

Fashion Management with Marketing MA module details

Block 1: Global Fashion Management

This module focuses on the fashion product development process from concept design and development through the sourcing process to eventual delivery and consumption. The module combines the theoretical strategies of global sourcing, critical path management and customer analysis with practical experience of the processes required to develop and deliver a product to commercial quality standards. It examines the management of processes and technologies that ensure that optimum products are produced responsibly, with efficiency and agility whilst working within tight budget constraints. The module reflects on future market and industry trends and developments to develop a forward-thinking vision of the contemporary global fashion industry.

You will be encouraged to examine contemporary retail and supply practices by engaging in live research and will also gain industry knowledge from guest speakers.

Block 2: Research Methods with Cultural Context

In the module you will be introduced to advanced research skills. You will consider the role of research within the context of design/ fashion management and reflect on your personal attributes, skills and values as a contemporary researcher. Typical content will include research design; gathering, managing, and analysing data; developing critical and ethical practices; and reporting and presenting research findings.

You will also be introduced to material culture theory on the semiotics of design/ products, on issues of cultural, gender and individual identity, of status and social positioning and of disability and the body. This will enable you to apply these concepts within your individual research and projects.

Block 3: Sustainability Strategy and Design

Debates surrounding sustainability have become increasingly prominent due to greater awareness among consumers of environmental and ethical issues, as well as initiatives by many companies to improve their sustainable credentials. This module examines key historical and contemporary contexts relating to sustainable design and corporate strategy, unpicking the complex debates surrounding a range of issues from worker's rights to product lifecycles. Alternative perspectives on the traditional production and consumption model will be introduced, and both practical and conceptual aspects considered.

This module addresses the needs of students aiming to work in design, manufacturing or retail, providing future managers and entrepreneurs with a clear overview of the major sustainability issues within their industry. The impact of ethical and environmental considerations on designed products, production and business ideology will be analysed. It will cover sustainable development, ethical supply chains, corporate sustainability strategy, circular economy, slow fashion/lifestyle design, lifecycle analysis, alternative production and consumption models, integrated system design/ sustainable innovation, climate change, biodiversity, toxicity and sustainable resources.

Block 4: Business and Marketing Strategies

The manoeuvring of a creative concept to market using business and financial skills is crucial to the success of the Creative Entrepreneur. Confident handling of commercial and creative theoretical and practical tools forms a major part of the activities of the entrepreneur. On this module you will identify potential for a new product/service/experience and mobilize the necessary business resources to realise your ideas. This knowledge will include an understanding of marketing and corporate strategy, the value offering and value structure, industry analysis, competitive positioning, blue ocean theory, innovation, analysis of particular markets (including PESTEL and consumer behaviour) and financial planning. You will contextualise your concept by analysing the relevant industrial structure, business environment, competition, and consumer behaviour; and on this basis establish a finely evolved and market positioned business strategy with financial projections in a business plan. You will present this in the form of a market analysis and business plan produced to a professional standard.

Blocks 5 and 6: Select one from the following:

Work-based Project

This module provides the opportunity to develop and demonstrate skills acquired from the course in a practical context - for example working with a fashion, textile or design company on the development of a prototype innovation. It is anticipated that this work-based live project will include experience of working on the design or development of products within an area of fashion, textiles or design. You will bring together all aspects of the course ranging from research methodologies to discipline-specific modules. This work-based project will receive supervision from the host organisation and the university and outcomes will be negotiated and may include a mix of a research reports for the host and/or plans.

Dissertation

Your learning will culminate in a dissertation on a research topic of your own choosing. You will demonstrate your ability to use initiative and ingenuity, make complex decisions and act autonomously in planning and implementing tasks at a professional level.