

1. GENERAL INFORMATION

1. Programme Title:	Master of Science in International Fashion Marketing
2. Final Award:	Master of Science in International Fashion Marketing
3. Exit Awards:	Post Graduate Diploma in International Fashion Marketing Post Graduate Certificate in International Fashion Marketing
4. Awarding Body:	Glasgow Caledonian University
5. Period of Approval:	September 2023 to September 2028
6. School:	Glasgow School for Business & Society
7. Host Department:	Fashion, Marketing, Tourism and Events
8. UCAS Code:	
9. PSB Involvement:	
10. Place of Delivery:	Any GCU Campus Online/Distance Learning subject to availability
11. Subject Benchmark Statement:	QAA Subject Benchmark Statement: Master's Degrees in Business and Management
12. Dates of PSP Preparation/Revision:	March 2023

2. EDUCATIONAL AIMS OF THE PROGRAMME

The MSc International Fashion Marketing programme aims to provide students with a comprehensive understanding of the challenges faced by fashion marketers operating in an international environment and the strategies, policies and practices key to managing these challenges. Central to the programme is the personal and professional development of students with an emphasis on responsible leadership and sustainable management practice.

The stated values of the MSc International Fashion Marketing are to be intellectually challenging, vocationally relevant and to be responsive to student and fashion industry needs. Given these values, the overall aim of the programme is to provide students with an intellectually challenging and vocationally relevant education to Masters level in the area of international fashion marketing but also with emphasis on digital marketing applications. This Masters degree will enhance student employability through participation in a wide-range of teaching and learning experiences including integrative case studies from around the world, online marketing stimulation, group projects and presentations, industry speakers, as well as live industry assessment briefs and visits to local fashion businesses.

The syllabus encompasses the study of fashion marketing from an international perspective by exploring: global value chains; circular fashion business models;

consumer behaviour; branding; fashion buying merchandising & logistics; omnichannel communications; international fashion marketing planning & strategy; and ethical and responsible leadership. The programme therefore provides students with a comprehensive, intellectually challenging, and vocationally significant education giving them a competitive edge in the market.

The programme aims to meet the needs of students who wish to pursue a career in International Fashion Marketing. Students may come from a background of having studied a business or fashion-related subject who wish to gain a greater understanding of International Fashion Marketing with which to enhance their career opportunities. However, the programme will also be attractive to applicants who have studied non-business/fashion related subjects at undergraduate level.

The primary aim of this programme is to provide a broad, analytical and integrated study of International Fashion Marketing. Specifically, the educational aims are stated as follows:

- To develop critical appreciation of the theoretical concepts, principle strategies, policies and practices relevant to international fashion marketing environments;
- To offer students opportunities to simultaneously develop critical thinking skills, knowledge of contemporary and sustainable management practices and the personal and entrepreneurial abilities necessary to gain graduate employment in a domestic or international setting;
- To develop skills to apply the knowledge, approaches and methods to address the strategic and operational management challenges in an international context;
- To develop both a theoretical and a practical understanding of real world issues from a UK and global perspective identifying responsible decision making and ethically driven behaviours;
- To develop students' in-depth, applied and integrated knowledge of contemporary fashion marketing management with a national and international context.
- To facilitate practical and creative skills development in key areas of fashion marketing, centring on consumer insights, international supply chain management, systems thinking, circular economy, marketing planning, branding, omnichannel communications, and content creation via Adobe Creative Cloud software;
- To develop a critical understanding of research techniques and methodologies and apply these to an independent research or consultancy project relating to an appropriate topic;
- To develop personal and transferable employability skills related to independent research, problem solving, critical thinking, creativity, teamwork and collaboration, numeracy and financial literacy, budgeting, ICT, data analysis, employability skills and inter-personal

communication.

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

SCQF Level 11

Module Code	Module Title	Credit
MMN430180	Ethics, Sustainability and Governance	15
MMN230181	Postgraduate Research Methods	15
MMN 630209	Developing Leadership for the Common Good	15
MMN130238	The Global Fashion System	15
MMN230240	Strategic Fashion Brand Management	15
MMN530239	Omnichannel Fashion Communications	15
MMN530236	Consumer Behaviour and Sustainable Fashion Consumption	15
MMN530237	Fashion Buying, Merchandising and Logistics	15
MMN530251	International Fashion Marketing, Planning and Strategy	15
MMN 230182	Masters Research Project	45
Exit Award – Master of Science in International Fashion Marketing		180

Post Graduate Certificate in International Fashion Marketing:
60 credits of which at least 30 are programme specific modules*

Post Graduate Diploma in International Fashion Marketing:
120 credits of which at least 60 are programme specific modules*

Master of Science in International Fashion Marketing:
180 credits

Professional, Statutory and Regulatory Body requirements:
No specific requirements

*Programme specific modules include: The Global Fashion System; Strategic Fashion Brand Management; Omnichannel Fashion Communications; Consumer Behaviour and Sustainable Fashion Consumption; Fashion Buying, Merchandising and Logistics; International Fashion Marketing, Planning and Strategy.

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.

Exceptions Case 224

1. Non-standard module credit size (Reduction in credit size to 45 credits from 60 credits)
- Masters

Research Project Modules (Dissertation)

2. There will be no progression points in taught postgraduate programmes of study

3. Students are required to pass the PG Research Methods Module prior to progressing to the Dissertation.