

Course Specification

| Course Summary Information | | |
|----------------------------|---|----------------------------|
| 1 | Course Title | Fashion Media Masters |
| 2 | BCU Course Code | PT1098 PT1099 |
| 3 | Awarding Institution | Birmingham City University |
| 4 | Teaching Institution(s) (if different from point 3) | |
| 5 | Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable) | |

| 6 | Course Description |
|---|---|
| | <p>Each route has its own webpage:</p> <ul style="list-style-type: none"> • Fashion Promotion: http://www.bcu.ac.uk/courses/fashion-promotion-ma-2018-19 • Fashion Styling: http://www.bcu.ac.uk/courses/fashion-styling-ma-2018-19 • Cosmetics Branding and Promotion: http://www.bcu.ac.uk/courses/cosmetics-branding-and-promotion-ma-2018-19 <p>These MA postgraduate courses in fashion are designed to sit alongside, share modules and find synergies with their sister courses on the Fashion and Textile Design Masters Programme. All courses share common elements of operation, structure and philosophy as well as sharing core theoretical elements and enrichment activities.</p> <p>Your Course is strongly industry focussed and projects are frequently entrepreneurial in character. The Course is also sufficiently flexible to allow for more theoretically focussed studies and an MA stage Dissertation module is an available option if you wish to progress to research degree study.</p> <p>In general, the FMMP allows for the pursuit of employment-related scholarship relevant to a diverse range of interconnected and broadly comparable practices within the fashion media industry. For dealing with the creative and professional ambitions of individual students, the Course has an embedded a system of project-managing your learning experience. Student-centred, and for the majority of students mainly focussed on practice, the full course (from PgCert to MA) takes you through a sequence of creative ideation and exploration (PgCert), contextual analysis and project management (PgDip), portfolio and career development (MA). There is a strong emphasis on developing independence (through you managing your own programme), self-discipline (through personal planning, goal and target setting), professional and creative ambition (through critical dialogue and self-evaluation).</p> <p>In summary, your Course focuses on the wider realms of the fashion industry and in particular its use of mass communication, visual and verbal messages and the conception of commercial fashion and fashionable identities manifested as products and brands. Your projects can reflect this through a mixture of academic formats and creative approaches ranging from business planning to theoretical analysis to the development of online shops. Your opportunities for self-direction and self-management play a key role in allowing you to address your personal interests and meeting personal requirements relating to employability or entrepreneurship. You are allowed to develop 'real world' simulations where teams of fashion professionals can collaborate and network. The highly International nature of the student cohort coupled with the</p> |

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| | knowledge sharing opportunities allow the development of global views of the fashion industry while developing a personal project that can still be very much focussed on your home market or local employment opportunities. |
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| 7 Course Awards | | | |
|------------------------|---|--------------|------------------------|
| 7a | Name of Final Award | Level | Credits Awarded |
| | Master of Arts Fashion Promotion | 7 | 180 |
| | Master of Arts Fashion Promotion with Professional Placement | 7 | 240 |
| | Master of Arts Fashion Styling | 7 | 180 |
| | Master of Arts Fashion Styling with Professional Placement | 7 | 240 |
| | Master of Arts Cosmetics Branding and Promotion | 7 | 180 |
| | Master of Arts Cosmetics Branding and Promotion with Professional Placement | 7 | 240 |
| 7b | Exit Awards and Credits Awarded | | |
| | Postgraduate Certificate Fashion Promotion | 7 | 60 |
| | Postgraduate Certificate Fashion Styling | 7 | 60 |
| | Postgraduate Certificate Cosmetics Branding and Promotion | 7 | 60 |
| | Postgraduate Diploma Fashion Promotion | 7 | 120 |
| | Postgraduate Diploma Fashion Styling | 7 | 120 |
| | Postgraduate Diploma Cosmetics Branding and Promotion | 7 | 120 |

| 8 Derogation from the University Regulations | |
|---|----------------|
| | Not applicable |

| 9 Delivery Patterns | | | |
|---------------------------------------|--------------------------------------|--------------------------|----------------|
| Mode(s) of Study | Location(s) of Study | Duration of Study | Code(s) |
| Full Time | City Centre | 1 year | PT1098 |
| Part Time | City Centre | 2 years | PT1099 |
| Full Time with Professional Placement | City Centre (and placement provider) | 18 months | PT1445 |

| 10 Entry Requirements | |
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| | The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ . |

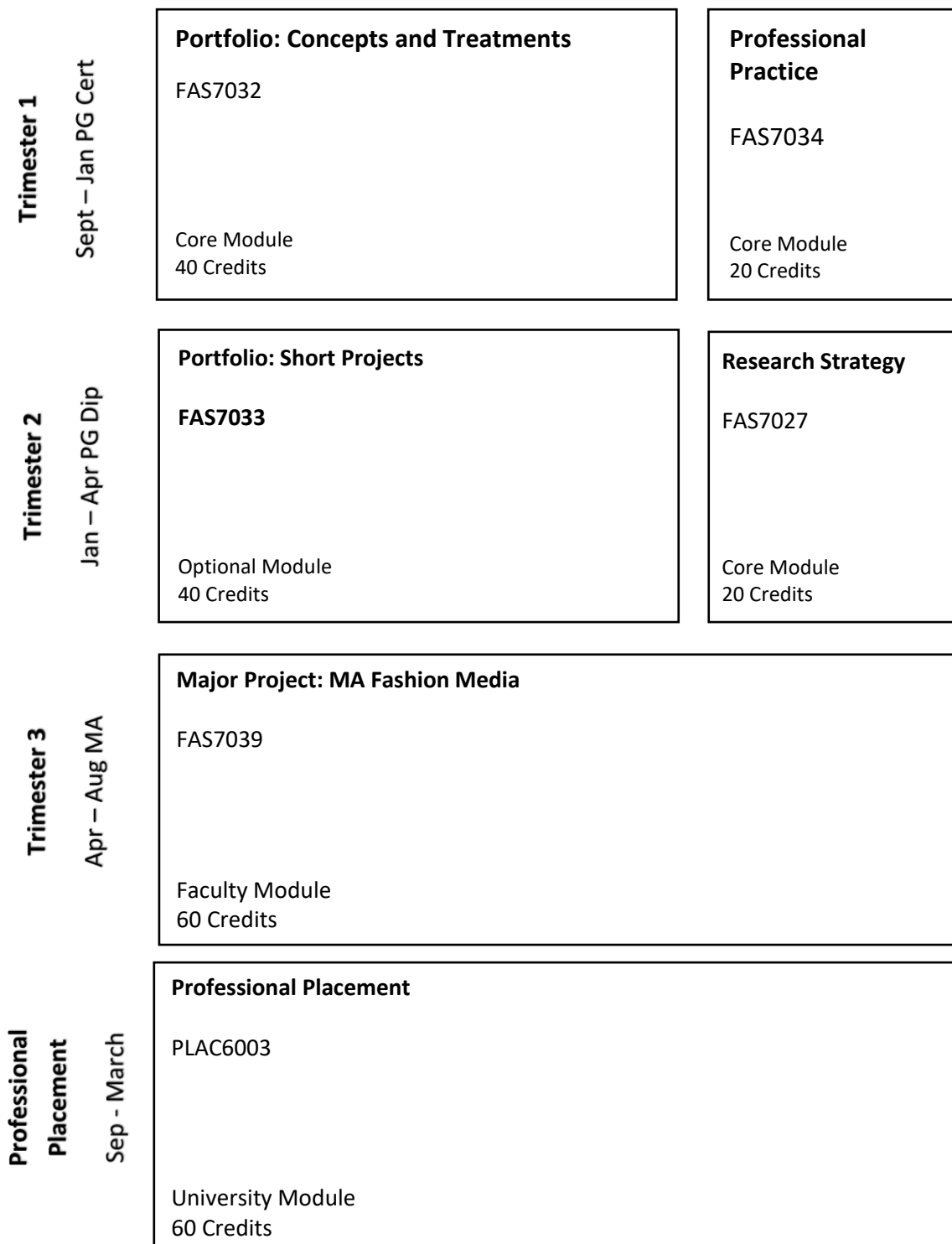
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| 11 | Course Learning Outcomes |
| Knowledge and Understanding | |
| 1 | Comprehend the professional contexts within which your specialist area is situated. |
| 2 | Explain the creative and managerial processes of your chosen area of specialism. |
| 3 | Document and accurately explain a phase of creative research and investigation. |
| 4 | Describe the role of different types of communication practices in Fashion Promotion, Cosmetics Branding and Promotion or Fashion Styling. |
| Cognitive and Intellectual Skills | |
| 5 | Provide a sophisticated, in depth and professional account of management strategies in your chosen area of specialism. |
| 6 | Critically evaluate the work of others and apply that judgement to your own learning. |
| 7 | Articulate a critical understanding of communication strategies within the Fashion Media Industries. |
| 8 | Undertake a strategic analysis of how to pursue a set of interrelated activities, including project, resource and time management related to an overarching set of goals and ambitions. |
| Practical and Professional Skills | |
| 9 | Originate, manage and complete projects ideas independently and/or collaboratively. |
| 10 | Communicate ideas clearly, accurately and effectively both orally and in writing with professional figures in your chosen specialist area. |
| 11 | Argue rationally and draw independent conclusions based on rigorous, analytical and critical assessments of visual and textual communication. |
| 12 | Explain the motivations leading to creative judgements in your subject area. |
| Key Transferable Skills | |
| 13 | Apply formal academic and professional research skills to an advanced level. |
| 14 | Elicit the co-operation of others and contribute to team goals |
| 15 | Conceive, research, prepare and present balanced arguments and reasoned judgements. |
| 16 | Organise work effectively and meet deadlines. |

| 12 | Course Requirements | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------|---|--------------|-------------|--------------|---------|------------------------------------|----|---------|-----------------------|----|---------|-------------------|----|---------|---------------------------------|----|-------------|-------------|--------------|---------|----------------------------------|----|---------|---------------------------|----|-------------|-------------|--------------|---------|------------------------|----|
| 12a | <p>Level 7:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 140 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>FAS7032</td> <td>Portfolio: Concepts and Treatments</td> <td>40</td> </tr> <tr> <td>FAS7034</td> <td>Professional Practice</td> <td>20</td> </tr> <tr> <td>FAS7027</td> <td>Research Strategy</td> <td>20</td> </tr> <tr> <td>FAS7039</td> <td>Major Project: MA Fashion Media</td> <td>60</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>FAS7029</td> <td>Critical Issues in Fashion Media</td> <td>40</td> </tr> <tr> <td>FAS7033</td> <td>Portfolio: Short Projects</td> <td>40</td> </tr> </tbody> </table> <p>Level 6:</p> <p><i>In order to qualify for the awards with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6003</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table> | Module Code | Module Name | Credit Value | FAS7032 | Portfolio: Concepts and Treatments | 40 | FAS7034 | Professional Practice | 20 | FAS7027 | Research Strategy | 20 | FAS7039 | Major Project: MA Fashion Media | 60 | Module Code | Module Name | Credit Value | FAS7029 | Critical Issues in Fashion Media | 40 | FAS7033 | Portfolio: Short Projects | 40 | Module Code | Module Name | Credit Value | PLA6003 | Professional Placement | 60 |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAS7032 | Portfolio: Concepts and Treatments | 40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAS7034 | Professional Practice | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAS7027 | Research Strategy | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAS7039 | Major Project: MA Fashion Media | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAS7029 | Critical Issues in Fashion Media | 40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAS7033 | Portfolio: Short Projects | 40 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Code | Module Name | Credit Value | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PLA6003 | Professional Placement | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

FMMP Full-Time: OPTION 1



FMMP Full-Time: OPTION 2

| | | | |
|-------------------------------|--------------------|--|--|
| Trimester 1 | Sept – Jan PG Cert | <p>Portfolio: Concepts and Treatments</p> <p>FAS7032</p> <p>Core Module 40 Credits</p> | <p>Professional Practice</p> <p>FAS7034</p> <p>Core Module 20 Credits</p> |
| | | <p>Critical Issues in Fashion Media</p> <p>FAS7029</p> <p>Optional Module 40 Credits</p> | <p>Research Strategy</p> <p>FAS7027</p> <p>Core Module 20 Credits</p> |
| Trimester 2 | Jan – Apr PG Dip | <p>Major Project: MA Fashion Media</p> <p>FAS7139</p> <p>Faculty Module 60 Credits</p> | |
| | | <p>Professional Placement</p> <p>PLAC6003</p> <p>University Module 60 Credits</p> | |
| Professional Placement | Sep - March | | |

FMMP Part-Time: OPTION 1

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 7

Workload

% time spent in timetabled teaching and learning activity

| Activity | Number of Hours |
|--------------------|-----------------|
| Scheduled Learning | 320 |
| Directed Learning | 1090 |
| Private Study | 390 |
| Total Hours | 1800 |

Balance of Assessment

| Assessment Mode | Percentage |
|-----------------|------------|
| Coursework | 92% |
| Exam | |
| In-Person | 8% |