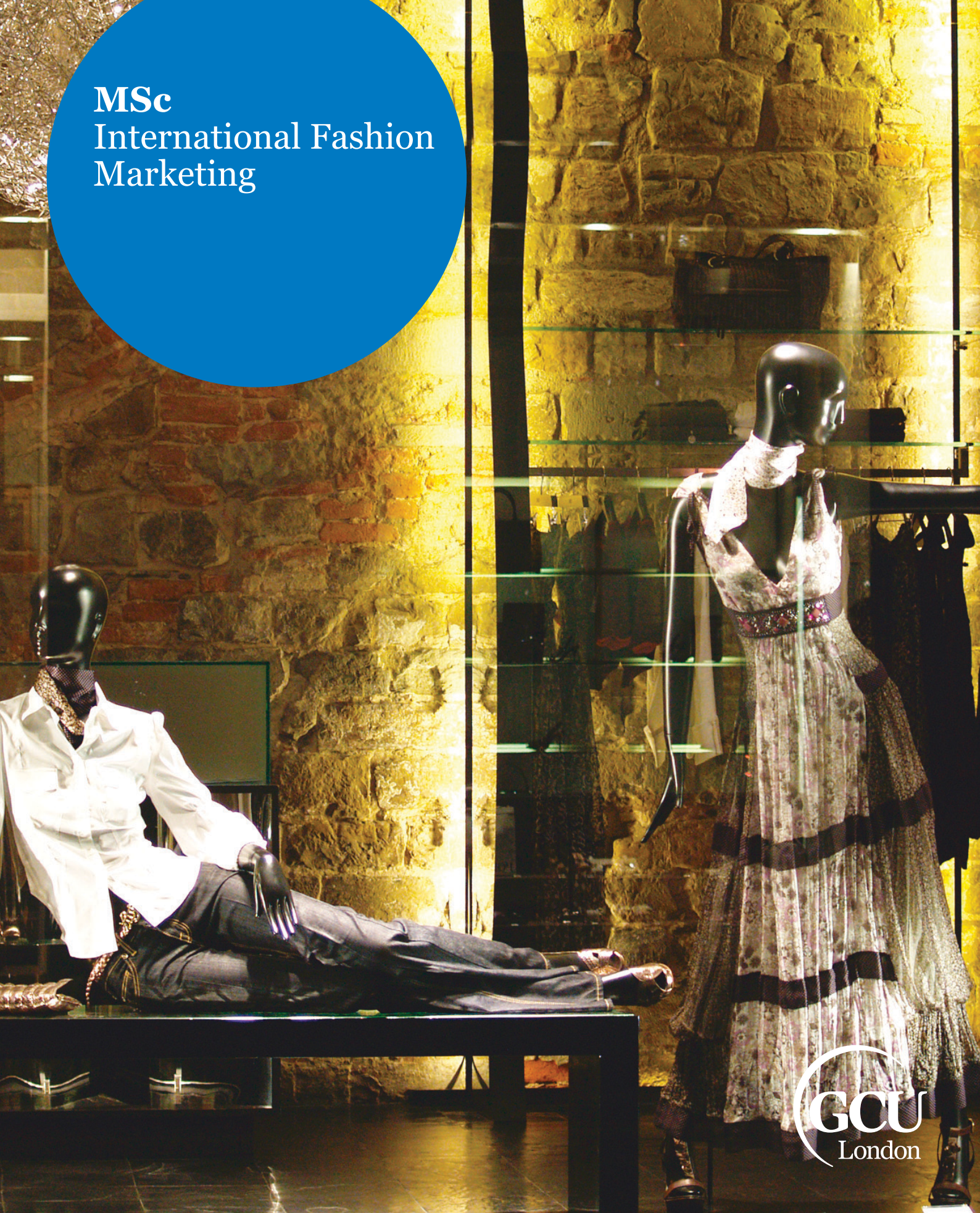


MSc
International Fashion
Marketing



The MSc International Fashion Marketing is designed to equip you with the essential **fashion marketing expertise**, business knowledge and personal skills demanded by business operating in today's increasingly **global and competitive environment**.

Mode of study and duration:

Full-time: One year

Part-time: Flexible (usually two years plus dissertation)

Commencing September and January.

Entry requirements:

For entry to the course, you will need to have a UK Honours degree 2:2 or equivalent in a marketing, business or fashion related discipline. We are also happy to consider applicants with relevant work experience.

International students:

Candidates whose normal medium of education and work has not been English, will normally be required to present evidence of competence in English as demonstrated by a pass at Academic IELTS level 6 (with no element less than 5.5) or a TOEFL Internet based test with reading at 22, listening at 21, speaking at 23 and writing at 21.

Pre-sessional English language courses are available at GCU London.

Programme structure:

Modules include: International Strategic Fashion Marketing Management; Global Marketing and Brand Management; Consumer Behaviour and Sustainability; International Fashion Buying and Logistics; E-Marketing; E-Branding; Integrated Fashion Communications; Work-based project; Post-graduate project.

Fees and funding:

For course fees and details of available scholarships visit: www.gculondon.ac.uk/study

Application:

Apply online or download an application form www.gculondon.ac.uk/study/howtoapply

Leading-edge programme

As competitive intensity in the international fashion market continues to grow, the need for people who understand the nature of the market and how to shape it grows. Recognising this, the constantly evolving MSc in International Fashion Marketing has been developed in consultation with industry to ensure that it delivers the appropriate knowledge, understanding and skills to allow you to make a difference in the area of international fashion marketing. The programme draws from the latest in academic and business thinking to ensure that it and its graduates are at the forefront of the industry.

Who is it for?

The programme is ideally suited to self-motivated individuals seeking to develop or further their career in the fashion industry by building upon established knowledge, skills and experience whether gained as a high calibre graduate or industry professional.

Unique programme design

The programme develops your ability to analyse relevant academic theories and apply models, tools and techniques to real fashion marketing situations. You will be encouraged to develop independent, critically enquiring and creative approaches to strategic fashion marketing issues. The programme's unique design incorporates a broad curriculum that focuses upon the core concepts and principles of fashion marketing as well as providing a specialist focus on contemporary international issues. These include brand management, consumer behaviour, communications, e-branding, e-retailing and global logistics. Through the work-based project you will have

an opportunity to engage directly with a fashion-focused organisation thus helping you gain invaluable experience and enhancing your professional network.

The programme also requires you to undertake a large scale, independent project that encourages you to critically reflect upon the challenges that face the industry and to develop your analytical and creative skills in responding to those challenges.

Programme aims

- to facilitate and assist graduates in the development of the requisite knowledge, skills and experiences to enable them to obtain employment across a range of fashion industry sectors
- to provide the necessary tools to enable graduates to establish themselves in a fashion industry related business of their own or to engage in further academic research in this area
- to develop transferable skills at a professional level together with the self-awareness and personal development appropriate to careers in fashion marketing and related areas.

Career opportunities

The MSc International Fashion Marketing provides you with an exceptional opportunity to specialise your skills and knowledge to obtain a career in an area of business which is core to the success for every fashion organisation. The dynamic nature of fashion marketing promises graduates an exciting and challenging future career. While some graduates may go on to start their own business, other possible job roles are in the areas of fashion buying, merchandising, promotion, marketing and retailing.

Thanks to the support of leading fashion retailer AllSaints, six scholarships are available for students studying for the MSc International Fashion Marketing. AllSaints is at the forefront of the British fashion industry and this partnership is an innovative example of how GCU London works with international companies to equip students with creative and practical skills. Please contact enquiries@gculondon.ac.uk for more information.

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