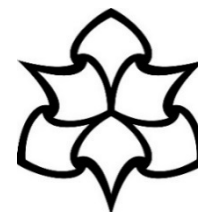


# Collaborative Provision Programme Specification 2020-21



Period of Approval: 01/09/2018- 31/08/2024

## 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)	MA Fashion and Luxury Brand Management 316B	
5	HECOS Code(s)	100449	
6	Awarding Institution	<input checked="" type="checkbox"/> Manchester Met <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 7 (MA, MSc, PGCE, M.Med, LL.M, MBA, MEd)	
10	Mode(s) of Study and Duration	<b>Mode of Study</b>	<b>Duration (Years)</b>
		<input checked="" type="checkbox"/> Full Time	1.25 (15 months)
		<input type="checkbox"/> Part Time	
		<input type="checkbox"/> Sandwich / Study Abroad	
		<input type="checkbox"/> Online / Distance Learning	
	<input type="checkbox"/> Other, please specify:		
11	Cohort	<input type="checkbox"/> September (standard)	<input type="checkbox"/> March
		<input checked="" type="checkbox"/> October	<input type="checkbox"/> April
		<input type="checkbox"/> November	<input type="checkbox"/> May
		<input type="checkbox"/> December	<input type="checkbox"/> June
		<input type="checkbox"/> January	<input type="checkbox"/> July
		<input checked="" type="checkbox"/> February	<input type="checkbox"/> August
12	Is this for a closed cohort only?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
13	QAA Subject Benchmark Statement	<a href="#">Business Management</a>	
14	University Assessment Regulations	<a href="#">Postgraduate</a>	
15	Approved Variations / Exemptions from Assessment	<a href="#">Curriculum and Assessment Framework for Taught Programmes Exemptions</a>	

	<b>Regulations and/or Curriculum and Assessment Framework for Taught Programmes</b>	<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>
		7	40%	50%	10%
17	<b>Assessment Methods</b>	<b>Level</b>	<b>Assignment</b>		<b>Examinations</b>
		7	100%		0%
18	<b>Entry Requirements</b>	<ul style="list-style-type: none"> <li>• Completed application form</li> <li>• Signed personal statement</li> <li>• Curriculum Vitae</li> <li>• 2 reference letters</li> <li>• Undergraduate qualification of normally 2.1 or above</li> <li>• Notarized photocopy of a graduation diploma and academic transcripts (must be equivalent to a UK bachelor degree) and their official translation in English, if in a language different than English (for the master's degree courses at the London and Paris schools)</li> <li>• Interview</li> <li>• Portfolio</li> </ul> <p>Non-native English speakers need to provide a copy of the official English language certificate: the English language test score should be at least upper B2 at CEFR level – IELTS overall score of 6.5 with no elements below 5.5* – only for the Paris and London Schools</p>			

## Awards

19	<b>Final Award Title(s)</b>	MA Fashion and Luxury Brand Management 316B		
20	<b>Interim Exit Award Title(s)</b>	PG Certificate Fashion and Luxury Brand Management PG Diploma Fashion and Luxury Brand Management		
21	<b>Main Location of Study</b>	<b>Level</b>	<b>Partner</b>	<b>Manchester Met</b>
		7	100%	0%

## Articulation Arrangements

22	<b>Articulation Arrangements</b>	<b>Details of Arrangements</b>
		N/A

## 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

25	<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:
25.1	How different fashion and luxury organisations manage their brands and market offerings in different market environments and economic contexts.	Assignments – may include: <ul style="list-style-type: none"> <li>• Presentation</li> <li>• Report</li> <li>• Essay</li> <li>• Research Proposal</li> <li>• Reflective Journal</li> <li>• Dissertation</li> </ul>
25.2	Interrelationships between marketing, branding, finance, wealth management and the functional strategies of luxury organisations.	
25.3	How current and future dynamics of new technologies, disruption, changing consumer trends and corporate social responsibility impact the strategic thinking of fashion and luxury organisations.	
<b>Part B – Skills and Attributes</b>		
	The programme will ensure students will gain the following skills and attributes:	Assessed by:
25.4	Be able to recommend systematic and creative solutions to a range of real-world business and management problems, taking into consideration various theories, frameworks and practices relevant to luxury brand management.	Assignments – may include: <ul style="list-style-type: none"> <li>• Presentation</li> <li>• Report</li> <li>• Essay</li> <li>• Research Proposal</li> <li>• Reflective Journal</li> <li>• Dissertation</li> </ul>
25.5	Be able to provide evidence of a substantial piece of independent and interdisciplinary research.	
25.6	Be able to develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives	
25.7	Be able to manage their professional development reflecting on progress and taking appropriate action	
25.8	The ability to find, evaluate, synthesise and use information from a variety of sources	
25.9	Be able to express ideas effectively and communicate information appropriately and accurately using a range of media including ICT	

## Programme Structure

26	<b>Course Unit Overview</b>
----	-----------------------------

**Level 7**

Core Course Units						
Code	Occ	Status	Course Unit Title	No of credits	Home Programme	Outcomes addressed
317Z0016	1F2IC	Core	Luxury Marketing Strategies	20	MA Fashion and Luxury Brand Management	25.1, 25.2, 25.3, 25.4, 25.5, 25.8, 25.9
317Z0010	1F2IC	Core	Fashion and Culture	20	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Styling, Photography and Film	25.1, 25.2, 25.3, 25.7, 25.8, 25.9
317Z0004	1F2IC	Core	Contextual and Cultural Studies	20	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Styling, Photography and Film MA Fashion Design Womenswear MA Luxury Accessories Design and Management	25.1, 25.2, 25.3, 25.4, 25.5, 25.6, 25.7, 25.8, 25.9
317Z0019	1F2IC	Core	Strategic Luxury Branding	20	MA Fashion and Luxury Brand Management	25.1, 25.2, 25.3, 25.4, 25.5, 25.6, 25.8, 25.9
31LMM001	1F2IC	Core	Luxury Management	20	MA Fashion and Luxury Brand Management	25.1, 25.2, 25.3, 25.4, 25.5, 25.6, 25.8, 25.9
31RMM002	1F2IC	Core	Research Methods	20	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying	25.1, 25.2, 25.3, 25.4, 25.5, 25.7, 25.8, 25.9

					MA Fashion Promotion, Communication and Media MA Fashion Styling, Photography and Film MA Fashion Design Womenswear MA Luxury Accessories Design and Management	
317Z0014	1F2IC	Core	Industry Placement	20	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Styling, Photography and Film MA Fashion Design Womenswear MA Luxury Accessories Design and Management	25.1, 25.2, 25.3, 25.4, 25.5, 25.6, 25.7, 25.8.
317Z0008	1F2IC	Core	Dissertation	40	MA Fashion and Luxury Brand Management MA Contemporary Fashion Buying MA Fashion Promotion, Communication and Media MA Fashion Styling, Photography and Film MA Fashion Design Womenswear MA Luxury Accessories Design and Management	25.1, 25.2, 25.3, 25.4, 25.5, 25.7, 25.8. 25.9

Upon successful completion of 60 credits, the interim exit award shall be: Postgraduate Certificate Fashion and Luxury Brand Management

Upon successful completion of 120 credits, the interim exit award shall be: Postgraduate Diploma Fashion and Luxury Brand Management

Upon successful completion of this level, the exit award shall be: MA Fashion and Luxury Brand Management

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

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

**Level 7**

Term One	Term Two	Term Three	Term Four	Term Five
Luxury Marketing Strategies (20 credits)	Strategic Luxury Branding (20 credits)	Industry Placement (20 credits)	Luxury Management (20 credits)	Dissertation (40 credits)
Fashion and Culture (20 credits)				
Contextual and Cultural Studies (20 credits)				
Research Methods (20 credits)				