Programme specification

MSc Fashion and Luxury Marketing

School: York Business School
Entry from: 2018/19 in: October
Awarding institution: York St John University
Teaching institution: York St John University
Delivery location: YSU London
Programme/s accredited by: Not applicable
Exit awards: Postgraduate Certificate Fashion and Luxury Marketing
Postgraduate Diploma Fashion and Luxury Marketing

UCAS code / GTTR / other: Not applicable
Joint Honours combinations: Not applicable
QAA benchmark group(s): Subject Benchmark Statement for Business Management (June, 2015)
Master’s degree characteristics (September, 2015)
Mode/s of study: Postgraduate periods of study for 1 year, Full-time for 1 year

Language of study: English
Study abroad opportunities: No

Introduction and special features

The MSc Fashion and Luxury Marketing is a distinctive programme, designed to support your career progression and personal and professional development, specifically in the fields of luxury and fashion based marketing. The programme brings together industry and academic expertise, sharing practical and theoretical insights which will allow you to gain the specialist knowledge and strategic skills necessary for your future career in fashion or luxury marketing. This programme is intended to allow you to develop an in-depth and critical understanding of the dimensions, processes, opportunities and challenges faced by organisations who create and design, manufacture, distribute, market and sell goods and services in the fast paced industries of luxury and fashion. You will gain a critical understanding of each distinct element of the marketing processes behind creating and communicating world-class authentic and experiential brands in this competitive, global marketplace.

You will explore best practice in areas such as new venture idea generation, legal establishment and protection, business funding and effective business planning. Customer needs have changed in recent years as consumers develop a more comprehensive understanding of issues like sustainability, authenticity and transparency. As such, the MSc in Luxury and Fashion Marketing takes a contemporary and cutting edge approach to Luxury and Fashion based education, in order to address this new consumerism and develop students who have an organisational focus upon today’s consumers as they constantly reevaluate their priorities and question what they truly value.
Our approach is to advance your thinking and knowledge base through creative and challenging teaching and research. You will have creative autonomy to research, develop and explore in a stimulating interdisciplinary environment based at our YSJ London campus. You will benefit from our industry connections and extensive expertise, knowledge, skills and understanding of the fashion and luxury sector. The curriculum provides a career-focused overview of the industry, ensuring you will have the up-to-date knowledge and applicable skills required. The bespoke and contemporary modules will assist you in preparing for your future career plans. Integral to the philosophy of the programme is the opportunity to combine and connect theory and practice, with opportunities to engage in placements, business shadowing, consultancy projects and live business research commissions.

A prominent feature of the programme is an annual fieldtrip offered to students where you will visit international fashion capitals and engage with industry leaders to explore the processes behind showcasing flagship stores which offer world-class experiential luxury. Further, you will hear from international fashion and luxury houses on how they design, develop and market goods in line with the ever-changing market needs. The areas of hospitality and luxury services will also be explored here, with students engaging those responsible for marketing the destinations leading luxury restaurants, hotels and experience providers and will have the opportunity to carry out their own international research for their final capstone projects.

Much of the learning is developed through the establishment of collaborative learning communities of programme participants, tutors and industry experts and you will become part of that community of learning. Your understanding is developed around the key skills, processes and practices of fashion and luxury marketing. Solutions to real problems are suggested, discussed and analysed within the learning community with the support of tutors and fellow learners. The programme involves you in a demanding process of personal and professional development, leading to an integrated and critically aware understanding of luxury and fashion in the global marketplace.

Special features of the programme include:

- Enhance and develop your own skill base to help prepare you for the luxury and fashion fields
- The potential to develop specialist knowledge and strategic skills necessary to create and manage a sustainable fashion and luxury business
- A supportive platform for critical reflection, through the application of academic theories to your real work situations
- The opportunity to gain industry experience and engage in project work
- A range of assessment methods used to mirror organisational based activities
- The potential to develop and engage with a network of industry experts and professionals in your field of study
- To enhance your employability through participation in a wide-range of teaching and learning experiences
- Participation in active and supportive forums drawing on practical expertise
- Study in one of the fashion capitals of the world and learn from industry experts
- International fieldtrips
- Class free Fridays in order to allow you to gain industry experience
Admissions criteria
You must meet the University’s general entry criteria for postgraduate study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/).

If you do not have traditional qualifications, you may be eligible for entry on the basis of Accredited Prior (Experiential) Learning (APL/APEL). We also consider applications for entry with advanced standing.

Programme aims

The overall aim of the programme is to develop your critical understanding and self-awareness of the issues relating to fashion and luxury marketing. You will be supported as you:

- develop critical awareness and understanding of the key concepts of omnichannel marketing communications, developing brand strategy, the theories and practices of experiential luxury, global trends and developments in luxury and fashion history and developments over time.
- develop the ability to join theory and practice in creative and innovative ways and reflect upon the learning involved as well as the outcomes;
- develop and enhance life-long learning skills and personal development in order to work with self-direction and originality.

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 7/FHEG L7

7.1 demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the marketing of fashion and luxury;

7.2 demonstrate an advanced and critical understanding of concepts, information and techniques informed by knowledge at the forefront of the study of luxury and fashion history, contemporary culture and the marketing response to these developments over time;

7.3 critically reflect and evaluate prior and current luxury and fashion marketing industry successes and failures

7.4 advance your management, leadership and team working skills and take a proactive, independent and self-reflective role in working and developing professional relationships with others;

7.5 formulate a critical awareness of current issues in the luxury and fashion industries informed by contemporary research and practice;

7.6 demonstrate a deep knowledge and critical understanding of organisations, context and response to changes in the global business environment;

7.7 extrapolate information critically and creatively utilising appropriate decision making techniques in order to extract meaning and understanding, solve problems, and identify and evaluate options in a world of uncertainty and imperfect information;
7.8 design, conduct, analyse and disseminate an extended independent piece of research or business related project from inception to completion.

Programme Structure

<table>
<thead>
<tr>
<th>Code</th>
<th>Level</th>
<th>Term</th>
<th>Title</th>
<th>Credits</th>
<th>Status of Module*</th>
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<tbody>
<tr>
<td>MLB041</td>
<td>M 1, 2</td>
<td>1, 2</td>
<td>The Business of Luxury and Fashion Marketing</td>
<td>15</td>
<td>C</td>
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<tr>
<td>MLB042</td>
<td>M 1</td>
<td>1</td>
<td>Theory and Practices of Experiential Luxury</td>
<td>15</td>
<td>C</td>
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<tr>
<td>MLB043</td>
<td>M 1</td>
<td>1</td>
<td>Global Trends and Developments in Luxury</td>
<td>15</td>
<td>C</td>
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<tr>
<td>MLB044</td>
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<td>Fashion Buying, Merchandising and Logistics</td>
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<td>C</td>
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<tr>
<td>MLB005</td>
<td>M 1, 2</td>
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<td>Industry Experience</td>
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<td>MLB046</td>
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<td>2</td>
<td>Global Fashion Brands and Omnichannel Communications</td>
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<tr>
<td>MLB047</td>
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<td>Luxury Brand Strategy</td>
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<td>MLB048</td>
<td>M 2</td>
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<td>Design History and Contemporary Culture</td>
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<td>MLB049</td>
<td>M 3</td>
<td>3</td>
<td>Fashion and Luxury Capstone Project</td>
<td>60</td>
<td>C</td>
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*C: Compulsory, CA: Compulsory for award, O: option or E: elective.

Learning, teaching and assessment

The programme delivery is based on principles of adult learning, recognising that participants are likely to bring a large amount of experience and knowledge to the group, and can share this with each other. The style of the programme is participative and resources for learning explicitly include the knowledge, experience and skills of all participants and staff. Some participants may not have been engaged in formal education for some time, and may never have studied social sciences at postgraduate level. As such, support with study skills, conventions of academic analysis and writing will be available for you from the first module, and will continue throughout the programme. The programme begins with intensive core 4 week module, followed by three 8 week modules each term. You will also have the opportunity to gain industry experience.
A key part of the philosophy of the programme is that by bringing together relevant academic theory and practical experience, you can enhance your deep understanding of these elements, and develop yourself as an individual and as a leader. All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, a guest speaker programme, tutorials, workshops, use of online materials, and global café style learning activities. Class activities, online discussions and problem solving exercises will enable you to gain feedback about your knowledge and understanding, prior to any formal summative assessments.

All modules are assessed through a programme of work undertaken whilst studying for the award. A range of assessment tools are used including presentations, critical essays, portfolios, reflective journals and case study work. Each module tutor will provide opportunities for formative assessment feedback to inform your work prior to submission. You will receive detailed feedback on assessment to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your subject knowledge.

Students of York St John University will receive the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of business management.

The Industry Experience module is an essential and distinguishing part of your preparation for successful industry employment or own business management. Understanding and experiencing industry dynamics will support your assessment of your own capabilities and ambitions as well as assessment of working environments which you would like to contribute to and create. You can choose between three modes of completion: industry placement, industry research project or industry consultancy project.

In addition to the opportunity to apply theoretical knowledge in practice, Industry Experience module allows you to enhance your awareness and critical analysis of your own competitiveness in the industry and a critical examination of workplace environment as well as best practices and opportunities for improving the working environment and/or practices.

Field trips to businesses, industry partners and events are a regular feature throughout the programme. There will be some subsidy of these but you may be expected to make a financial contribution.

The University will use its wide network of industry relationships and partnerships to provide opportunities for students to engage in work placements, business consultancies or business research however this cannot be guaranteed.

**Progression and graduation requirements**
The University’s [general regulations for](#) postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section.

**Internal and external reference points**
This programme specification was formulated with reference to:
- University Mission Statement [see page two]
- Strategic Plan 2015-20 [see page four]
- QAA subject benchmark statement
- Framework for Higher Education Qualifications
- York St John University “General Regulations for Postgraduate Awards”
- QAA Master’s degree characteristics (September 2015)

Date written / revised: click here to enter a date
Programme originally approved: click here to enter a date