

# 1. PROGRAMME SPECIFICATION (AND CURRICULUM MAP)

## GLASGOW CALEDONIAN UNIVERSITY

### Programme Specification Pro-forma (PSP)

#### 1. GENERAL INFORMATION

1. Programme Title:	Fashion and Lifestyle Marketing
2. Final Award:	Master of Science Fashion and Lifestyle Marketing Master of Science Fashion and Lifestyle Marketing (with Professional Practice)
3. Exit Awards:	Postgraduate Certificate in Fashion and Lifestyle Marketing Postgraduate Diploma in Fashion and Lifestyle Marketing
4. Awarding Body:	Glasgow Caledonian University
5. Approval Date:	24 <sup>th</sup> February 2023
6. School:	GCU London
7. Host Department:	GCU London / British School of Fashion
8. UCAS Code:	N/A
10. Place of Delivery:	GCU London Distance Learning (online delivery)
11. Subject Benchmark Statement:	QAA Master's Degrees in Business and Management 2019
12. Dates of PSP Preparation/Revision:	January 2023

#### 2. EDUCATIONAL AIMS OF THE PROGRAMME

First approved for validation in 2017, GCU London MSc Fashion and Lifestyle Marketing programme is designed for graduates of any discipline who want to pursue a career in marketing and want to gain specialist knowledge of the fashion and lifestyle sector. The programme draws on GCU London's respected track record of providing marketing education. On graduating from this programme, students will join the group of GCU London alumni, many of whom occupy a global presence in industry roles in areas of buying, merchandising, digital and social media marketing communications, trend forecasting and brand development. As the University for the Common Good, the programme is designed to support delivery of the UN Sustainable Development Goals, ensuring students acquire the knowledge and skills needed to promote sustainable lifestyles.

MSc Fashion and Lifestyle Marketing programme is underpinned by current research in business and management. In addition, as a professionally focussed programme, a practitioner perspective is integrated throughout e.g. via a work experience, industry visits, guest speakers and live industry projects. The programme is global in outlook and is cognisant of the opportunities that digital commerce technologies present for fashion and lifestyle product and retail service developments, supply chain management and digital and social media marketing communications.

The distinctive features of this programme are the specialist subject matter that is delivered in branding, design and trend analysis, experiential retail marketing, sustainability marketing, consumer behaviour and marketing communications, wherein application of fashion and lifestyle is explicitly applied in these subjects. In addition, the opportunity for students to tailor a work experience depending upon their career aspirations. Advanced independent research takes the form of a dissertation. Embedded in the programme, is examination of current issues of global concern, including global citizenship, appreciation of cultural diversity, sustainability and social responsibility, and examination of how these relate to fashion and lifestyle marketing practice.

Explicitly, the aims of the MSc Fashion and Lifestyle programme is to produce graduates that should be able to:

- Demonstrate a critical understanding of marketing theories and practices applied to the fashion and lifestyle industry
- Demonstrate appropriate academic knowledge to communicate effectively both in writing and orally on issues relating to fashion and lifestyle marketing

- Engage in real world problem solving through, for example, a work experience opportunity and live industry projects
- Develop skills in applying research methods and problem-solving techniques to marketing issues relevant to fashion and lifestyle
- Demonstrate the capacity for independent learning, critical thinking and self-reflection
- Develop skills and attributes to make an immediate effective contribution upon their employment in the fashion and lifestyle sector

#### 4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

##### SCQF 11

4 from the following, including at least 2 of those marked\*

Module Code	Module Title	Credit
MMN225001	Career Planning & Personal Development	15
MMN525004	Consumer Insights*	15
	Fashion Lifestyle Marketing: Theories & Concepts*	15
	Trend & Design Decisions*	15
	Fashion & Lifestyle Retail Experiences*	15
	Brand Lab*	15
	Sustainability & Fair Fashion*	15
MMN225006	Introduction to Research Methods	15
<b>Exit Award – Post Graduate Certificate in Fashion and Lifestyle Marketing</b>		<b>60</b>

##### All of the following

Module Code	Module Title	Credit
MMN225001	Career Planning & Personal Development	15
MMN525004	Consumer Insights	15
	Fashion Lifestyle Marketing: Theories & Concepts	15
	Trend & Design Decisions	15
	Fashion & Lifestyle Retail Experiences	15
	Brand Lab	15
	Sustainability & Fair Fashion	15
MMN225006	Introduction to Research Methods	15
<b>Exit Award – Post Graduate Diploma in Fashion and Lifestyle Marketing</b>		<b>120</b>

Module Code	Module Title	Credit
MMN225001	Career Planning & Personal Development	15
MMN525004	Consumer Insights	15
	Fashion Lifestyle Marketing: Theories & Concepts	15
	Trend & Design Decisions	15
	Fashion & Lifestyle Retail Experiences	15
	Brand Lab	15
	Sustainability & Fair Fashion	15
	Introduction to Research Methods	15
MMN225007	Research Project	60
<b>Exit Award – Master of Science Fashion and Lifestyle Marketing</b>		<b>180</b>
(PgDip plus 60 credits Research Project)		

MMW226498	Professional Practice: Work Experience*	60
MMW226494	Professional Practice: Consultancy Project*	60
MMW226500	Professional Practice: Entrepreneurial Bootcamp*	60
MMW226495	Professional Practice: Intercultural Competence*	60
MMW226497	Professional Practice: Research Project*	60
<b>Exit Award - MSc Luxury Marketing with Professional Practice 240</b>		<b>240</b>

(PgDip plus 60 credits Research Project AND one of the Professional Practice modules marked with \*)

#### 8. ASSESSMENT REGULATIONS

*Students should expect to complete their programme of study under the Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.*

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at: [GCU Assessment Regulations](#)