

# School of Management and Languages



Full-Time / Part-Time

**INTERNATIONAL FASHION  
MARKETING**

MSc / PG DIPLOMA

Distinctly Ambitious  
[www.hw.ac.uk](http://www.hw.ac.uk)

## Your University an overview

Heriot-Watt University offers a superb environment for postgraduate study. We are one of the UK's leading universities, recognised internationally for excellent teaching and research in our specialist areas of science, engineering, business management, languages and textile design.

Our community of postgraduate students is made up of bright, highly imaginative and self-motivated individuals, who work closely with our forward-looking and energetic research-active academic staff. This collaborative atmosphere is fundamental to Heriot-Watt's enviable academic and research reputation.

Those of you who choose to study with us will discover high quality taught and research programmes, flexible student-centred delivery, unrivalled facilities and pioneering research.

[www.sml.hw.ac.uk](http://www.sml.hw.ac.uk)

## PROGRAMME BACKGROUND

Fashion impacts upon all our lives. We all shop for clothing and everyone has an opinion on the latest trends and styles. Economically, the fashion retail industry makes a significant contribution to the economy of not just the UK, but to economies around the world. Major fashion retailers from Prada to Primark have recognised that competitive differential is found in brand image and how that is expressed in product ranges, distribution and customer communications. The speed with which companies respond to changing market demands is testimony to the buying, merchandising and logistic skills required in the fashion retail industry today. Our International Fashion Marketing programme is specifically designed to equip you with the required knowledge and skills to undertake a career in the fashion retail industry.

The programme was developed in association with leading fashion retailer and visionary, George Davies and focuses on providing an understanding of all areas of fashion marketing and retailing from market analysis and product development to buying and merchandising, from retail logistics and operations to fashion marketing communications. The programme also looks at how these areas contribute to both business development and brand management.

Programme content and programme delivery are supported by our close links with the fashion retail industry including guest lectures delivered by leading fashion retail experts as well as visits to leading fashion businesses, and a class trip to Milan, one of world's leading fashion capitals.

## International Fashion Marketing

Semester 1	Semester 2	Summer: May to August
Product Development	Fashion Business Development	MSc Dissertation
Understanding the Fashion Consumer	Fashion Buying and Merchandise Management	
Fashion Brand Management	Fashion Marketing Communications	
Strategic Retail Management	Retail Logistics	

## PROGRAMME OBJECTIVES

The aim of the programme is to give you the critical perspective, commercial insight, marketing knowledge and creative attitude needed to undertake a career in the fashion retail industry.

Key knowledge, skills and understanding gained include:

- Understanding of the role of strategic management, the relevant theories and frameworks and how these contribute to success and failure in the fashion retail sector
- Develop, implement and evaluate an integrated marketing communications strategy in the fashion industry
- Understanding of the role of branding in achieving competitive advantage within fashion businesses
- Understanding of customer centred demand chain management approaches to planning and control and their application to retail supply chain logistics
- Decision-making skills, people management skills, leadership skills, team working skills and presentation skills

## PROGRAMME STRUCTURE

The programmes commence in September each year.

Semester 1 begins in September and finishes in December. Semester 2 starts in January and finishes in May. Four taught courses are taken during each semester.

The MSc dissertation commences in May and is submitted by the end of August. It is normally on a fashion related topic of your choice.

## TEACHING AND ASSESSMENT

The programme is delivered by a dedicated team of lecturers all of whom have specialist knowledge in fashion marketing and retail.

Students are encouraged to develop their own critical understanding of relevant management, marketing, financial and intuitive tools to support effective decision making in the real world of business.

Conventional lectures are complemented with independent research, case studies and project work. Emphasis is placed not only individual academic learning but also developing a range of transferable business skills.

Assessment therefore includes not only coursework and exams, but also assessment of these transferable business skills include writing business reports, making effective presentations as well as team and group work.

[www.postgraduate.hw.ac.uk/apply/](http://www.postgraduate.hw.ac.uk/apply/)

## INDUSTRY LINKS

The programme has strong links with industry having originally been developed with leading fashion retailer and visionary, George Davies. Programme content today remains enhanced and supported by our close links with the retail industry.

Each year George Davies gives a masterclass to students on the programme. There is also a series of guest lectures which include senior executives from leading fashion companies such as Schuh, New Look, Burton, and Per Una.

In addition to this visits are organised to companies such as Schuh and House of Fraser as well as local fashion retailers and manufacturers in Scotland such as Johnstons of Elgin and Brora.

## GRADUATE OPPORTUNITIES

Our International Fashion Marketing graduates possess an enviable mix of skills and abilities that can be applied in the retail industry. Previous graduates have gone on to a wide range of successful careers including starting their own fashion businesses, design, buying, product development, visual merchandising, marketing and public relations.

Companies employing our International Fashion Marketing graduates include Ralph Lauren, Elizabeth Arden, Arcadia, Brora, Jack Wills, John Lewis, House of Fraser and Marks & Spencer.

To read more about what our graduates do please visit the School of Management & Languages website at:  
[www.sml.hw.ac.uk](http://www.sml.hw.ac.uk)

## ENTRY REQUIREMENTS

Applicants should hold a good (first or second class) Honours degree or its non-UK equivalent in a relevant subject from a recognised British or overseas university. In addition, work or project experience in a related company role will be of further advantage.

If you are unsure of whether or not you would be eligible to apply, please contact us in the School for an assessment of your qualifications and suitability for entry.

## LANGUAGE REQUIREMENTS

If your first language is not English, or your first degree was not taught in English, we'll need to see evidence of your English language ability. The minimum requirement for English language is IELTS 6.5 or equivalent. We offer a range of English language courses to help you meet the English language requirement prior to starting your masters programme:

- 2 semesters English (for IELTS of 4.5-5.0)
- 12 weeks English (for IELTS of 5.5)
- 6 weeks English (for IELTS 5.5\*-6.0) (\*minimum 5.5 reading and writing)

Further details can be found at:  
[www.english.hw.ac.uk](http://www.english.hw.ac.uk)

## FEES, FUNDING AND SCHOLARSHIPS

Tuition fees for all postgraduate programmes are available online at:  
[www.hw.ac.uk/fees](http://www.hw.ac.uk/fees)

There are a range of University scholarships available as well as funding from government bodies, funding trusts, research councils and employers.

Details can be found online at:  
[www.hw.ac.uk/scholarships](http://www.hw.ac.uk/scholarships)

## HOW TO APPLY

You can either complete an online application form or download a paper copy of the application form to complete and post back to us.

For further details about the application process, including the application forms and guidance notes, please visit:

[www.postgraduate.hw.ac.uk/apply](http://www.postgraduate.hw.ac.uk/apply)

## 5 GOOD REASONS

- 1 Guest lectures given by leading fashion retail experts
- 2 Visits to leading fashion retailers in the UK which have previously included Aquascutum, Schuh, Per Una, Brora, and Johnstons of Elgin
- 3 Visits to leading fashion retailers in Europe, which have previously included Benetton and 10 Corso Como in Milan
- 4 Ranked in the top 20 UK universities for business and management (*Guardian University Guide 2011*)
- 5 Gain relevant and practical business and management knowledge and skills in the context of the retail fashion industry

## CONTACT

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