

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA FASHION MARKETING & COMMUNICATION

PROGRAMME SPECIFICATION 2019/20

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	Master of Arts		
Course Title	Fashion Marketing and Communication		
Course Location and Length	Campus: Epson Length:	Full-time: 1 year Part-time: 2 years	
Mode of Study	Full-time	✓	Part-time ✓
Period of Validation	2016/17 to 2020/21		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements ²			
<p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p>			
Overall methods of assessment ³	Written exams:	Practical exams:	Coursework:
Course:	0%	25.6%	74.4%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Course:	27.5%	72.5%	0%
	495 hours	1305 hours	0 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the		

¹ Regulated by the Higher Education Funding Council for England

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

	Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.
Language of Study	English
Subject/Qualification Benchmark Statement: QAA Master's Degree Characteristics Statement, September 2015 QAA Subject Benchmark Statement: Masters Degrees in Business and Management, June 2015	
Framework for Higher Education Qualifications (FHEQ)	

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit codes and titles	Level	Credit value	Elective/ Core	If elective is this the most popular student choice?
Course				
EFMC7001 The Fashion Live Project	7	20	Core	
EFMC7009 The Business Lecture Series	7	20	Core	
EFMC7010 Creative Thinking	7	20	Core	
EFMC7011 Digital Communications and Fashion PR	7	20	Core	
EFMC7012 Future Trends and Fashion Brands	7	20	Core	
EFMC7013 Ideas Development and Marketing and Communications Proposal	7	40	Core	
EFMC7014 Final Fashion Marketing and Communications Project (Production and Realisation)	7	40	Core	