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MSc

International Fashion Marketing

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COURSE OVERVIEW

The fashion industry is constantly evolving and now more than ever is undergoing extreme transformative change. A new generation of consumers are rallying against the fast-fashion ethos and are instead favouring a more cyclical approach to consumption and production. Cultural shifts are also affecting the industry, with brands having to re-evaluate their cultural purpose, identity and the way in which they communicate to the consumer to ensure greater transparency and authenticity.

This programme is aimed at students who want to gain experience of both the strategic and creative aspects of fashion marketing. Whilst studying on MSc International Fashion Marketing, students will produce innovative marketing campaigns for fashion brands through a variety of different communications media, while supporting their strategic and creative process with fundamental theoretical knowledge. They will also learn how to adapt and thrive in an ever-changing global market and forge a successful career in the creative and cultural industries.

With a strong emphasis on employability and social responsibility, this course will equip its students with a mastery of the key skills required to help evolve the fashion system to become more ethically conscious, socially progressive and environmentally sustainable.

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WHAT YOU NEED TO KNOW



When does the course start?

September 2024▼



What is the length of the course?

1 year



Where will I study this course?

Manchester

FEATURES AND BENEFITS

Flexibility - Select from a range of specialist option units in Term 2, including entrepreneurship, product development and industrial experience, to tailor your studies to your interests and career aspirations.

Fashion Community - An international and culturally diverse city, Manchester hosts global brands in addition to a flourishing independent fashion economy and creative industries.

Expertise - Our staff are researchers and industry specialists, covering the breadth of the fashion world from design, supply chain and production to marketing, merchandising and management.

The Future of Fashion - Students will be equipped with the essential knowledge and key skills needed to help evolve the fashion industry to become more environmentally sustainable, socially progressive and ethically conscious.

Industry Links - We are connected with over 400 industrial partners, from Fred Perry and Lacoste to Alexander McQueen and the British Fashion Council, ensuring our programmes are shaped to meet the needs of an ever-changing sector through live projects, external visits and networking opportunities.

COURSE INFORMATION

The MSc International Fashion Marketing is one course in a suite of exciting new business programmes within Manchester Fashion Institute, including MSc Fashion Buying and Merchandising Management, MSc International Fashion Business Management and MSc Luxury Fashion Management.

The historically fashionable and culturally rich city of Manchester is an important characteristic of the course, acting as a 'laboratory' in which students will work with independent and commercial organisations, while researching the practical implications and processes of fashion marketing and its multitude of elements. The established reputation of Manchester Fashion Institute has allowed us to collaborate with iconic brands like Fred Perry and Chanel while also developing working relationships with industry leading and popular local brands, which facilitate exciting student opportunities for placements, internships and live project briefs each year.

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With highly qualified and expertly trained academic staff, students will benefit from a joint approach to teaching and learning, where the unique teaching and assessment methodologies will offer students a robust academic and industry facing understanding of different roles and functions in organisations as well as contemporary issues facing fashion marketing. In order to be truly effective, the teaching and learning experience is one of collaboration, where students work with academics and peers to critique existing knowledge and behaviours in a creative, critical and reflexive way. Through innovative teaching practice and exciting methods of assessment, the course fosters a critical appreciation of marketing as a cultural belief system whose role in shaping fashion and society must be better understood.

Unlike most similar MSc courses, students will develop an appreciation for the underlying commercial, psychological, sociological and anthropological aspects of fashion and apply these perspectives when debating and researching various aspects of the fashion system and the role of marketing within it.

Further, as debate in fashion is very rarely black and white or so clear cut that there is no room for different points of view, students will be exposed to contemporary trends affecting fashion and encouraged to consider epistemological alternatives to creative and strategic marketing practice.

ACCREDITATIONS, AWARDS AND ENDORSEMENTS

Accreditation

Chartered Institute of Marketing

The Chartered Institute of Marketing (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners. Manchester Metropolitan University has joined forces with CIM to give students the opportunity to gain professional qualifications through the CIM Graduate Gateway. CIM qualifications are highly sought after by employers, and their content is reflected in our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

Year 1

The MSc taught programme is 180 Level 7 academic credits comprising of:

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- 2 x core programme units
- 2 x core shared units
- 2 x options units
- 1 x core shared unit

In addition to course-specific units, the MSc taught programme comprises of both core and option units, which are shared across a cluster of MSc courses within Manchester Fashion Institute.

Full-time students complete the programme in 12 months split into three terms, each consisting of 60 credits of study.

Core units

MARKETING AND SOCIETY	▼
BRANDS AND CONSUMER CULTURE	▼
FASHION ENQUIRY	▼
SOCIAL MEDIA MARKETING	▼
MASTERS PROJECT	▼

Study and assessment breakdown

10 credits equates to 100 hours of study, which is a combination of lectures, seminars and practical sessions, and independent study. A masters qualification typically comprises of 180 credits, a PGDip 120 credits, a PGCert 60 credits and an MFA 300 credits. The exact composition of your study time and assessments for the course will vary according to your option choices and style of learning, but it could be:

Study

Full-time 25% lectures, seminars or similar; 0% placement; 75% independent study

Assessment

Full-time 100% coursework; 0% practical; 0% examination

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MEET US

Whether you've already made your decision about what you want to study, or you're just considering whether postgraduate study is right for you, there are lots of ways you can meet us and find out more about postgraduate student life at Manchester Met.

We offer:

- [open days](#)
- [webinars](#)
- [a virtual experience campus tour](#)
- [chats with current students](#)

MEET US

TAUGHT BY EXPERTS

Your studies are supported by a department of committed and enthusiastic teachers and researchers, experts in their chosen field.

We often link up with external professionals too, helping to enhance your learning and build valuable connections to the working world.

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ENTRY REQUIREMENTS

ⓘ These typical entry requirements may be subject to change for the 2024/25 academic year. Please check back for further details.

A minimum of 2:2 Honours degree is required. Equivalent EU/international qualifications are also accepted.

Overseas applicants will require IELTS with an overall score of 6.5 with no less than 5.5 in any category, or an equivalent accepted English qualification.

FEES AND FUNDING

UK AND CHANNEL ISLAND STUDENTS

Full-time fee: £9,500 per year. Tuition fees will remain the same for each year of your course providing you complete it in the normal timeframe (no repeat years or breaks in study).

EU AND NON-EU INTERNATIONAL STUDENTS

Full-time fee: £18,500 per year. Tuition fees will remain the same for each year of your course providing you complete it in the normal timeframe (no repeat years or breaks in study).

ADDITIONAL INFORMATION

A masters qualification typically comprises 180 credits, a PGDip 120 credits, a PGCert 60 credits, and an MFA 300 credits. Tuition fees will remain the same for each year of study provided the course is completed in the normal timeframe (no repeat years or breaks in study).

ADDITIONAL COSTS



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CAREER PROSPECTS

Live projects, external visits, and networking opportunities will enhance the employability, confidence and the earning potential of our graduates. The focus of the curriculum will support a range of Fashion Marketing career aspirations with skills in creativity, complex problem solving, reasoning and ideation to be ready for current and future demands of jobs.

This MSc will open doors for students to a range of exciting areas in the creative and cultural industries, such as;

- Brand Management
- Copywriting
- Campaign Management
- Content Marketing
- Social Media Marketing
- Creative Concept Development
- Brand Strategy
- Account Management
- Events & Experiential
- Research & Insight
- Design
- Communications & PR
- Marketing Metrics & Data Analysis
- Search Marketing/SEO

OUR CAREERS SERVICES

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**REGISTER YOUR
INTEREST**

GOT A QUESTION?

HOW TO APPLY

You can apply for this course by selecting one of the options below.

- **[MSc International Fashion Marketing 1 year full-time](#)**

Get [advice and support](#) on making a successful application.

You can review our current **[Terms and Conditions](#)** before you make your application. If you are successful with your application, we will send you up to date information alongside your offer letter.

MANCHESTER IS YOUR CITY, BE PART OF IT

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YOUR NEW
HOME

YOUR NEW
CITY

WHY
UNIVERSITY?

RELATED COURSES

MSc

INTERNATIONAL FASHION BUSINESS MANAGEMENT›

Postgraduate | 1 year full-time

MSc

LUXURY FASHION MANAGEMENT›

Postgraduate | 1 year

Programme Review

Our programmes undergo an annual review and major review (normally at 6 year intervals) to ensure an up-to-date curriculum supported by the latest online learning technology. For further information on when we may make changes to our programmes, please see the [changes section of our Terms and Conditions](#).

Important Notice

This online prospectus provides an overview of our programmes of study and the University. We regularly update our online prospectus so that our published course information is accurate. Please check back to the online prospectus before making an application to us to access the most up to date information for your chosen course of study.

Confirmation of Regulator

The Manchester Metropolitan University is regulated by the Office for Students (OfS). The OfS is the independent regulator of higher education in England. More information on the role of the OfS and its regulatory framework can be found at [officeforstudents.org.uk](https://www.officeforstudents.org.uk).

All higher education providers registered with the OfS must have a student protection plan in place. The student protection plan sets out what students can expect to happen should a course, campus, or institution close. Access our current [Student Protection Plan](#).

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GET

IN TOUCH

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Working at Manchester Met

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