

## Overview

<b>Programme Code</b>	36192
<b>Programme Title</b>	International Fashion and Media Management
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	Masters
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Programme Leader</b>	
<b>Link Tutor(s)</b>	Amanda Mason

<b>Partner Name</b>	<b>Partnership Type</b>
European College of Business Management	Validated

## Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Arts - MA	See Learning Outcomes Below
Alternative Exit	Postgraduate Diploma - PD	<p>1.Critically evaluate principles and practice of fashion and media management on a global basis. 2.Critically analyse and evaluate the appropriateness of existing and proposed options for resource allocation and utilisation in the development of business plans and projects. 3.Critically evaluate the role of effective communication strategies in international fashion and media management. 4.Critically analyse the impact of the social and ethical dynamics on the fashion enterprise. 5.Evaluate the application of effective digital strategies for reaching the market including social media. 6.Critically evaluate appropriate management leadership concepts and techniques. 7.Critically reason and analyse complex business issues both systematically and innovatively, interpreting and evaluating information from different sources. 8.Evaluate and critically appraise organisational policy and practice. 9.Demonstrate effective and professional problem-solving skills and communicate effectively across a variety of media. 10.Demonstrate the ability to work within time constraints and an ability to prioritise workloads in order to deliver to deadlines. 11.Participate constructively as a member of a team.</p>

### Alternate Award Names

## External Benchmarks

### Subject Benchmark Statement

## Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Part-Time, Face to Face	January	European College of Business Management	2 Years
Part-Time, Face to Face	September	European College of Business Management	2 Years

## Aims and Outcomes

### Educational Aims of the Programme

The aims of the MA programme are to equip students with the following: 1. knowledge about fashion and media management in an international context to enable them to perform as effective entrepreneurs and managers in dynamic enterprises 2. the ability to analyse management situations from an operational perspective with relevance to the sphere of fashion and media; 3. applied communication skills at a level which enables them to perform effectively both academically and professionally; 4. the ability to apply theoretical knowledge to work-based problems and issues; 5. transferable skills, particularly those which are team-oriented; 6. skills in planning and research; 7. knowledge and skills appropriate for the production of a research project; 8. a basis for continual personal development and learning throughout their future careers.

### Learning Outcomes

Code	Description
PLO1	Critically evaluate principles and practice of fashion and media management on a global basis.
PLO2	Demonstrate the ability to work within time constraints and an ability to prioritise workloads in order to deliver to deadlines.
PLO3	Participate constructively as a member of a team.
PLO4	Critically appraise published academic and business literature.
PLO5	Critically evaluate and select the most appropriate research methodologies for the solution of professional and commercial problems in a timely and robust manner.
PLO6	Apply the most appropriate methods of data collection and analysis ( quantitative, qualitative or mixed approach) to an organisational issue or problem.
PLO7	Apply independent learning through reflections and independent thinking.
PLO8	Practice and promote on-going personal development.
PLO9	Critically analyse and evaluate the appropriateness of existing and proposed options for resource allocation and utilisation in the development of business plans and projects.
PLO10	Critically evaluate the role of effective communication strategies in international fashion and media management.
PLO11	Critically analyse the impact of the social and ethical dynamics on the fashion enterprise.
PLO12	Evaluate the application of effective digital strategies for reaching the market including social media.
PLO13	Critically evaluate appropriate management leadership concepts and techniques.
PLO14	Critically reason and analyse complex business issues both systematically and innovatively, interpreting and evaluating information from different sources.
PLO15	Evaluate and critically appraise organisational policy and practice.
PLO16	Demonstrate effective and professional problem-solving skills and communicate effectively across a variety of media.

## Programme Structure

### Programme Structure Description

Completion of 120 taught credits provides the fallback award PG-Dip International Fashion and Media Management (only achieved on completion of all taught credits, including the taught option 20 credits, but not including the Research Project worth 60 credits) Completion of 180 credits award: MA International Fashion and Media Management. The PG-Cert is not offered as an alternative exit award.

<b>Programme Structure - 180 credit points</b>	
<b>Level 7 - 180 credit points</b>	
<b>Level 7 Core - 160 credit points</b>	<b>CORE</b>
[MODULE] 7210ECBM Research Methods for Managers Approved 2022.01 - 10 credit points	
[MODULE] 7350ECBM Research Project Approved 2022.01 - 60 credit points	
[MODULE] 7510ECBM Fashion Enterprise Skills Approved 2022.01 - 30 credit points	
[MODULE] 7520ECBM Influencer Marketing Approved 2022.01 - 20 credit points	
[MODULE] 7530ECBM Social Media for Entrepreneurs Approved 2022.01 - 20 credit points	
[MODULE] 7540ECBM Social Enterprise Approved 2022.01 - 20 credit points	
<b>Level 7 Optional - 40 credit points</b>	<b>OPTIONAL</b>
[MODULE] 7550ECBM Holistic Retail Design Approved 2022.01 - 20 credit points	
[MODULE] 7560ECBM Aspects of Fashion Journalism Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

## Teaching, Learning and Assessment

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated are: For knowledge and understanding, teaching and learning strategies are based on a combination of structured tuition and student-centred learning. Methods adopted include lecture, tutorial, practical, workshops, assignments, case study, video, group work discussion and 'real world' business case studies. This approach is intended to facilitate students taking ownership and responsibility for their own learning. All are addressed formatively through contributions to discussions and direct contact with tutors and peers in group discussion. Materials required to support and inform learners to achieve all outcomes, are provided throughout the programme and include books, journal articles and case studies, as well as tutor notes. All modules are supported via the VLE (the virtual learning environment). A variety of assessment methods are deployed throughout the programme. These methods include problem-solving exercises, practical projects, case studies, research-based projects, literature reviews, group presentations, group and individual reports, reflective reviews, class tests. Formative feedback is provided in all modules, and extensively in the workshops and webinars. In most modules more than one piece of formal assessment exists, which allows for further formative feedback to be given in the course of the module. Intellectual skills are developed through case study or 'real world' project work, tutorial work, coursework assignments and directed reading, enabling linking of theory to practical example. The assessment methodology provides opportunities for the assessment of intellectual skills. The blending of group and individual assessment formats help to develop collaborative awareness and team perspectives in addition to individual reflection. For professional and practical skills development students will produce coursework that predominantly relates to real world case study scenarios, thereby linking theory to practice. Throughout students will critically reflect on their learning process. All practical skills are assessed through a variety of assessment methods including class tests, coursework, projects and formal reports, which require the demonstration of such skills. Transferable skills are generally incorporated within modules and related to relevant assessments as appropriate. Students will be provided with support during induction and throughout the programme. The nature of classroom sessions is devised to create an interactive experience, with group activities playing a large part in the delivery. Students will be expected to undertake work in their own time and, given the applied approach to assessment this will demand a degree of self management. The transferable skills assessment is embedded into the modules. Where ICT packages are used, these will form part of the assessment submission. Key skills will be developed throughout the programme commencing at the induction. Transferable skills will be important in providing students with the increased confidence and ability to address business problems. The final outcome of transferable skills will be the Research Project including reflections on own learning.

## Opportunities for work related learning

Whilst the programme does not involve direct work-related learning the use of 'live' case studies, visiting practitioners and business simulation exercises ensures that the programme focuses strongly on the world of work. The programme also makes use of locations and, where possible, scheduling, that allows the student to be present at international fashion and media centres and events.

## Entry Requirements

Type	Description
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<p>Alternative qualifications considered</p>	<p>All candidates must be able to demonstrate an ability to benefit from and contribute to the programme.  Given the general nature of assessment, candidates will normally match the entry criteria below:  - a degree from a recognised University or equivalent awarding institution at second class honours level or above; or  - a professional qualification recognised as equivalent to the above; or  Where a candidate does not fulfil the standard entry qualification the Programme Leader will interview the person to determine their suitability for the Programme.</p>
<p>Other international requirements</p>	<p>Overseas qualifications Where English is not the candidate's first language, or their first degree was not wholly taught and assessed in English, an IELTS score of 6.0 must be achieved (or TOEIC/TOEFL equivalent score). It is desirable that candidates have some work experience; however it is not essential.</p>

**Extra Entry Requirements**