

MA Fashion Management

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath Business School
Main campus	Locksbrook Two
Other sites of delivery	Newton Park
Other Schools involved in delivery	N/A
Name of award(s)	Fashion Management
Qualification (final award)	MA
Intermediate awards available	PgCert in Fashion Management (60 credits) PgDip in Fashion Management (120 credits)
Routes available	Single
Duration of award	1 year full-time, 2 years part time
Modes of delivery offered	Campus-based
Regulatory Scheme ^[1]	Taught Postgraduate Framework
Professional, Statutory and Regulatory Body accreditation	Digital Marketing Institute (Certified Digital Marketing Associate) Chartered Institute of Marketing Principles of Responsible Management Education (PRME)
Date of most recent PSRB approval (month and year)	DMI – Aug 22 CIM – Jan 23 PRME – n/a

Renewal of PSRB approval due (month and year)	DMI – Sep 25 CIM – Dec 23 PRME – n/a
UCAS code	
Route code (SITS)	
Relevant QAA Subject Benchmark Statements (including date of publication)	Master's Degrees in Business and Management (March 2023)
Date of most recent approval	July 2023
Date specification last updated	January 2024

[1] This should also be read in conjunction with the BSU Qualifications Credit Framework

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Programme Overview [↗](#)

MA Fashion Management means creating impact in the fashion industry. By doing the programme you will build a platform from which you will create change. Management does not mean confinement within existing structures but shaping new ones. Whilst fashion is a broad church of interdisciplinary subjects of which all are welcome. On the MA Fashion Management students undertake a dynamic journey of fashion practice. This starts on an individual level with nascent ideas, networks and portfolios. It evolves into the establishment of fully fledged projects, not-for-profits and fashion brands.

MA Fashion Management expands your knowledge of fashion management across the intersecting domains of academic inquiry, entrepreneurship and social change. A range of modules open up learning across these areas. They include Fashion Buying and Retail, Fashion Marketing, Sustainability, and Fashion Leadership among others.

The fashion industry faces huge sustainability challenges. Change is paramount. As such topics are taught in an applied-theoretical as well as critical manner. Methodologies may include action research or hybrid ethnographies.

The course culminates in a Fashion Impact Project with data collected in the UK or overseas. The purpose of the Fashion Impact Project is for the research and learning to affect positive change within politics, society or industry. The impact could be through entrepreneurship (setting up a sustainable import business), policy (through activism or contributing to a whitepaper) or by setting up a social enterprise. Overseas research would be conducted in association with one of our partner institutions, for example, in India, USA, Namibia, Denmark or Poland (via the GALA network). Students will be attached to a mentor from the academic team, the National Centre for Fashion and Sustainability, or via the Bath Spa MentorMe programme. Funding opportunities are aligned to the course delivery including the Bath Sparks funding programme for entrepreneurial projects and the Go Global office for international projects.

Students form a close-knit community of practice and continually share learning across their evolving fashion research and entrepreneurship. Reflective symposiums take place where students come together to discuss practice within varying contexts.

Students from disadvantaged or non-traditional backgrounds, as well as those working in the fashion industry, are welcome on a full or part-time basis.

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Programme Aims [↗](#)

1. Develop a deep knowledge and expertise of fashion management within an interdisciplinary academic community, synthesising theoretical and practical approaches to learning (subject knowledge).
2. Develop a research environment that creates a positive impact on the fashion system through creative research methods, ideation, development, leadership and change (research impact).
3. Shape a critical fashion practice that uses creativity and reflexivity in the testing and reframing of ideas in response to existing fashion paradigms (criticality).
4. Develop a rounded understanding of fashion management practices so that students can thrive in the fashion industry at an individual, business, community or societal level (industry-ready).
5. Enhance transferable skills such as intellectual, entrepreneurial, creativity and problem-solving skills so that students can effectively navigate complex and uncertain situations (transferable skills).
6. Develop fashion leaders with attributes such as creativity, curiosity and confidence, who show fluent and persuasive communication across a range of mediums (leadership).
7. Nurture socially responsible fashion practitioners who behave ethically and with integrity to counteract the ramifications of fashion businesses on people, societies and the environment (socially responsible).

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Programme Intended Learning Outcomes (ILOs) [↗](#)

(NB These ILOs are at level 7 of the FHEQ)

A Subject-specific Skills and Knowledge

- A1 Apply tools and practical frameworks relevant to fashion management.
- A2 Demonstrate core disciplinary knowledge that underpins fashion management, for example, management or social sciences.
- A3 Practice marketing communication skills that show a creative articulation of complex ideas using a range of relevant medium that influence and interact with audiences.
- A4 Use technical skills across relevant mediums that effectively communicate ideas, campaigns and projects.
- A5 Critique global issues such as sustainability and evaluate how they relate to fashion management and the evolving positions of stakeholders.
- A6 Create fashion outputs (research-led or practice-led) which show insight, originality and leadership and will positively impact the wider fashion system.

B Cognitive and Intellectual Skills

- B1 Demonstrate advanced analysis of theories and practices in fashion management, and be able to evaluate these in relation to broader social, economic and political contexts.
- B2 Synthesise a breadth of knowledge pertaining to fashion management and show critical awareness when applying this knowledge to a range of complex societal and organisational problems.

B3 Use advanced research skills in fashion management that will create a positive impact, including research philosophy, design, appropriate methodologies, synthesis, reporting and evaluation.

B4 Creatively apply knowledge through ideation and testing, and use leadership skills to organise, identify and address key fashion management issues.

C Skills for Life and Work

On achieving Level 7 you will be able to:

C1 **Work Independently** - Act autonomously in planning and implementing tasks in a professional context.

C2 **Work with Others** - Plan for and actively engage in inclusive collaboration with others to tackle and solve complex problems and develop original insights.

C3 **Communicate with Impact** - Communicate complex ideas clearly, effectively and impactfully with specialist and non-specialist audiences.

C4 **Demonstrate Digital Fluency** - Use digital skills productively, critically and ethically to enhance creativity and communication in a professional context.

Intermediate awards

PgCert Intended Learning Outcomes

A Subject-specific Skills and Knowledge

A1 Apply tools and practical frameworks relevant to fashion management (application, knowledge).

A2 Demonstrate core disciplinary knowledge that underpins fashion management, for example, management or social sciences (knowledge).

A3 Practice marketing communication skills that show a creative articulation of complex ideas using a range of relevant medium that influence and interact with audiences (communication, creativity).

A4 Use technical skills across relevant mediums that effectively communicate ideas, campaigns and projects (technical skills, communication).

A5 Critique global issues such as sustainability and evaluate how they relate to fashion management and the evolving positions of stakeholders (knowledge, context).

A6 Create fashion outputs (research-led or practice-led) which show insight, originality and leadership and will positively impact the wider fashion system (impact).

B Cognitive and Intellectual Skills

B1 Demonstrate advanced analysis of theories and practices in fashion management, and be able to evaluate these in relation to broader social, economic and political contexts (knowledge, context).

B2 Synthesise a breadth of knowledge pertaining to fashion management and show critical awareness when applying this knowledge to a range of complex societal and organisational problems (knowledge, criticality, problem-solving).

C Skills for Life and Work

C1 Autonomous learning (including time management) that demonstrates the exercise of initiative, personal responsibility and decision-making in complex and unpredictable situations and the independent learning ability required for continuing professional development

C4 IT skills and digital literacy that demonstrate the ability to develop new skills to a high level and to approach complex issues systematically and creatively.

PgDip Intended Learning Outcomes

A Subject-specific Skills and Knowledge

- A1 Apply tools and practical frameworks relevant to fashion management (application, knowledge).
- A2 Demonstrate core disciplinary knowledge that underpins fashion management, for example, management or social sciences (knowledge).
- A3 Practice marketing communication skills that show a creative articulation of complex ideas using a range of relevant medium that influence and interact with audiences (communication, creativity).
- A4 Use technical skills across relevant mediums that effectively communicate ideas, campaigns and projects (technical skills, communication).
- A5 Critique global issues such as sustainability and evaluate how they relate to fashion management and the evolving positions of stakeholders (knowledge, context).
- A6 Create fashion outputs (research-led or practice-led) which show insight, originality and leadership and will positively impact the wider fashion system (impact).

B Cognitive and Intellectual Skills

- B1 Demonstrate advanced analysis of theories and practices in fashion management, and be able to evaluate these in relation to broader social, economic and political contexts (knowledge, context).
- B2 Synthesise a breadth of knowledge pertaining to fashion management and show critical awareness when applying this knowledge to a range of complex societal and organisational problems (knowledge, criticality, problem-solving).
- B3 Use advanced research skills in fashion management that will create a positive impact, including research philosophy, design, appropriate methodologies, synthesis, reporting and evaluation (research, impact).
- B4 Be creative in the application of knowledge through ideation and testing, and use leadership skills to organise, identify and address key fashion management issues (creativity, leadership, problem-solving).

C Skills for Life and Work

- C1 Autonomous learning (including time management) that demonstrates the exercise of initiative, personal responsibility and decision-making in complex and unpredictable situations and the independent learning ability required for continuing professional development
- C2 Team working skills necessary to succeed in the global workplace, with an ability both to work in and lead teams effectively, as well as the ability to act autonomously in planning and implementing tasks at a professional or equivalent level
- C3 Communication skills that show the ability to communicate clearly to specialist and non-specialist audiences; knowledge at, or informed by, the forefront of the academic discipline, field of study or area of professional practice, and the conclusions drawn from dealing with complex issues systematically
- C4 IT skills and digital literacy that demonstrate the ability to develop new skills to a high level and to approach complex issues systematically and creatively

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Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single

MA Fashion Management				Status	
Level	Code	Title	Credits	Single	Joint
7	BM7019-15	Entrepreneurship	15	C	
7	BM7044-15	Fashion Marketing	15	C	
7	BM7046-15	Sustainability	15	C	
7	BM7301-15	Strategic Brand Management	15	C	
7	BM7302-15	Digital Marketing	15	C	
7	BM7306-15	Fashion Leadership	15	C	
7	BM7307-30	Fashion Buying and Retail	30	C	
7	BM7308-60	Fashion Impact Project	60	C	

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Assessment methods [↗](#)

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

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Work experience and placement opportunities [↗](#)

The MA Fashion Management has three forms of placement which support completion of the Fashion Impact Project, though alternative options are available.

- For overseas research at one of Bath Spa's partner universities there is a competitive application process where students can apply for an award funded by Turing and GALA.
- For entrepreneurship projects students can connect with Bath Spa's Emerge or The Studio.
- For political projects students can connect with the National Centre for Sustainable Fashion.

Additional Costs [↗](#)

Table of Additional Costs

Module Code & Title	Type of Cost	Cost
BM7308-60 Fashion Impact Project	Project/Placement	Cost of funding the project or placement if external funding is not available

Graduate Attributes [↗](#)

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
Confidently Self-Aware	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	Fashion management provides students with the knowledge and skills to reflect on their own abilities and forge future career paths. By acquiring in-depth knowledge of the fashion management industry students will be empowered to recognise their abilities and articulate these.
Emotionally Attuned	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	Students will have some opportunities to collaborate with students on tasks and assessments in which they can develop their soft skills. Students are also encouraged to reflect on their own experiences in order to develop respect and empathy for a broad range of people.

Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	Students will have opportunities to collaborate with students on tasks and assessments in which they can develop their soft skills. Through this process students will be more confident in dealing with conflict and differences of opinion in a professional and respectful manner.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	Problem solving and approaching business in a creative and collaborative way will arm students with the tools for an ever-changing world. These human centric skills are vital in an increasingly technological world.
Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	Students are encouraged to challenge conventional thinking and approaches within the domains they are interested in, by using reasoned and considered arguments. Using existing research and an emphasis on developing their own research skills will enable this.
Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	Planning, project management, time management, organisation management and strategic thinking are ways in which students will be empowered to develop forward thinking abilities. These occur in the study of brands and organisations, but also in the reflective modules focused on personal development.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	The fashion management programme exposes students to the UN's Sustainable Development Goals. It allows students to explore the main drivers, trends and opportunities and challenges surrounding sustainability in the industry.
Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	Being an independent learner is encouraged in fashion management students from their first day. Students are encouraged to make the use of the wide variety of learning support that is available at the University including Academic Advisors, the ASK team and library resources.
Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	Adapting to failure is addressed in the context of fashion management modules. As a key part of innovation and entrepreneurship, the ability to adapt and problem solve will help students on this programme to develop their resilience.

Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	Digital literacy and skills are embedded throughout the programme. Many teaching and assignment activities encourage the use of digital technologies available in the Adobe suite and beyond.
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Modifications [↗](#)

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

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Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

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Appendix 1: Programme Structure Diagram – (subject name)

Single Honours		
Level 7		
<i>Full-Time (ONE YEAR) - September to September</i>		
Trimester 1 <i>Sept to Jan</i>	Trimester 2 <i>Feb to May</i>	Trimester 3 <i>June to Sept</i>
BM7307-30 Fashion Buying and Retail	BM7044-15 Fashion Marketing	BM7308-60 Fashion Impact Project
BM7301-15 Strategic Brand Management	BM7046-15 Sustainability	
BM7302-15 Digital Marketing	BM7019-15 Entrepreneurship	
	BM7306-15 Fashion Leadership	
Rule Notes: No Optional Modules are available to this course.		

Single Honours		
Level 7		
<i>Full-Time (ONE YEAR) - February to February</i>		
Trimester 1 <i>Feb to May</i>	Trimester 2 <i>June to Sept</i>	Trimester 3 <i>Oct to Feb</i>
BM7044-15 Fashion Marketing	BM7307-30 Fashion Buying and Retail	BM7308-60 Fashion Impact Project
BM7046-15 Sustainability		
BM7019-15 Entrepreneurship	BM7301-15 Strategic Brand Management	
BM7306-15 Fashion Leadership	BM7302-15 Digital Marketing	
Rule Notes: No Optional Modules are available to this course.		

Single Honours		
Level 7		
<i>Part-Time (TWO YEARS) - September to September</i>		
<i>First Year</i>		
Trimester 1 <i>Sept to Jan</i>	Trimester 2 <i>Feb to May</i>	Trimester 3 <i>June to Sept</i>
BM7307-30 Fashion Buying and Retail	BM7044-15 Fashion Marketing	Impact Mentoring
	BM7019-15 Entrepreneurship	
<i>Second Year</i>		
BM7301-15 Strategic Brand Management	BM7046-15 Sustainability	BM7308-60 Fashion Impact Project
BM7302-15 Digital Marketing	BM7306-15 Fashion Leadership	
Rule Notes: No Optional Modules are available to this course.		

Single Honours		
Level 7 <i>Part-Time - February to January*</i>		
First Year		
Trimester 1 <i>Feb to May</i>	Trimester 2 <i>June to Sept</i>	Trimester 3 <i>Sept to Jan</i>
BM7044-15 Fashion Marketing	BM7307-30 Fashion Buying and Retail	BM7302-15 Digital Marketing
BM7019-15 Entrepreneurship		
Second Year		
BM7046-15 Sustainability	BM7301-15 Strategic Brand Management	BM7308-60 Fashion Impact Project
BM7306-15 Fashion Leadership		
Rule Notes: No Optional Modules are available to this course.		
*February start is subjective to student numbers.		

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Appendix 2: Map of Intended Learning Outcomes [↗](#)

Please indicate (x) in the relevant boxes the modules in which level/programme Intended Learning Outcomes are being assessed.

(Note: not all modules will be expected to align with all ILOs for the level; rather, in designing each level of the programme, thought should be given to how the overall diet enables a student to meet all of the ILOs.)

(The number of columns can be adjusted to accommodate the ILOs as set out in the Programme Specification section of the Definitive Programme Document.)

Level	Module Code	Module Title	Status (C,R,R*,O)[4]	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge						Cognitive and Intellectual Skills				Skills for Life and Work					
				A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4		
7	BM7019-15	Entrepreneurship	C	x	x			x				x	x	x		x			
7	BM7044-15	Fashion Marketing	C	x		x	x	x				x	x		x		x		x

7	BM7 046- 15	Sust aina bility	C	x		x		x		x	x	x	x	x		x	
7	BM7 301- 15	Strat egic Brand Man age ment	C	x		x	x	x		x	x		x	x		x	x
7	BM7 302- 15	Digit al Mark eting	C	x		x	x			x	x		x	x		x	x
7	BM7 306- 15	Fash ion Lead ershi p	C				x	x		x	x		x	x	x	x	x
7	BM7 307- 30	Fash ion Buyi ng and Reta il	C	x		x	x	x		x	x		x	x	x	x	x
7	BM7 308- 60	Fash ion Impa ct Proj ect	C	x	x	x	x	x	x	x	x	x	x	x	x	x	x

[4] C = Core; R = Required; R* = Required*; O = Optional

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Appendix 3: Map of Summative Assessment Tasks by Module [↗](#)

Please indicate in the relevant boxes which summative assessment methods are used in each module and, where appropriate, the assessment length. Please delete or add columns and/or rows as necessary. An illustrative example, which should be deleted, is provided in the first line.

The titles 'Coursework', 'Practical' and 'Examination' are the headings under which the University is required to return data for the Key Information Set (KIS) and should not be changed. The specific headings under those are the ones given in the KIS guidance issued to

Schools by Student Services; please amend them as necessary to fit the summative assessment diet on this programme and the most appropriate of the KIS data headings.

Key: * = either/or

Level	Module Code	Module Title	Status (C,R,R*,O) [5]	Assessment method														
				Coursework						Practical				Written Examination				
				Case Study	Reflection	Essay	Plan	Portfolio	Report	Performance	Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)	
7	BM7 019-15	Entrepreneurship	C							1x								
7	BM7 044-15	Fashion Marketing	C							1x								
7	BM7 046-15	Sustainability	C	1x														
7	BM7 301-15	Strategic Brand Management	C							1x								
7	BM7 302-15	Digital Marketing	C				1x											
7	BM7 306-15	Fashion Leadership	C				*1x	*1x										
7	BM7 307-30	Fashion Buying and Retail	C		1x			1x										
7	BM7 308-60	Fashion Impact Project	C								1x		1x					

[5] C = Core; R = Required; R* = Required*; O = Optional