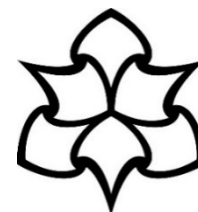


# Collaborative Provision Programme Specification 2020-21



Period of Approval: 01/09/2017- 31/08/2023

## ADMINISTRATIVE AND REGULATORY INFORMATION

|    |   |  |   |
|----|---|--|---|
| 1  | Partner Name                                    | Istituto Marangoni   |   |
| 2  | Type of Collaborative Partnership               | External Validation  |   |
| 3  | Enrolment Status                                | <input checked="" type="checkbox"/> Externally Enrolled <input type="checkbox"/> Fully Enrolled  |   |
| 4  | Programme Title(s)                              | BA (Hons) Fashion Business Communication and Media (316S)  |   |
| 5  | HECOS Code(s)                                   | 100079   |   |
| 6  | Awarding Institution                            | <input checked="" type="checkbox"/> Manchester Met<br><input type="checkbox"/> Other, please specify:  |   |
| 7  | Manchester Met Faculty                          | Arts & Humanities  |   |
| 8  | Manchester Met Department / School              | Manchester Fashion Institute   |   |
| 9  | Final Level of Study (FHEQ)                     | Level 6 (BA Hons, BSc Hons, BEng, LLB)   |   |
| 10 | Mode(s) of Study and Duration                   | <b>Mode of Study</b>   | <b>Duration (Years)</b>   |
|    |   | <input checked="" type="checkbox"/> Full Time  | 3   |
|    |   | <input type="checkbox"/> Part Time   |   |
|    |   | <input checked="" type="checkbox"/> Sandwich / Study Abroad  | 4   |
|    |   | <input type="checkbox"/> Online / Distance Learning  |   |
|    | <input type="checkbox"/> Other, please specify: |  |   |
| 11 | Cohort  | <input type="checkbox"/> September (standard)<br><input checked="" type="checkbox"/> October<br><input type="checkbox"/> November<br><input type="checkbox"/> December<br><input type="checkbox"/> January<br><input checked="" type="checkbox"/> February | <input type="checkbox"/> March<br><input type="checkbox"/> April<br><input type="checkbox"/> May<br><input type="checkbox"/> June<br><input type="checkbox"/> July<br><input type="checkbox"/> August |
|    |   | <input type="checkbox"/> Yes   | <input checked="" type="checkbox"/> No  |
| 12 | Is this for a closed cohort only?               |  |   |
| 13 | QAA Subject Benchmark Statement                 | <a href="#">Business Management</a>  |   |
| 14 | University Assessment Regulations               | <a href="#">Undergraduate</a>  |   |

|    |  |   |                   |                     |                  |
|----|--|---|-------------------|---------------------|------------------|
| 15 | <b>Approved Variations / Exemptions from Assessment Regulations and/or Curriculum and Assessment Framework for Taught Programmes</b> | <p><u>Curriculum and Assessment Framework for Taught Programmes Exemptions</u></p> <p>Collaborative partners are exempt from regulations 3.9, 3.13 – 3.17 and 3.25 – 3.28</p> <p>Regulation 4.12 has been re-worded for collaborative partners. The approved wording is as follows:</p> <p><i>All assessment components within a Programme must be categorised as either 'assignment' or 'examination'. The overall split of assessment for each level, and more detailed assessment strategies, will be defined and approved through Collaborative Programme Approval and Review Events.</i></p>   |                   |                     |                  |
| 16 | <b>Learning &amp; Teaching Delivery</b>  | <b>Level</b>  | <b>Scheduled</b>  | <b>Independent</b>  | <b>Placement</b> |
|    |  | 4   | 50%               | 50%                 | 0%               |
|    |  | 5   | 50%               | 50%                 | 0%               |
|    |  | 6   | 50%               | 50%                 | 0%               |
|    |  | Sandwich Year   | 0%                | 0%                  | 100%             |
| 17 | <b>Assessment Methods</b>  | <b>Level</b>  | <b>Assignment</b> | <b>Examinations</b> |                  |
|    |  | 4   | 65%               | 35%                 |                  |
|    |  | 5   | 100%              | 0%                  |                  |
|    |  | 6   | 100%              | 0%                  |                  |
| 18 | <b>Entry Requirements</b>  | <p>The normal minimum age for entry shall be 18 years.<br/>The normal entry requirements is:</p> <ul style="list-style-type: none"> <li>• recognised foundation course at QCF level 3</li> <li>or</li> <li>• minimum of 80 UCAS tariff points</li> <li>or</li> <li>• International Baccalaureate (or equivalent)</li> <li>or</li> <li>• BTEC Higher National Diploma or Certificate (MMP or equivalent)</li> <li>or</li> <li>• BTEC National Diploma (or equivalent)</li> <li>or</li> <li>• Scottish Certificate of Education with passes in the three subjects at Higher Grade (C or above) and two subjects at Standard Grade (3 or above)</li> <li>or</li> <li>• Recognised foundation course at FHEQ Level 3 (including MMU recognised Istituto Marangoni Milano Foundation year course in Design and Fashion)</li> <li>or</li> <li>• Irish Leaving Certificate with a minimum of 4 at grade C or above at Higher/Honours Level</li> </ul> <p>The Admissions panel may accept other qualifications as are deemed to be acceptable in lieu of the specified above.</p> |                   |                     |                  |

|  |  |   |
|--|--|---|
|  |  | <p>Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni London will have guaranteed progression onto BA (Hons) Fashion Business Communication and Media, provided they have the required L4 English entry requirement.</p> <p><b>International Applicants</b><br/>International applicants, for Level 4, must have sufficient command of English to meet the requirements of the programme in every respect. If they have previously studied in the UK students are normally expected to have attained either a grade c or above in GCSE English Language or the equivalent. Other international applicants, for whom English is not their first language, IELTS at grade 6 (with no element below 5.5) is a requirement for the admission to the programme.</p> |
|--|--|---|

## Awards

|    |                             |   |                |                       |
|----|-----------------------------|---|----------------|-----------------------|
| 19 | Final Award Title(s)        | BA (Hons) Fashion Business Communication and Media (316S)<br>BA (Hons) Fashion Business Communication and Media (sandwich) (316T) |                |                       |
| 20 | Interim Exit Award Title(s) | Cert HE Fashion Business<br>Dip HE Fashion Business Communication and Media   |                |                       |
| 21 | Main Location of Study      | <b>Level</b>  | <b>Partner</b> | <b>Manchester Met</b> |
|    |                             | 4   | 100%           | 0%                    |
|    |                             | 5   | 100%           | 0%                    |
|    |                             | 6   | 100%           | 0%                    |

## Articulation Arrangements

|    |                           |  |
|----|---------------------------|--|
| 22 | Articulation Arrangements | <b>Details of Arrangements</b>   |
|    |                           | <p>Istituto Marangoni Mumbai School, Istituto Marangoni Shanghai Training Centre, Istituto Marangoni Shenzhen Training Centre</p> <p>Students who successfully complete their first year of study on the Undergraduate Progression Course in Fashion Business programmes will be given entry to the second year of the BA (Hons) Fashion Business Communication and Media.</p> |

## Professional, Statutory and Regulatory Bodies

|    |  |     |
|----|--|-----|
| 23 | Accrediting and / or associated PSRB(s)                                  | N/A |
| 24 | Date, outcome & period of approval of last PSRB approval / accreditation | N/A |

## Programme Outcomes

|  |   |  |
|--|---|--|
| <b>25</b>  | <b>Final Award Learning Outcomes</b>  |  |
| <b>Part A – Knowledge and Critical Understanding</b> |   |  |
|  | By the end of the programme students are expected to have knowledge and critical understanding of:  | Assessed by:<br>Assignments may include: <ul style="list-style-type: none"> <li>• <i>Report</i></li> <li>• <i>Presentation</i></li> <li>• <i>Research Book</i></li> <li>• <i>Written Rationale</i></li> <li>• <i>Review</i></li> <li>• <i>Blog Entry</i></li> <li>• <i>Reflective Journal</i></li> <li>• <i>Essay</i></li> <li>• <i>Written Evaluation</i></li> <li>• <i>Business Project</i></li> </ul> |
| 25.1   | The different areas of the fashion marketing communication business and how these operate within an integrated framework  | Assignment<br>Examination  |
| 25.2   | Marketing strategies designed and implemented by different types of organisations operating within the fashion industry taking into account the social and environmental impact |  |
| 25.3   | National and international off- and online fashion communication opportunities in new media fashion environments  |  |
| 25.4   | How to apply theoretical understanding to practise within a working environment (only applicable for sandwich year students).   | Assignments – may include: <ul style="list-style-type: none"> <li>• Reflective Journal</li> <li>• Report</li> </ul>  |
| <b>Part B – Skills and Attributes</b>                |   |  |
|  | The programme will ensure students will gain the following skills and attributes:   | Assessed by:<br>Assignments may include: <ul style="list-style-type: none"> <li>• <i>Report</i></li> <li>• <i>Presentation</i></li> <li>• <i>Research Book</i></li> <li>• <i>Written Rationale</i></li> <li>• <i>Review</i></li> <li>• <i>Blog Entry</i></li> <li>• <i>Reflective Journal</i></li> <li>• <i>Essay</i></li> <li>• <i>Written Evaluation</i></li> <li>• <i>Business Project</i></li> </ul> |
| 25.5   | How to formulate solutions to business problems based on a synthesis of management principles and practices related to the luxury fashion market                                | Assignment<br>Examination  |
| 25.6   | A range of effective communication strategies and assess their value for fashion media needs  |  |
| 25.7   | The problem-solving and concept-generating approaches required by the fashion industry for graduate-level employment or postgraduate education                                  |  |

## Programme Structure

|    |                      |
|----|----------------------|
| 26 | Course Unit Overview |
|----|----------------------|

### Level 4

| Core Course Units |       |        |                            |               |   |                              |
|-------------------|-------|--------|----------------------------|---------------|---|------------------------------|
| Code              | Occ   | Status | Course Unit Title          | No of credits | Home Programme  | Outcomes addressed           |
| 314Z0057          | 1F9IC | Core   | Introduction to Fashion    | 30            | BA (Hons) Fashion Business<br>BA (Hons) Fashion Business and Buying<br>BA (Hons) Fashion Business Communication and Media | 25.1, 25.2, 25.5             |
| 314Z0058          | 1F9IC | Core   | Alpha Marketing            | 30            | BA (Hons) Fashion Business<br>BA (Hons) Fashion Business and Buying<br>BA (Hons) Fashion Business Communication and Media | 25.1, 25.2, 25.3, 25.5, 25.6 |
| 314Z0059          | 1F9IC | Core   | The Luxury Fashion Product | 30            | BA (Hons) Fashion Business<br>BA (Hons) Fashion Business and Buying<br>BA (Hons) Fashion Business Communication and Media | 25.2, 25.5                   |
| 314Z0060          | 1F9IC | Core   | Principles of Business     | 30            | BA (Hons) Fashion Business<br>BA (Hons) Fashion Business and Buying<br>BA (Hons) Fashion                                  | 25.2, 25.5                   |

|  |  |  |  |  |                                  |  |
|--|--|--|--|--|----------------------------------|--|
|  |  |  |  |  | Business Communication and Media |  |
|--|--|--|--|--|----------------------------------|--|

Upon successful completion of this level, the interim exit award shall be: Cert HE Fashion Business

**Level 5**

| Core Course Units |       |        |                                     |               |   |                              |
|-------------------|-------|--------|-------------------------------------|---------------|---|------------------------------|
| Code              | Occ   | Status | Course Unit Title                   | No of credits | Home Programme  | Outcomes addressed           |
| 315Z1012          | 2F9IC | Core   | Visual and Emotional Branding       | 30            | BA (Hons) Fashion Business<br>BA (Hons) Fashion Business and Buying<br>BA (Hons) Fashion Business Communication and Media | 25.1, 25.2, 25.3, 25.5,      |
| 315Z1018          | 2F9IC | Core   | Editorial Environment               | 30            | BA (Hons) Fashion Business Communication and Media  | 25.1, 25.2, 25.3, 25.5, 25.6 |
| 315Z1019          | 2F9IC | Core   | Luxury Image and Brand Construction | 30            | BA (Hons) Fashion Business Communication and Media  | 25.1, 25.2, 25.3, 25.5, 25.6 |
| 315Z1015          | 2F9IC | Core   | Finance and Management Control      | 30            | BA (Hons) Fashion Business<br>BA (Hons) Fashion Business and Buying<br>BA (Hons) Fashion Business Communication and Media | 25.1, 25.2, 25.5, 25.6       |

Upon successful completion of this level, the interim exit award shall be: DipHE Fashion Business Communication and Media

**Placement Year (Sandwich only)**

| Core Course Units |       |        |                   |               |  |                    |
|-------------------|-------|--------|-------------------|---------------|--|--------------------|
| Code              | Occ   | Status | Course Unit Title | No of credits | Home Programme   | Outcomes addressed |
| 31PLX000<br>3     | 3S9IP | Core   | Placement         | 120           | BA (Hons)<br>Fashion<br>Business<br>BA (Hons)<br>Fashion<br>Business and<br>Buying<br>BA (Hons)<br>Fashion<br>Business<br>Communication<br>and Media | 25.4               |

**Level 6**

| Core Course Units |       |        |   |               |  |                                       |
|-------------------|-------|--------|---|---------------|--|---------------------------------------|
| Code              | Occ   | Status | Course Unit Title   | No of credits | Home Programme   | Outcomes addressed                    |
| 316Z0081          | 3F9IC | Core   | Creative Direction  | 30            | BA (Hons)<br>Fashion<br>Business<br>Communication<br>and Media   | 25.1, 25.2, 25.3,<br>25.5, 25.6, 25.7 |
| 316Z0082          | 3F9IC | Core   | Honours Project<br>Fashion Business<br>Communication and<br>Media | 60            | BA (Hons)<br>Fashion<br>Business<br>Communication<br>and Media   | 25.1, 25.2, 25.3,<br>25.5, 25.6, 25.7 |
| 316Z0079          | 3F9IC | Core   | Future of Fashion   | 30            | BA (Hons)<br>Fashion<br>Business<br>BA (Hons)<br>Fashion<br>Business and<br>Buying<br>BA (Hons)<br>Fashion<br>Business<br>Communication<br>and Media | 25.1, 25.3, 25.7                      |

Upon successful completion of this level, the exit award shall be: BA (Hons) Fashion Business Communication and Media

|   |     |
|---|-----|
| <b>Are any of these course units delivered across other programmes?</b> | Yes |
|---|-----|

|    |                                |
|----|--------------------------------|
| 27 | <b>Programme Structure Map</b> |
|----|--------------------------------|

**Level 4**

| Term One                                | Term Two                        | Term Three                                 |
|---|---------------------------------|--|
| Introduction to Fashion<br>(30 credits) | Alpha Marketing<br>(30 credits) | The Luxury Fashion Product<br>(30 credits) |
| Principles of Business<br>(30 credits)  |                                 |  |

**Level 5**

| Term One                                       | Term Two                              | Term Three   |
|--|---------------------------------------|--|
| Visual and Emotional Branding<br>(30 credits)  | Editorial Environment<br>(30 credits) | Luxury Image and Brand<br>Construction<br>(30 credits) |
| Finance and Management Control<br>(30 credits) |                                       |  |

**Placement Year (Sandwich only)**

| Term One                   | Term Two | Term Three |
|----------------------------|----------|------------|
| Placement<br>(120 credits) |          |            |

**Level 6**

| Term One                           | Term Two   | Term Three |
|------------------------------------|--|------------|
| Creative Direction<br>(30 credits) | Honours Project Fashion Business Communication and Media<br>(60 credits) |            |
| Future of Fashion<br>(30 credits)  |  |            |