



Southampton
SOLENT
University

MA Fashion Merchandise Management



Fashion Merchandise Management

The goal of this new and stimulating Masters course is simple – to be an innovative, challenging and inspiring Merchandise and Management programme for those who desire to be future leaders in the fashion industry.

This course will equip you for a visual merchandise management career in the domestic or international fashion industry. An innovative and relevant fashion merchandise curriculum will focus on preparing your entry into senior roles in merchandising and management within the global fashion industry.

Course Philosophy

The course aims to progress students understanding of contemporary visual merchandise practice and the managing of the requirements of the fashion retail industry. By recognising the potential of design to contribute towards the decision making process of the business, students have the potential to contribute meaningfully towards the strategic planning of fashion retailers through creative solutions.

With competition at an all time high, the role of those responsible for visual presentation has taken on greater importance than ever before. The imaginative accomplishments of retail professionals in the field can contribute a great deal to the success of a company and while few will argue that visual merchandise is key to any retailer's success, the manner in which it is featured on the selling floor, in display windows, and in interior arrangements gives additional motivation for shoppers to become customers. With innovation and creativity at their command, modern retailers are able to transform the most pedestrian environments into exciting shopping arenas. Maximising the use of inventiveness, this course is about bringing stimulating design resolutions to the real world.

Who is the course for?

This course is ideal for self-motivated individuals who wish to develop or enhance both their career prospects and their intellectual and creative potential in the challenging field of visual merchandise management, building on previous fashion and/or retail knowledge, skills and experience.

Research and Practice

The key elements of this course will focus on research, with an emphasis on practical skills and portfolio development, which assists in the proposition and exhibition of pioneering strategies within a retail industry context. Working closely with industry professionals who will offer an insider knowledge of industry strategies, these innovative approaches are encouraged through the analysis of new technological methodologies, creative retail environments and innovation in display concepts for clothing collections.

Units (Course Content)

- Retail Marketing and Management
A comprehensive study of fashion retailing as an operating system.
- Retail Space Analysis and Design
Visual merchandising and branding and increased customer involvement with the product through the retail store environment analysed through a series of case studies.
- Marketing and Consumer Behaviour
Analysis of psychological and cultural factors in the creation and maintenance of human appearance.
- Buying and Merchandising
The theory of fashion merchandising and its application to retailing procedures.
- Enterprise Innovation and Futures
Looking at new ways of shopping and improving competition throughout consumer markets by seeking sustainable market advantages through recognising and reacting to global issues.
- Major Project
The creation of a design portfolio that will provide students with the opportunity to apply a range of knowledge and skills developed on the course.
- Dissertation
Related to the core lecture programme are a series of seminars that will extend research and writing skills in conjunction with the development of interdisciplinary thinking. An original body of work that will culminate in the form a written topic proposed and negotiated by the student is the outcome.

Assessment

By project, report and dissertation.

Entry Requirements

Entry to the course is based on either formal qualifications and/or significant industry experience in combination with previously achieved formal qualifications. You should have a Second or First Class honours degree in a fashion related discipline. An interview will normally be required. This may be by telephone for overseas candidates.

If you do not have the formal qualifications you should have demonstrable industry experience in one or more areas of the fashion industry including retail companies, supply side or designer businesses.

Any additional entry requirements?

You are expected to have good general knowledge and understanding of fashion, fashion retail and/or related industries. Experience can also include working in industries that border fashion and creative knowledge or education based industries, such as marketing.

We are looking for individuals who can respond to challenges, are articulate, can contribute original ideas and have keen awareness of current issues in many aspects of fashion retail.

Attendance

Postgraduate study is based on a balance between taught contact in seminars, lectures, tutorials and time spent on independent research and study.

The course is delivered over 3 semesters full time and 6 semesters part time. Full time, 2 taught days a week.

Part time, 1 taught day a week in Year 1 and 1 taught day a week in Year 2.

The course begins in January and ends in December.



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Career Opportunities

A graduate on this course will have an advantage in the employment market in a number of roles e.g.

- Visual Merchandiser
- Buyer/Allocator
- Merchandising
- Creative Marketing
- Consumer Behaviour Consultant
- Store Planner/Designer
- Retail Management
- Own Business

Checkland Kindleysides Internship Award.

This award is specific to the MA Fashion Merchandise Management and it is anticipated that it will be one of many offered in the future.

“Checkland Kindleysides are delighted to endorse this new course and look forward to working in partnership with the university to offer our creative inspiration, project advice and the creation of a CK Internship Award in response to a ‘live’ brief we will provide” Andy Turnbull, Creative Director, Checkland Kindleysides.

Field Trips

There are opportunities to take part in trips abroad to Paris, New York and Milan, as well as regular trips to museums and exhibitions in and around London which are relevant to the programme.

Industrial Placements

We actively encourage you to seek relevant work experience within a fashion or design company while on the course. This is part of the ethos of the fashion department where flexible programmes and the strong links with industry have led to placements such as:

- Trend Reporting for WGSN
- Mudpie Design
- Design at Jenny Packham
- Marketing Department at Harvey Nichols



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Contact

If you would like to know more about this course or require an application form please see the university website or contact a member of the course team:

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