constructed, impacts, and enables you to understand the role of your discipline within it.

## **Specialist course module: (Fashion Communications, Fashion Marketing, Luxury Fashion Brand Management, International Fashion Management)**

**(40 credit points)**

This module will be taught throughout Term One and Term Two, where you will explore subject specialist course content. This will consist of subject specific lectures, workshops, and seminars where, theory is applied to practice enabling you to identify an area or specialism you wish to explore further in the personal research project in Term Three.

## **Term Two**

*Choose two modules from the below:*

### **Advancing Research Design**

**(20 credit points)**

The multi-disciplinary module provides an explorative platform for you to use as the basis for further research-based study, or if you want to extend your knowledge of research methods and methodologies, to enhance your future professional practice or if you are considering progression to PhD level study.

## **Studio Practice**

**(20 credit points)**

This module has been developed specifically for MA FMMC students only. On this module, you will enhance your knowledge and skills in the production of informed creative outputs to professional standards, utilising appropriate and relevant mediums and technology, both collaboratively and individually.

## **Industry Practice**

**(20 credit points)**

This module has been developed specifically for MA FMMC students only and is an opportunity for you to enhance your awareness of the fashion industry through work-like learning experiences, either independently acquired or through teaching activities. Throughout this module, you will document and reflect on the importance of 'industry' skill acquisition and development in an external context.

## **Professional Practice**

**(20 credit points)**

This module is an opportunity for you to develop and reflect upon internal and personal skills and the impact of social and cultural drivers within the professional environment. You will learn the importance of 'softer' skills and their transferability into other contexts. This module is available to MA FMMC students only and will conclude with a reflective personal development plan and package on your internal skillset in the context of employability.

# **Term Three**

## **Personal Project**

**(60 Credit points)**

During this module, you will build upon the subject specialist knowledge gained through term 1 and 2 to build on a specific area of interest within the subject discipline, engaging in and demonstrating all skills and abilities acquired on the course so far. This will then form an independent research project which can range from a dissertation, a business plan, or a creative output.

**Don't just take our word for it, hear from our students themselves**

**Student Profiles**

## Estefania Escobar Salazar

I always knew I wanted to study in the UK and when I found the course at NTU I knew

[See Estefania Escobar Salazar's student profile](#)

## Student Work



Our students during a study trip to Paris and Antwerp.

## Video Gallery





Postgraduate study, your next step. Shawn's story

## How you're taught

Teaching and learning experiences will include:

- lectures
- seminars
- workshops
- individual and group tutorials
- peer group activities
- presentations
- directed and self-directed learning
- access to NTU's online workspace
- team working
- personal development planning
- work-based learning

Find out when our [postgraduate term dates for the Nottingham School of Art & Design](#) are. Please note that these are slightly different to other Schools within the University.

## Staff Profiles

## **Yuri Siregar - External Supervisor**

### **Nottingham School of Art & Design**

Dr Yuri Siregar is a lecturer in FMMC, the School of Art & Design

[See Yuri Siregar's staff profile](#)

## **How you're assessed**

Assessment is 100% by coursework and involves:

- case studies
- an industry report
- presentations (both individual and team)
- a project proposal
- an individual research project

# Careers and employability

This course will prepare you for senior management roles across the fashion industry, in areas such as:

- fashion marketing management
- fashion brand management
- consumer and market intelligence
- retail management
- fashion buying
- marketing consultancy
- marketing ethics and sustainability
- public relations
- fashion journalism
- entrepreneurial business concepts

The skills and knowledge you'll learn through this course will be transferable to roles within other industries.

## Connections with industry

You'll have the opportunity to undertake self-negotiated placements or internships, learn entrepreneurship skills through [NTU Enterprise](#) - our centre for entrepreneurship and enterprise and attend events held by industry experts and organisations.

We'll help you to develop your skills in self-promotion, team-working, presenting and communication. You'll also have the opportunity to undertake case studies, which will help your understanding of how businesses work.

You'll be encouraged to attend and be involved in conferences and symposia to share your work. Recently, this has included the IFFTI (International Foundation of Fashion Technology Institutes) to deliver papers and performances relating to fashion theory and practice.

You'll have the opportunity to showcase your work at the end of the course.

## Showcase

Explore our showcase 'We Are Creatives' - celebrating the work of the Nottingham School of Art & Design students. You will find a sneak peak of some of our students' work and gain a real insight into what it's like to be part of the NTU creative community at [wearecreativesntu.art](http://wearecreativesntu.art)

## Study trips

Study visits will inspire and inform your projects. Recent visits to exhibitions in London have included:

- Balenciaga: Shaping Fashion at the Victoria & Albert Museum
- The Fashion World of Jean Paul Gaultier at the Barbican
- ARTIST TEXTILES Picasso to Warhol at the Fashion and Textile Museum

An optional annual trip to Antwerp and Paris has included:

- Paris Première Vision, (incorporating Indigo and YarnTex), matériO
- Li Edelkoort's Trend Union studio, Paris
- a walking tour of the luxury fashion district of Paris
- hidden fashion retail treasures of Antwerp
- Olivier Theyskens at the Fashion Institute of Technology Antwerp

## **YouFirst – working with our Employability Team**

Our friendly, experienced careers consultants will work closely with you at every stage of your career planning, providing personal support and advice you won't find in a book or on the internet. You can benefit from this at any time during your studies and up to three years after completing your course.

## **Re:search Re:imagined**

To us, research is about more than writing papers and proposing new ideas. By daring to think differently, we're disrupting the research landscape and finding the answers to the questions that really matter. From electronic textiles to the history of lace, we're inspiring the brightest minds to rise up and find solutions to some of the most significant global challenges facing society.

Find out more: [ntu.ac.uk/research](https://ntu.ac.uk/research)

## **Campus and facilities**

You'll be taught at City Campus in the heart of Nottingham, and specifically the Barnes Wallis building – a newly refurbished space dedicated to our Fashion Management, Marketing and Communication students. Explore all of our facilities in our [Nottingham School of Art & Design Facilities Hub](#).



# Entry requirements


UK

International

## What are we looking for?

- 2.2 honours degree.
- Applicants with non-standard entry qualifications and / or relevant work experience will be considered on an individual basis.

## Other requirements:

You are asked to use your [Personal Statement](#)  to illustrate your knowledge and perspective on an aspect of the fashion industry.

This should be related to the course and could include product development, supply chain, marketing, forecasting, consumer behaviour or the financial aspects of fashion as well as many other topics.

## Getting in touch

If you need any more help or information, please contact us at [Ask NTU](#) or call on **+44 (0)115 848 4200**.

# Fees and funding

UK

International

Mode of study	Home tuition fee
Student fee	£11,900

## Alumni Loyalty Scheme - 20% fee discount

We're happy to be able to offer a 20% fee discount to most current NTU students and recent NTU graduates.

[See if you're eligible.](#) 

## Getting in touch

For more advice and guidance, you can contact our Student Financial Support Service on  
**+44 (0)115 848 2494.**

[Find out more about our terms and conditions of study for this course.](#)

## Postgraduate loans

The government introduced a new [postgraduate loans](#) scheme for the 2016/17 academic year for Masters degrees. The loan will be a contribution towards the costs of study and it will be at the student's discretion to use the loan towards fees, maintenance costs or other costs.

## Scholarships

We are offering a number of [scholarships](#) for Masters study.

# How to apply

UK

International

Ready to join us? Then apply as soon as you can. Just click the **Apply** button at the top of the page and follow the instructions for applying.

## Application deadline


You can apply for this course throughout the year, but we'd recommend that applications should be received by the end of July for entry in September.

## Writing your application

Be honest, thorough and persuasive in your application. Remember, we can only make a decision based on what you tell us. Make sure you include as much information as possible, including uploading evidence of results already achieve, as well as a personal statement.

## Keeping up to date

After you've applied, we'll be sending you important emails throughout the application process - so check your emails regularly, including your junk mail folder.

You can get more information and advice about applying to NTU in our [postgraduates' guide](#). Here you'll find advice about how to write a good [personal statement](#)  and much more.

## Getting in touch

If you need any more help or information, please contact us at [Ask NTU](#) or call on **+44 (0)115 848 4200**.

**You may also be interested in:**



## Fashion Communications

MA Fashion Communications masters degree course in the Nottingham School of Art & Design at Nottingham Trent University, UK. This exciting and innovative course will equip you with the strategic, creative and commercial skills required by the global fashion industry. Postgraduate study for careers in fashion business.

[Find out more](#)

## International Fashion Marketing

MA International Fashion Marketing masters degree course in the Nottingham School of Art & Design at Nottingham University, UK. This creative and innovative course will equip you with the strategic, creative and commercial skills required by the global fashion industry. Postgraduate study for careers in international fashion business.

[Find out more](#)

## Take the next steps:

### How to apply for a postgraduate course

All you need to know about applying for a postgraduate or professional course here at NTU.

[Find out more](#)

### Fe

How  
you

[Find](#)



## Contact us

+44 (0)115 848 2999

[enquiries@ntu.ac.uk](mailto:enquiries@ntu.ac.uk)

Other ways to get in touch

Lines are open:

Monday – Thursday 8.30 am – 5 pm

Friday 8.30 am – 4.30 pm

## Current students

StudentHub

Library

NOW

## Future students

Ask a question

Open days

[Order a prospectus](#)

## Campus information

Nottingham Trent University  
50 Shakespeare Street  
Nottingham  
NG1 4FQ

[NTU campuses](#)  
[Campus access guides](#)  
[Maps and directions](#)

## Useful links

[Academic Schools](#)  
[Jobs](#)  
[MyHub](#)  
[NTU Arts](#)

[About our website](#) | [Accessibility](#) | [Freedom of information](#) | [GDPR](#) |  
[Student Terms and Conditions](#) | [Website Cookies and Privacy Policy](#)

© Nottingham Trent University.