



Master in Fashion Management with specialisation in Fashion Marketing and Retailing

Magisterutbildning i Fashion Management med inriktning modemarknadsföring

60 credits

Ladok Code: DMAFM

Version: 4.0

Level: Second cycle

Approved by: The Teaching Committee 2011-08-18

Valid from: Autumn 2011

Valid for:

General Objectives

Second level education shall essentially build on the knowledge that students acquire in first level education or corresponding knowledge. Second level education shall involve a deepening of knowledge, skills and abilities relative to first level education and, in addition to what applies to first level education, shall

- further develop the students' ability to independently integrate and use knowledge,
- develop the students' ability to deal with complex phenomena, issues and situations, and
- develop the students' potential for professional activities that demand considerable independence or for research and development work.

(The Higher Education Act, Chapter 1, Section 9)

Objectives

After completing the training the student should have the skills for and be well prepared to work in various responsible positions in fashion trade. The programme is also a research preparatory education, which in turn provides a theoretical and applied perspective on the specific field of profession.

The student should after the training:

- Be able to further develop the acquired knowledge of fashion marketing in a theoretical and applied way
- Be able to describe, identify, analyze and provide solutions to complex and reality-based problems within the fashion sector
- Be able to describe, understand, reflect on and analyze the value of a brand and brand ownership.
- Understand and manage different fashion marketing practices towards the end customer
- Independently be able to plan, implement and measure communication campaigns in the fashion and apparel sector
- Be able to exchange knowledge about fashion marketing and brand management also with persons without specialized knowledge in the field
- Be able to encourage others to innovations and solutions to complex problems within the fashion industry.

Content

The curriculum is about understanding conditions and opportunities for stakeholders in the fashion sector, and how they can adapt to changes in the world market by knowledgeable approaches. There is a particular focus on branding, fashion marketing and fashion communication, where these three areas form a red thread through this programme. The consumer/brand relationship and retailing concepts are addressed in depth.

The following courses and the final thesis constitute the programme:

- Alternative 1: Creative Businessmanship in the textile value chain 7.5 ECTS
- Alternative 2: Fashion Logistics 7.5 ECTS
- Fashion Retail Marketing 7.5 ECTS
- Fashion Consumer Behaviour 7.5 ECTS
- Fashion Brand Management 7.5 ECTS

- Visual communication, related to fashion and textile 7.5 ECTS
- Art of Business, 7.5 ECTS
- Final thesis in Fashion Management 15 ECTS

Admission Requirements

- Bachelor's degree in Technology/Engineering, Social Sciences, Media or Design, 180 credits, or equivalent.
- Verified knowledge of English corresponding to the course *English B* in the Swedish Upper Secondary School or a Bachelor's degree from a university in Sweden, Denmark, Norway, Finland or Iceland.

For further information about English language proficiency, please view: www.hb.se/wps/portal/engtest

Degree

Master of Science (60 credits) with a major in Fashion Management with specialisation in Fashion Marketing.

Degree certificates are issued upon application in Ladok for students. More information is available at www.hb.se.

Student Influence and Evaluation

In order to ensure that the programme and its courses support the purpose and objectives, a structured quality assurance programme has been initiated at the School. The foundation for that are the University College's quality policy and other policies that govern the UC's operations. They are complemented by the Swedish School of Textiles' own system for mandatory course evaluations and scheduled evaluation meeting where students and personnel in charge. At these meetings courses are evaluated in relation to each other and in relation to the overall objectives of the programme. Apart from those, programme meetings are held each month, engaging students and the head of the programme. The students are also represented on the School board. The head of the programme hold regular informal as well as formal meetings with the students. These meetings are an important forum for quickly identifying problems and introducing suggestions and ideas from the students of the programme. The head of the programme is responsible for ensuring that there is progression in every course, and for structuring education methods in a programme with a large number of guest lecturers.

Miscellaneous

The language of instruction is English.