C177-IFM Master of Science in International Fashion Marketing

PROGRAMME DETAILS
Programme Code: C177-IFM
Department: Business Management
Main Award: MSC - Master of Science
Full Award Title: Master of Science in International Fashion Marketing
Level: Postgraduate Taught

LOCATION OF STUDY
Edinburgh Y Scottish Borders N Orkney N
Dubai Y Malaysia N Approved Learning Partner N
Independent Distance Learners N Collaborative Learning Partner N Other N

ASSOCIATED AWARDS
Programme Code | Award | Title
--- | --- | ---
C170-ZZZ | PGCERT | Postgraduate Certificate in International Fashion Marketing
C175-IFM | PGDIP | Postgraduate Diploma in International Fashion Marketing
C177-IFM | MSC | Master of Science in International Fashion Marketing

ACCREDITATION
N/A

LEARNING OUTCOMES – SUBJECT MASTERY
Understanding, Knowledge and Cognitive Skills

- Knowledge that covers and integrates most of the main areas of fashion marketing, including their features, boundaries, terminology and conventions
- A critical understanding of the principal theories, principles and concepts of fashion marketing and their application to the international environment
- Extensive, detailed and critical knowledge and understanding of a cross functional approach to managing fashion businesses
- Critical awareness of current issues in research and knowledge creation within fashion marketing
- The development of original and creative responses to problems and issues associated with professional level practice and research, especially through engagement with industry partners: George Davies and Schuh.

Scholarship, Enquiry and Research (Research Informed Learning)

- Knowledge or understanding of the ways in which fashion marketing is developed, including the implementation of emerging techniques of research and scholarly enquiry through the work in the George Davies Centre for Retail Excellence.
- Planning and execution of a significant project of research, development or investigation through the dissertation and other ‘research-based’ assignments
- Demonstration of originality and creativity in applying knowledge and understanding to professional practice
- The use of a wide range of standard techniques and some specialist research (or equivalent) instruments in pursuing research led enquiry

LEARNING OUTCOMES – PERSONAL ABILITIES
Industrial, Commercial and Professional Practice

- The use of a substantial range of the most important skills, professional practices and / or materials associated with the study of the International Fashion Marketing degree
- The use of a wide range of practices, skills and materials that are specialised, or advanced, in the sense of
emerging from current research

- Showing experience of integrating knowledge and understanding, to allow practice at a senior professional level
- Familiarise with the dynamic industrial environment through the use of company visits and industry guest speakers

**Autonomy, Accountability and Working With Others**

- The exercise of substantial autonomy and initiative in professional level or equivalent activity, building on research teaching linkages through independent research for the dissertation
- Taking significant responsibility for work within autonomous teams that require the management of a range of resources, especially in courses with an emphasis on group work
- Development of leadership and initiative in professional practice, specifically showing awareness of others’ roles and responsibilities in working towards common objectives
- Incorporating an understanding of complexities of ethical conduct, where professional ethical codes give limited guidance

**Communication, Numeracy & Information and Communications Technology**

The use of a wide range of routine skills, together with the use of a carefully specified range of specialised or advanced skills, used in professional practice of Fashion Marketing that enable:

- the making of formal presentations about specialised topics to audiences with a variety of levels of expertise (both in group presentations and for approval of their dissertation plan)
- communication as a peer with senior colleagues and specialists in fashion marketing
- the use of appropriate software to support and enhance professional activity in fashion marketing
- critical and informed interpretation of a variety of data, and presentation or interpretation through a variety of means and media, as part of professional practice.

**APPROACHES TO TEACHING AND LEARNING**

The School is committed to enhancing the student learning experience through its approach to teaching and learning, which is derived from the University's own Learning and Teaching Strategy.

In the first months of study, considerable emphasis is given to assisting students in the return to Higher Education through induction events. These introduce students to the different teaching methods that they will encounter: mostly lectures, tutorials, workshops, lab work – as well as familiarising students with support services such as the library, computing services and the virtual learning environment. In this programme, considerable emphasis is placed on ensuring that this support meets the needs of foreign students, who are least likely to be familiar with the expectations of a British institution. In addition, the School is committed to providing a thorough grounding in scholarship skills at an appropriate level covering matters such as critical approaches to secondary texts and data, academic writing techniques, professional practice in International Fashion Marketing and reflective learning.

Throughout the degree, teaching is strongly research-informed. Building on students’ existing study skills from prior study and experience, the programme is designed to develop students’ professional expertise through group based work and projects, culminating naturally in the completion of a dissertation. Professional development planning also forms an integral part of the programme of studies, so that students graduate with considerably enhanced skills suitable for senior, specialist professional level or managerial employment in careers in business and public service in areas closely associated with the
C177-IFM Master of Science in International Fashion Marketing

study of International Fashion Marketing. These policies ensure that graduates have high levels of employability and professional career readiness.

Approaches to teaching and learning are examined yearly through programme and course review. These processes are informed by various forms of feedback of which the most important are student feedback, external examiners reports, and evidence of the achievement of learning outcomes from formative and summative assessment.

Further details of the approaches to teaching and learning used in individual courses are included in course descriptors.

EDUCATIONAL AIMS OF THE PROGRAMME

The MSc in International Fashion Marketing has been designed to offer students a coherent programme of study in the discipline, providing sufficient coverage of its discipline to enable graduates to proceed to professional and managerial careers in business for which the skills acquired through postgraduate study are valuable, and with sufficient rigour that graduates will be able to progress to research training in cognate disciplines in any British university. There is also sufficient flexibility in provision for students to develop areas of interest to them, especially in the dissertation required for completion of the Master of Science degree.

The programme is designed to enable students to develop a management specialism, it is informed by recent developments in research, encourages the development of professional, transferable skills, and supports the transition into employment upon graduation. Specifically, the core of the programme is designed to ensure that students develop the key skills and knowledge appropriate to this level of study, and while the dissertation, provides flexibility for students, allowing them to pursue particular interests. The programme also has a strong international flavour, resulting from international recruitment and the research practice of staff teaching on the degree. Students entering the programme have opportunities to develop scholarship skills, undertake professional and employability development, and engage in the practice of reflective learning.

ASSESSMENT POLICIES

The programme uses a range of assessment types at all stages of study. Formative assessment is used in many courses to provide students and staff with feedback on performance and the achievement of learning outcomes. This feedback is used both to inform programme development, but also to enable the adaptation of learning opportunities to meet the needs of individual students and the cohort of learners. Summative assessment for most courses will involve a combination of programme work and examinations, with a blend of unseen examination and programme coursework. The format of all assessment is determined by its appropriateness for measuring the learning outcomes of courses.

Among the forms of assessment used in the programme are essays, written exams, presentations, group and individual projects and the dissertation.

Further details of the approaches to teaching and learning used in individual courses are included in course descriptors.

PROGRAMME STRUCTURE

Mandatory Courses
# C177-IFM Master of Science in International Fashion Marketing

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<thead>
<tr>
<th>Edinburgh</th>
<th>SBC</th>
<th>Orkney</th>
<th>Dubai</th>
<th>HWUM</th>
<th>IDL</th>
<th>Coll. Partner</th>
<th>ALP</th>
<th>Other</th>
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<th>Semester</th>
<th>Phase</th>
<th>Course Code</th>
<th>Course Title</th>
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<th>SCQF Lvl</th>
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<td>C11RM</td>
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<th>Optional Courses</th>
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<th>SCQF Lvl</th>
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**COMPOSITION NOTES(PG)**

7 Mandatory plus 1 Optional course and a Dissertation

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<tr>
<th>Mandatory Credits</th>
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<td>Optional Credits</td>
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<td>Elective Credits</td>
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<td>Dissertation Credits</td>
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**AWARDS, CREDITS AND CRITERIA(PG)**

<table>
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<tr>
<th>Awards, Credits and Levels</th>
<th>Overall Credits</th>
<th>Specific Requirements</th>
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<tbody>
<tr>
<td>Masters Degree</td>
<td>180</td>
<td>180 SCQF credits including a minimum of 150 credit at Level 11</td>
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<tr>
<td>Postgraduate Diploma</td>
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<td>120 SCQF credits including a minimum of 90 credit at Level 11</td>
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<tr>
<td>Postgraduate Certificate</td>
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<td>60 SCQF credits including a minimum of 40 credit at Level 11</td>
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**Award Requirements**

<table>
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<th>Total Course Passes</th>
<th>Overall Mark</th>
<th>Overall Grade</th>
<th>Basis of Overall Mark/Grade</th>
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<tr>
<td>Master (Distinction)</td>
<td>8+Dissertation</td>
<td>70</td>
<td>A</td>
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</table>

Credit Weighted Average greater than or equal 70% over 8 courses at grades A-C plus a Dissertation at
Master 8+Dissertation 50 C Credit Weighted Average greater than or equal 50% over 8 courses at grades A-D plus a Dissertation at minimum grade C.

Diploma (Distinction) 8 70 A Credit Weighted Average greater than or equal 70% over 8 courses at grades A-C

Diploma 8 40 D Credit Weighted Average greater than or equal 40% over 8 courses at grades A-E

Certificate 4 40 D Credit Weighted Average greater than or equal 40% over 4 courses at grades A-E

### DURATION OF STUDY

<table>
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<tr>
<th>IN MONTHS</th>
<th>Full-time</th>
<th>Part-time</th>
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<td>Masters</td>
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<td>Diploma</td>
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<tr>
<td>Certificate</td>
<td>6</td>
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### RE-ASSESSMENT (PG)

1. A student who has been awarded a Grade E or F in a course may be re-assessed in that course. A student who has been awarded a Grade D in a course may be re-assessed in that course in order to proceed to or be eligible to receive the award of Masters.
2. A student shall be permitted only one re-assessment opportunity in a maximum of three taught courses. The opportunity for re-assessment in four or more taught courses shall be at the discretion of the Progression Board.
3. Any further re-assessment opportunities in a course will require the approval of the Postgraduate Studies Committee.
4. A student may be permitted, at the discretion of the Progression Board, to be re-assessed in the dissertation, project or other supervised research component of the course of study.

### PROGRESSION TO DISSERTATION/PROJECT

In accordance with University Regulations, to progress to Masters level a minimum of Grade C is required.