



Cardiff  
Metropolitan  
University

Prifysgol  
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Caerdydd

Cardiff Metropolitan University

Cardiff School of Management

**MSc Fashion Marketing Management**

Postgraduate Certificate (PGCert) Fashion  
Marketing Management

Postgraduate Diploma (PGDIP) Fashion Marketing  
Management

2018

Jemma Oeppen Hill

Programme Director



## **Dear Student,**

Well done in achieving the grades you needed to attend Cardiff Metropolitan University, and congratulations on selecting the Cardiff School of Management (CSM) to pursue your strategic marketing education. As you will discover CSM offers you a vibrant and challenging environment to learn and study. It will provide you with the knowledge, skills and opportunity to be a top graduate, where commitment and enthusiasm will be rewarded.

We hope you enjoy your time with us, and benefit not just from the knowledge you will gain, but the friendships and memories that will be with you for a lifetime.

I wish you the very best of luck in your studies.

Professor David Brooksbank  
Dean, Cardiff School of Management

# FASHION

## WELCOME

It is a pleasure to welcome you to Cardiff Metropolitan University and to the Cardiff School of Management (CSM). We are sure that you will have a satisfying and rewarding period of study with us and that you will find the programme, university environment and associated activities both stimulating and exciting. We encourage you to make the most of this learning opportunity and your time at CSM. The MSc team is here to help and encourage you as you progress through the programme, and we look forward to getting to know each one of you.

This document will provide you with key information about the programme and the rules and administrative procedures governing the programme. It also acts as a signpost to other support services and activities across the university with a number of web-links to find out more information. A copy of this handbook will also be available through the Moodle Learning System (MLS), which will be explained to you later in the handbook.

Best wishes for a successful and enjoyable year!

*Jemma*

**Jemma Oeppen Hil**

**Programme Director – MSc Fashion Marketing Management**

## **1. ACADEMIC CALENDAR 2018**

**Enrolment / Induction:** **Week commencing** Monday, 1<sup>st</sup> October 2018 (activity timetable to follow in August)

**Semester 1:** **Week commencing** Monday 8<sup>th</sup> October - Friday 14<sup>th</sup> December (10 Weeks). Christmas Break. Semester restarts Week commencing Monday 7<sup>th</sup> Jan 2019 and ends Friday 25<sup>th</sup> Jan 2019

**Semester 2 :** **Week commencing** Monday 4<sup>th</sup> Feb 2019 – Friday 5<sup>th</sup> April 2019. Easter vacation 3 weeks. Semester restarts week commencing Monday 29<sup>th</sup> April 2019 and ends Friday 17<sup>th</sup> May 2019.

**Induction will be an essential point to meet your coursemates and to understand the key differences between undergraduate and postgraduate expectations.**



## **2. AIMS OF THE MSc PROGRAMME**

MSc Fashion Marketing Management aims to develop students in a range of academic, practical, intellectual and logical skills reflecting the rigor required at Level 7. These should demonstrate within a graduate a high level of student autonomy and self-direction in order to help demonstrate initiative, originality alongside integrity and ethical judgement, in an understanding of how Fashion Marketing Management works in the real world. The programme will encourage students to objectively appraise the range of economic, human and ethical dilemmas that impact the fashion marketing environment to enhance the student experience and develop them towards the professional requirements of a fashion marketing manager.

### **2.1 EDUCATIONAL AIMS OF THE PROGRAMME**

#### **Knowledge and Understanding**

*On successful completion of this Master's Degree, students should be able to:*

**A1** Demonstrate a critical awareness of the main issues, theories and methodologies that are critical and central to fashion marketing management.

**A2** Demonstrate an understanding of the role of fashion and marketing professionals and the challenges that they face within a wider business and organisational context and the relationship between inter-related fashion marketing management concepts, theories & practice

**A3** Demonstrate a comprehensive understanding of techniques applicable to their own research or advanced scholarship within the field of fashion marketing management.

**A4** Demonstrate comprehension of critical and topical issues surrounding management of fashion brands/organizations.

#### **Cognitive Skills**

*On successful completion of this Master's Degree, students should be able to:*

**B1** Critically evaluate theories, tools, framework and models in the field of fashion marketing management and reflect on their learning experience and personal development.

**B2** Analyse and critically evaluate primary and secondary information collected from research that will inform independent research and development of research skills.

**B3** Act independently in planning and managing learning with limited guidance

#### **Practical/Professional Skills**

*On successful completion of this Master's Degree, students should be able to*

**C1** Demonstrate an ability to conduct research into fashion marketing management issues and present findings both orally and in writing using a range of media

**C2** Demonstrate creativity, problem solving skills, organisation, planning and management skills

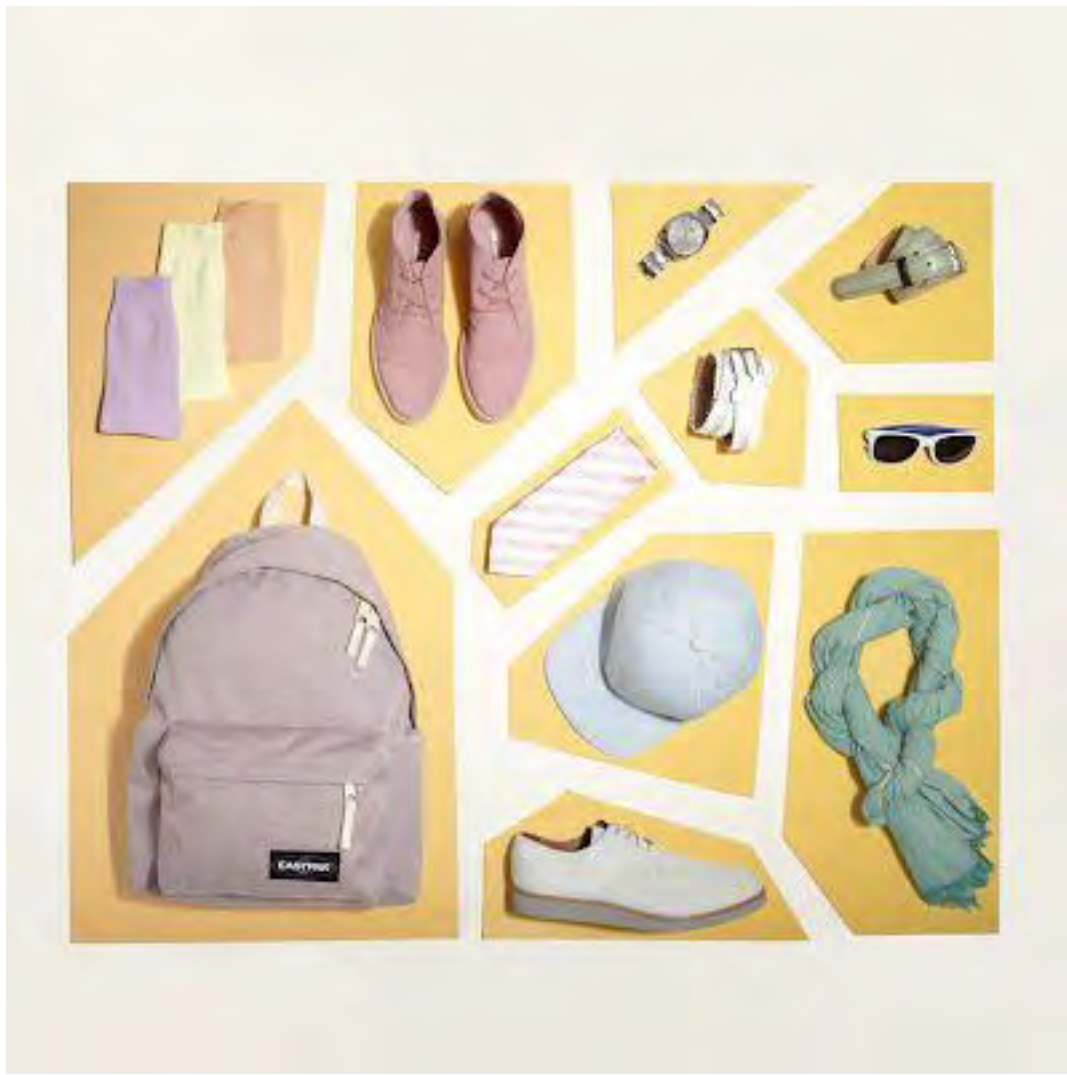
**Transferable Skills.**

*On successful completion of this Master's Degree, students should be able to*

**D1** Understand the role of the professional, standards of working, personal effectiveness and learning through reflexive practice. Effective and thorough understanding of the fashion industry, team working, potential areas of interest and future career alignment.

**D2** Demonstrate autonomous learning and problem-solving skills

**D3** Undertake an extended piece of relevant independent research



### **3. ACADEMIC PROGRAMME 2017/2018**

1. **Certificate** = Completing 60 credits:  
 Understanding the Fashion Consumer (20 credits),  
 Strategic Fashion Buying and Product Management (20 credits),  
 Modern Marketing Research for Fashion (20 credits).
2. **Diploma** = Completion of stage 1 and an additional 60 credits:  
 Multi-channel Fashion Marketing (20 credits),  
 International Fashion and Luxury Brand Management (20 credits),  
 Academic Research for Fashion Business (20 credits)
3. **Masters** = Completion of stages 1 & 2: and Dissertation/Marketing Plan (60 credits)  
**or** Creativity, Marketing and Enterprise (20 credits) **and** International Fashion Research Project (40 credits)

#### **September Intake**

<b>Level 7</b>						
<b>Module Code</b>	<b>Module Title</b>	<b>Semester *</b>	<b>Credit Value</b>	<b>Shared Module</b>	<b>Available in Welsh (Yes/No)</b>	<b>Short Course</b>
FMM 7004 CORE	Multi channel Fashion Marketing	1	20	No	No	
FMM 7005 CORE	International Fashion and Luxury Brand Management	1	20	No	No	
FMM7003 CORE	Modern Marketing Research for Fashion	1	20	No	No	
<b>Module Code</b>	<b>Module Title</b>	<b>Semester</b>	<b>Credit Value</b>	<b>Shared Module</b>	<b>Available in Welsh (Yes/No)</b>	<b>Short Course</b>

FMM 7001 CORE	Understanding the fashion consumer	FMM 7001 CORE	Understanding the fashion consumer	FMM 7001 CORE	Understanding the fashion consumer	FMM 7001 CORE
FMM 7002 CORE	Strategic Fashion Buying and Product management	2	20	No	No	
FMM 7006 CORE	Academic Research for Fashion Business	2	20	No	No	
<i>Award – PG Diploma</i>			<i>120</i>			
<b>Dissertation/ Project Module Code</b>	<b>Module Title</b>	<b>Semester *</b>	<b>Credit Value</b>	<b>Shared Module</b>	<b>Available in Welsh (Yes/No)</b>	<b>Short Course</b>
MSM 7032 OPTIONAL	Creativity, Marketing and Enterprise	2/3	20	No	No	
FMM 7007 OPTIONAL	International Fashion Research Project	3	40	No	No	
FMM 7008 OPTIONAL	Fashion Dissertation	3	60	No	No	
FMM 7009 OPTIONAL	Fashion Marketing Plan	3	60	No	No	
<i>Award – Masters Degree</i>			<i>180</i>			
<b>Final Award – MSc Fashion Marketing Management</b>			<b>180</b>			



## **INDUCTION SCHEDULE FOR MSc FASHION MARKETING MANAGEMENT**

**Please note:** All rooms are to be confirmed

### **Wednesday 3<sup>rd</sup> October**

- Programme Briefing 13.00 -14.00
  - **Room 01.15**
- Afternoon activities 14.00 – 16.00
  - **Room TBC**

### **Monday 8<sup>th</sup> October**

- Induction activities 13.00 – 17.00
- Getting to know you **Room E001**
- Hopes Fears and Expectations

### **Tuesday 9<sup>th</sup> October**

- Studying at Level 7 (Masters) 10 – 12 noon
  - **Room A013**
- Introduction to Moodle 13.00 – 14.00
  - **Room T008**

### **Wednesday 10<sup>th</sup> October**

See timetable 13.00 – 17.00

Please make sure that you check with me on where you need to be before the course starts (although you should receive an update including rooms in late September).

Best regards, Jemma

***Jemma Oeppen Hill***

*MSc Fashion Marketing Management Programme Director*

## **ENROLMENT**

Enrolment is an essential process that confirms your status as a Cardiff Met student and also gives you access to Cardiff Met IT systems, payment of fees, and, importantly, enables you to obtain your Student MetCard. ID Cards will be issued during induction.

You can complete the online Self-Enrolment process from any computer through the Cardiff Met Self Service system once you have received your **Enrolment Email**.

On receipt of your Enrolment Email, please begin your Self-Enrolment by going to the [www.cardiffmet.ac.uk/enrolment](http://www.cardiffmet.ac.uk/enrolment) webpage and following the step-by-step guidance provided. Access to the Enrolment section of the Cardiff Met Self Service system will require you to login with a username and password. **Please input the same username and password you originally used to apply with.** Guidance is provided for forgotten usernames/passwords. Please note that in order to Self-Enrol, your status with Cardiff Met must be **Unconditional Firm (UF)** i.e. all conditions met and place accepted.

## Useful links

- [Academic Handbook](#)
- [Accommodation](#)
- [Additional Costs](#)  
Additional costs are any mandatory or optional expenses, in addition to tuition fees, that need to be paid for by students to fully participate and complete their studies.
- [Admissions Policy](#)
- [Bike Shelters](#)  
[Once you are on campus and have collected your student ID card you will be able to request access to the various bike shelters around our campuses.](#)
- [Campus Maps & Met Rider](#)
- [Cardiff Met News](#)
- [Cardiff Met Sport & Facilities](#)
- [Cardiff Met SU](#) *including Freshers information & wristbands*
- [DBS](#)  
If your programme involves you coming into contact with children and young or vulnerable people then you will have been asked to carry out a criminal records check as part of your offer.
- [Occupational Health](#)  
To comply with current Health & Safety legislation, all Cardiff Met students undertaking a healthcare-related programme at Cardiff School of Sport & Health Sciences (involving a clinical placement component), are required to participate in a mandatory Occupational Health Screening assessment. Additionally, certain courses are also required to adhere to the Department of Health's immunisation and vaccination programme.
- [Student Finance](#)  
For information on tuition fees, alumni discount, loans and scholarships, as well as contact information for the Student Finance Advisory Service.
- [Student Handbook](#)
- [Student Services](#)  
For help during your time with us in relation to your health, welfare, lifestyle and future career. The aim is to provide you with all the support you need to ensure your studies are as enjoyable and successful as possible. Services also include counselling, disability and chaplaincy.
- [Term Dates](#)
- [Virtual Tours](#)  
Have another look around our campus and facilities with our guided virtual tours