

Fashion Management with Marketing MA



www.dmu.ac.ae



Why choose De Montfort University

Founded in 1870, De Montfort University (DMU) Leicester has grown into a global institution with 26,000 students and 2,600 staff. Our passionate and enthusiastic lecturers have excelled in the National Teaching Fellowship awards – the most prestigious awards for excellence in higher education. Our academics have industry experience, and our researchers have made a real difference in people's lives.

Our courses embed employability in their curriculum, and our research feeds into students' learning. DMU Leicester has been ranked in the top 20 universities for graduate prospects in The Sunday Times Good University Guide 2020. Previous DMU graduates have gone on to win Oscars and work with organisations such as the BBC, HSBC, Nike, BMW and the NHS. At DMU Dubai, we welcome students from all backgrounds and are proud to offer the perfect combination of award-winning teaching, excellent facilities and a fantastic student experience.

Schools and Departments

All De Montfort University (DMU) students belong to one of our four faculties. Each faculty delivers a wide range of courses to students, oversees world-changing research, and fosters enviable commercial links that inform our teaching and ensure DMU courses are relevant to modern employers.

The Faculty of Arts, Design and Humanities brings together DMU's creative disciplines. Its courses range from traditional to boundary-pushing, and research is rated internationally excellent. Names such as shoe guru Jimmy Choo and novelist Adele Parks have lectured students thanks to the faculty's unique industry links.

Education 2030

We want to ensure you have the best learning experience possible and a supportive and nurturing learning community. That's why we're introducing a new block model for delivering the majority of our courses, known as Education 2030. This means a more simplified timetable where you will study one subject at a time instead of several at once. You will have more time to engage with your learning and get to know the teaching team and course mates. You will receive faster feedback through more regular assessment, and have a better study-life balance to enjoy other important aspects of university life.



Course overview

This course is ideal for fashion, textiles or business graduates who aspire to a fulfilling career as a leader where you can set the pace and direction within this broad and competitive sector. Our programme aims to equip you with the specialist skills and real-world expertise you need to offer creative solutions to industry challenges confidently.

Learn critical strategies for fashion marketing and gain a thorough understanding of integrated brand management by exploring sensory, emotional and spiritual branding. You will advance your knowledge of how products are developed to commercial quality standards from concept to production by focusing on sourcing approaches, critical path management and customer analysis.

Examine the impact of ethical and environmental considerations on designed products, garment production and business ideology and develop your critical position on the sector's significant sustainability issues.

Our teaching experts are at the forefront of commercial and research activities, ensuring the latest practice informs the curriculum and that your work responds to contemporary industry issues. Your learning will culminate in a major project that allows you to contextualise your studies and support your career aspirations, with the option to develop your work into an MSc qualification depending on the technical focus of your project.

Key features

- Develop a technical understanding of the fashion industry and a solid foundation of management principles and customer marketing.
- Undertake a work-based project in a real-world setting to develop your chosen specialism while putting your skills into practice professionally. Join our close-knit interdisciplinary community, which fosters a supportive learning environment for students worldwide.
- Benefit from the expertise of our highly experienced academics and valuable insights from guest lectures from leading professionals in the sector.
- The programme leaders are experienced professionals dedicated to ensuring students receive a high-quality education. They are readily available to answer any questions or concerns students may have regarding the accreditation process or the course content.
- DMU Dubai students can now benefit from the Industry Advisory Board, which comprises leading experts and professionals at the enterprise level. The board provides valuable insights and guidance to ensure the curriculum remains relevant and current with industry trends and demands.

Teaching and assessments

Lectures deliver a discourse on a particular subject followed by seminars which are used for holding discussions or for the exchanging of information in a smaller group. Tutorials are provided usually to discuss a subject one-to-one between the tutor and yourself; however, you may find yourself in a small tutorial group to benefit from others' contribution.

The Fashion Management with Marketing MA is a theoretical programme and assessments are mostly by the submission of fully referenced and structured reports. Presentations are also fundamental as an opportunity for you to present your work to others either for assessment or within a scheduled class activity.

As a postgraduate student you will be expected to conduct a substantial amount of self-directed learning. This is important for you to contextualise your studies and to broaden your knowledge. It is the breadth and depth that will add so much to your work and your studies. Through receiving feedback on your work, you will be able to reflect on aspects of your learning and develop an action plan that will help you to progress.

The fashion and textile business is highly competitive, and we encourage you to develop networking opportunities by becoming a student member of trade associations and to engage in conferences and seminars delivered by industry members. We expect you to be proactive and attend presentations provided by visitors from the fashion and textiles business to the university, as extra-curricular activity.

Throughout the programme, the curriculum is enhanced by visiting lectures from a variety of business experiences, where appropriate.

In your first two terms you will normally attend around 12 hours of timetabled taught sessions including lectures, tutorials and workshop and studio sessions each week, and be expected to undertake at least 23 hours of independent study each week. Your third term will be pre-dominantly self-directed (including meetings with your supervisor), during which you can expect to undertake 35 hours of independent study each week.

Course	Fashion Management with Marketing
Award	MA
Duration and Mode	1 year full-time/2 years part-time
Delivery	Evening
Intake	January/September
Annual Fees	AED 89,250 (including 5% VAT)
Scholarships and flexible payment plans available	

Course modules



More info

Block 1

Global Fashion Management

Block 2

Research Methods with Cultural Context

Block 3

Sustainability Strategy and Design

Block 4

Business and Marketing Strategies

Block 5 & 6 select one from the following:

Work-based Project

Dissertation

*All modules are indicative and based on the current academic session.

Entry criteria

- Applicants will typically hold an undergraduate degree with a minimum pass of 2:2 or equivalent overseas qualification.
- Professional qualifications deemed to be of equivalent standing will be considered on an individual basis.
- Work experience is not a requirement. However, applications from those without formal qualifications but with significant professional experience in the relevant field will be considered individually.

English requirements

If English language was not the medium of instruction in your previous academic qualification an IELTS score of 6.0 or equivalent when you start the course is essential.

Students with other qualifications may also be considered. Please scan the QR code or contact Admissions Office for details.



Enquire Now



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Career support



Scholarships



Enquire Now

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DMU Dubai Admissions Office is open from
Monday to Saturday 9am to 5pm

www.dmu.ac.ae

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Virtual Tour



Fashion Management with Marketing Graduate careers

This programme will equip you with a breadth of knowledge and skills applicable to a diverse choice of career opportunities within the fashion industry, including buying, marketing, public relations, merchandising and logistics management, management of the product development process, retail or brand management, product sourcing and supply chain management, and e-commerce.

