

# **MA Fashion Promotion, Communication and Digital Media Programme Specification**

Academic Year 2024-2025

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<b>1. Course Overview</b>	
<b>Full course/award title(s)</b>	MA Fashion Promotion, Communication and Digital Media
<b>Programme Code</b>	PMAA_0014_FI
<b>Fees</b>	<a href="https://www.istitutomarangoni.com/en/schools/london-school-of-fashion-and-design/postgraduate-courses">https://www.istitutomarangoni.com/en/schools/london-school-of-fashion-and-design/postgraduate-courses</a>
<b>Location of study</b>	Istituto Marangoni London Campus
<b>Off campus elements / locations</b>	ISM7008 Professional Development module may incorporate work placement
<b>Awarding institution</b>	Regent's University London
<b>Course entry points</b>	October and February
<b>Date of original validation / revalidation</b>	September 2023
<b>Validated until</b>	September 2028
<b>Framework for Higher Education Qualification level of final award</b>	Level 7
<b>Number of credits in award</b>	180 Credits
<b>UCAS codes</b>	N/A
<b>HECoS Code</b>	
<b>Relevant QAA subject benchmark statements</b>	Business and Management Masters (2015)
<b>Other external and internal references</b>	N/A
<b>Professional, statutory, or regulatory body recognition/accreditation</b>	N/A

<b>Mode of study (Full Time / Part Time)</b>	Full time
<b>Language of study</b>	English
<b>Minimum / Maximum duration of course for each mode of study</b>	<b>Full time:</b> Minimum 15 months Maximum* N/A
<b>Date of production / revision of this course specification</b>	August 2024

## 2. Why study this course, including course aims and objectives

The MA in Fashion promotion, Communication and Digital Media at Istituto Marangoni London offers student the invaluable learning experience of being in the heart of central London whilst developing advanced knowledge and understanding of Fashion promotion, journalism, new media, and communication strategies to build compelling and innovation solutions and experiences for Fashion brands and organisations.

Throughout the programme you will learn how to anticipate and respond to developments and trends in media and communication through both online and offline channels. You will explore the theories and debates that dominate Luxury fashion cultures and communication which then inform trend and fashion practice. Through Creative Direction practice and experimentation, you will evaluate different techniques applicable in creating and understanding the role of “image” in fashion, as well as analysing and interpreting historical and contemporary references.

Particular reference is placed on Digital innovation and new media digital content. You will identify key players and influencers in the fashion industry and learn how to manage and execute branding campaigns with particular reference to brand identity and visual communications.

Gaining experience of creative writing processes and fashion journalism styles and techniques understanding editorial and creative direction in media and magazines will enable you to write for various multi-platform media and understand the impact of how digital technologies has changed the face of communication. The programme looks at finding the right balance between different strategic and tactical activities, together with tools and media including viral platforms, online blogs, magazines, and social media, working with influencers, and using collaborations and video to engage with final clients and intermediaries.

We encourage you through creative innovation, enterprise, and professional development to explore your own vision and professional preparation for various roles in the fashion industry which foster innovation, entrepreneurial thinking and problem solving. A strong attention will be given to debate how fashion brands are taking an active role in influencing consumers to act in a responsible way and engage them in environmental and social practices thanks to their sustainable communication.

Along with the study of past styles and cultures and the analysis of current trends and forecasts related to “future-fashion”, you are able to question how aesthetic expressions and interpretations of social and cultural trends influence positioning and brand image. Industry projects, guest speakers and the interdisciplinary learning environment enables

you to pursue collaborations, live projects and assist to provide a detailed insight into the realities and the opportunities in luxury fashion, PR, and digital communications

This course is for applicants who have previous undergraduate level study or proven work experience, completing the course with promotion and communication skills for various positions within the fashion, PR, Digital media, event management and creative industries

Istituto Marangoni works closely with employers and academic staff to promote and support work placement opportunities and communicate job vacancies for Istituto Marangoni students through recruitment days organised at the school for all postgraduate students

**Prospective careers:**

- Social Media and content creator
- Fashion Journalist
- Magazine editorial
- Magazine online/offline journalist
- Event Specialist
- Communications specialist
- PR and Digital PR Executive
- Press Officer

**3. Course structure**

The Masters in Fashion Promotion, Communication and Digital Media is taught over 5 terms with 4 core units and 5 Common Units all of which are inter-disciplinary across all the MA Fashion business programmes



**Class times:** Monday – Friday. 08.30-20.00

**Lesson duration:** 2.5 hours

**Assessment periods:**

October intake

Term 1: January

Term 2: March

Term 3: July

Term 4 – October Placement Period

Term 5 – January- Dissertation/Final Project

February intake:

Term 1: April

Term 2: July

Term 3: October

Term 4 – January Placement period

Term 5 – April –Dissertation/Final Project

**Units**

Your course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your Masters degree.

One credit equates to 10 notional hours, which is the average time a student takes to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be ‘taught’ hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6.

On postgraduate degree courses provided by Istituto Marangoni London, you are expected to study 180 credit per level 7 with no more than 80 credits per term.

**Course modules – Level 7**

<b>Level 7 Term 1</b>	<b>Credits</b>
ISM7021 Fashion promotion and Communication – core	20
ISM7002 Luxury, Fashion and Culture - common	15
ISM7022 Creative Direction - core	20
ISM7023 Digital Content and Media – core	15



ISM7005 Research Methods – common	20
ISM7024 Fashion Management – core	20
ISM7007 Enterprise and Innovation– common	15
ISM7008 Professional Development – common	15
ISM7009 Dissertation/FMP – common	40
<b>Total core module credits</b>	<b>180</b>

#### 4. Exit awards

Upon successful completion of 60 credits, the interim exit award shall be: Postgraduate Certificate Fashion Promotion Communication and Digital Media

Upon successful completion of 120 credits, the interim exit award shall be: Postgraduate Diploma Fashion Promotion Communication and Digital Media

Upon successful completion of 180 credits, the final award shall be: MA Fashion Promotion Communication and Digital Media

Exit (interim) awards can be conferred where:

- a) you withdraw from the University without completing all the credits required for your named award,  
and
- b) you have successfully completed the volume of credit at the relevant FHEQ level as indicated in Section 3 above,  
and
- c) subject to the decision of the relevant Progression and Finalist Board.

Available exit awards for this course are:

- Postgraduate Certificate (60 credits at Level 7)
- Postgraduate Diploma (120 credits at Level 7)

Exit awards are not available with classification.

The full criteria for these exit awards can be found in the Assessment and Course Regulations section of Regent's University London Academic Regulations.

[regents.ac.uk/policies](https://regents.ac.uk/policies)

Where classification of an overall award is possible this will be calculated upon completion of 180 credits at Level 7 as set out in the Academic Regulations.

#### 5. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain if you take full advantage of the learning opportunities available to you.

#### PROGRAMME LEVEL 7 OUTCOMES

By the end of the programme students are expected to have knowledge and critical understanding of:

**Knowledge and understanding**

By the end of the programme students are expected to have knowledge and critical understanding of:

PLO 1 How different fashion and lifestyle magazine and brands experiment with multi-layered communication channels in different market environments and economic contexts.

PLO2 Interrelationships between Fashion marketing, Fashion branding and fashion promotion to create vision for innovation commercial business thinking

PLO3 How current and future dynamics of new technologies and changing consumer trends impact content and digital media for online and offline communication channels through written and visual format

PLO4 how to conduct primary and secondary research and enquiry with intellectual integrity and critical and contextual independence to perform and work addressing fashion and lifestyle content

**B. Skills By the end of the programme students are expected to be able to:**

PLO5 demonstrate a high degree of professionalism characterised by initiative, creativity, motivation, and self-management, alongside developing working relationships using teamwork and leadership skills, recognising, and respecting different perspectives

PLO6 express ideas effectively and communicate information pertaining to fashion promotion, communications and digital media appropriately and accurately using a range of digital technology

PLO7 demonstrate employability and transferable skills that will prepare you for working in the industry, further academic research or taking on roles in freelance or consultancy

PLO8 Identify and present systematic and creative solutions for fashion promotion, communication, and digital media problems, through critical scrutiny of contextual theories and current practices in industry.

## 6. Learning and teaching strategy/ assessment methods (non-regulatory)

This is a guide to the academic opportunities available to help you achieve the overall aims and objectives of the course and the intended learning outcomes in Section 5. It is also a guide to the assessment methods used to test your achievement of the intended learning outcomes. In order to meet the full intended learning outcomes of the course, you will be expected to study independently, participate in class discussions, ask for support in academic skills if required and engage with your personal tutors.

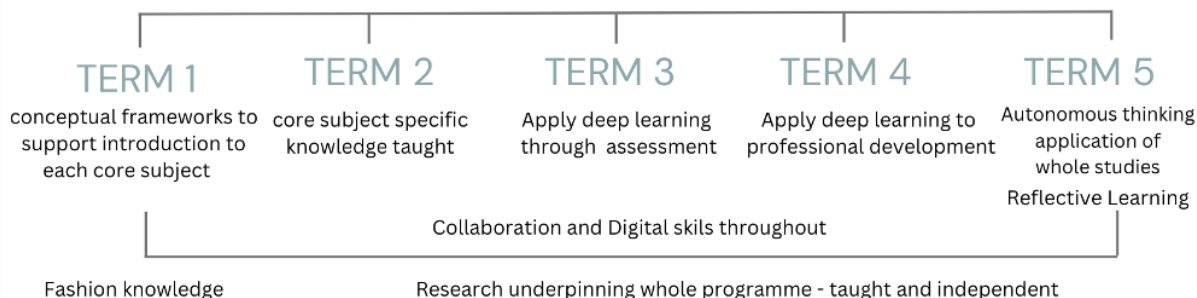
The learning and teaching strategy adopted for this programme relates to the internal IM Learning and Teaching Strategy which comprises the below areas:

- A personalised student experience.
- Interactive and inclusive learning
- Assessment for learning
- Focus on student skills and attributes.
- Developing cultural agility, flexibility, and graduates' ability to compete strongly in the global labour market
- Professional development for staff

The teaching and learning strategy for the MA Fashion Promotion, Communication and Digital Media is across the full 5 terms as per below. Throughout term 1 through conceptual frameworks, you will be introduced to your subject matter of your core discipline. Throughout Term 2 you will further develop this knowledge through core subject specific units. By Term 3 you will apply deep learning through formative and summative assessment. Term 4 you acquire your deep learning through your professional development through either placement or your own entrepreneurial start up and by term 5 you are becoming the autonomous learner through reflective practice by completing a 10,000-word dissertation or a research based practical final major project. Throughout the whole programme you acquire digital and research skillsets alongside core fashion knowledge.

## TEACHING AND LEARNING STRATEGY

### PRE ARRIVAL



## MASTER

Istituto Marangoni London Teaching and Learning Strategy is designed to reflect the changing skills required within the fashion industry with a philosophy of being interdisciplinary. The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Promotion, Communication and Digital Media, which are applicable to the wider skills required in the workplace.

At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the classroom, our classes have a cultural edge which offers a global perspective within every session.

The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals.

Our classes are delivered across 2.5-hour sessions comprising of a diversity of lectures, seminars, workshops, and tutorials; which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each Masters student has 20 hours of delivered sessions per week.

Teaching and learning at postgraduate level require self-directed study alongside attendance at structured timetables lessons. The programme is delivered using a range of teaching strategies which include lectures, workshops, seminars, presentations, pitches, personal and group tutorials, and individual personal supervision for dissertation/final major project

Lectures – Integral to the programme formalising delivery of subject specific content and theoretical knowledge

Both Tutor-led and Student-Led seminars – These are building blocks to the development of learning and build on knowledge gained through lecture delivery. This can include group activities, evaluation of feedback, reflection on verbal or written feedback, this may take the form of reflective formative tasks, group and collaborative projects and tasks as well as contribution through debate.

Workshops and Practical sessions – interactive workshops used to enable and nurture creative and practical skills development for resolution of summative projects and real-world setting

Independent research and investigation – Self Directed Study plays a huge part of your programme as you will be expected to spend time research and analysing matters independently to substantiate and support taught material

Case Study Analysis – detailed discussion and in-depth analysis of existing brands and real-life scenarios to substantiate and assess concrete examples of content and theories

Research and writing skills inductions – supported by the Library and academic team you will learn how to develop your PG level academic writing and research conventions

Team working – requires you to operate as a member of a team or group with emphasis on collective responsibility and joint decision making to emulate real world professional working scenarios

Formative assessment – this is embedded through all units and is an opportunity for you to get feedback on your work from your tutors and peer group prior to summative

Study Trips (when applicable)

To enhance your learning path and consolidate understanding of subject specific content study trips are applicable in units. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

Industry Work Placement via ISM7008 Professional Development Unit – In term 4 each Masters student has the opportunity for either a 12-week work placement or a professional industry project. supported by the Career Services team and your course team you will be able to develop appropriate skill sets for the workplace relevant to your course and enhance your prospects of future employment or business start- up in the sector. You will be allocated an Academic tutor during this period.

At Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors.

This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions in class discussions and debate, and develop peer to peer mentoring and learning skills

Breakdown of teaching methods by percentage per level

<b>Breakdown of teaching methods by percentage per level</b>	
<b>Level 7</b>	
Taught	21%
Self-Study	79%
<b>Assessment methods</b>	
Assignment Brief	100%. You will be assessed using varied methods for each unit examples of which include Group promotional campaigns, Graphic and Digital presentation, Business plan, Video, Essay, Dissertation
<p><b>Course management and teaching staff</b></p> <p>The MA in Fashion Promotion, Communication and Digital Media is run by a Programme Leader, supported by Unit Leaders, teaching is delivered by specialist tutors and overseen by a Director of Education.</p> <p>All academics on the programme are continuously involved in research and other scholarly activity and practical activities, as well as being heavily involved within the industry in their selected areas of expertise. The course truly relies on our team, being active in the environment they teach and deliver in, to create a greater more contemporary and innovative experience for the students.</p> <p>The team's areas of academic and professional interest and experience, directly coincide and support our programme. As such there is a direct correlation that the curriculum is informed by this and updated accordingly.</p> <p>Some members of the team facilitate upholding and furthering academic standards, through their active contribution and position of external examiners as well as holding PGCE and being Fellows of HE.</p> <p>Visiting Lecturers and Guest Speakers are an integral part of the programme are used to curate and deliver units across the programme and make individual interventions on specific parts of its delivery. We use industry for live briefs who inform and participate in creating exciting and real-world application for your learning and support panel discussion of your work.</p> <p>All VLs on the course have participated in the LTA accreditation as a minimum to comply with HE regulations and provide contemporary and educational insights combined with practical ones from the industry. They deliver on a level of contemporary information and content that is directly applicable to both the programme deliverables and careers.</p>	
<b>Assessment strategy and methods</b>	

Summative assessment measures your achievement against the programme Learning Outcomes alongside evaluation of your progress and learning during an entire unit, generating a unit mark and constructive feedback. It also confirms the conditions for referral and retake where applicable. Examples of summative assessment include written assignments (essays, reports, case studies,) and practical approaches for business being oral and visual presentations and pitches using a variety of media, both physical and digital.

Assessment is planned to reflect the overall aims of the programme. is designed to monitor your performance regularly in the context of specific assessment requirements of individual subjects, through individual and team management skills required in business, the theoretical enquiry, and applied skills necessary for effective use for business and ultimately the knowledge and skills essential to meet the overall requirements of your Master's degree

You are strongly encouraged to seek as much feedback as possible about your progress on your units from your lecturers. Your lecturers will write about your performance and progress on your units (feedback), and they will also write about what you are advised to do in the future (feed-forward). This information is valuable as it will support you in understanding how well you did in one unit, and what you should concentrate on to do as well as possible in future units.

Please note that IML may need to keep your work for various reasons, including audits, validations and for External Examiners to review. You are advised to keep copies of your work wherever possible and to contact the Programme Leader for information about collecting work.

<b>Unit</b>	<b>Credits</b>	<b>Summative Assessment Task</b>	<b>Assessment Period</b>	<b>Hours</b>
ISM7021 Fashion Promotion and Communication	20	Group Pitch (20%)  Group Promotional Campaign (40%)  Individual Reflective Commentary(40%)	Term 1 week 9/10	<b>60 Taught</b> <b>140 Self Directed</b>

ISM7002 Luxury, Fashion and Culture	15	Individual 2000-2500 word Essay	Term 2-week 9/10	<b>40 Taught</b> <b>110 Self Directed</b>
ISM7022 Creative Direction	20	Group Industry Presentation (20%)  Group Brandzine and Video (40%)  Individual Reflective Commentary(40%)	Term 2-week 9/10	<b>60 Taught</b> <b>140 Self Directed</b>
ISM7023 Digital Content and Media	15	Individual Digital graphic Presentation (50%) Individual 1,500-2000 word report (50%)	Term 2-week 9/10	<b>40 Taught</b> <b>110 Self Directed</b>
ISM7005 Research Methods	20	3000-word Research proposal	Term 3-week 9/10	<b>50 Taught</b> <b>150 Self Directed</b>
ISM7024 Fashion Management	20	Group: 10 Minute Group Presentation (40%) Individual: 2000-2500 word strategic Report (60%)	Term 3-week 9/10	<b>60 Taught</b> <b>140 Self Directed</b>
ISM7007 Enterprise and Innovation	15	Individual 2000 words Mini Business Plan	Term 3-week 9/10	<b>40 Taught</b> <b>110 Self Directed</b>



ISM7008 Professional Development	15	An individual max 10-minute digital presentation including reflection of learning	Term 4-week 12	<b>22 Taught 128 Self Directed + 12 weeks professional working practice</b>
ISM7009 Dissertation/FMP	40	A 10,000-word Dissertation (100%) or A 4-6,000 Word dissertation and Final Major Project (100%)	Term 5-week 12	<b>Taught 7 (max) Self-Directed 393</b>

### 7. Relationship to other courses.

There is a cross disciplinary approach to all Masters programme within Istituto Marangoni. It not only stems from the creative working environment and studio space but also the shared common units. The co-creative approach across business and creative practical courses is fundamental to the professional and working environment and is practiced at professional development stage alongside research methods and Final major project.

Within the MA Fashion business programmes students on  
 MA Fashion Luxury and Brand Management  
 MA Fashion Promotion, Communication and Digital Media  
 MA Fashion Buying and Merchandising

work collaboratively sharing insight on the following common units

Term 1 ISM7002 Luxury, Fashion and Culture  
 Term 2 + 3 ISM7005 Research Methods  
 Term 3 ISM7007 Enterprise and Innovation  
 Term 4 ISM7008 Professional Development  
 Term 5 ISM7009 Dissertation/Final Major project

### 8. Student support

Istituto Marangoni London provides a range of student support mechanisms which include (but not limited to):

- **Admissions:** the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- **Academic and Student Services:** the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- **Library:** the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
- **Careers Service:** the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry and support with Term 4 work placement.
- **SEN support:** it is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises Personal Learning Plan, monitors students' progress, and formalises reasonable adjustments.
- **Coaching and Mentoring service:** it offers 1-2-1 appointments with a professional coach / mentor. The service provides advise, guidance and encroachment, equips students with problem solving skills / tools, improves self-confidence, encourages reflections, and enhances individual performance.
- **Counselling service:** the aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.

## 9. Learning support

Istituto Marangoni London offers a variety of different facilities and technologies to support your studies and learning environment. These include lecture rooms, seminar rooms, the library, IT labs and specialist software.

Prior to arrival you receive the student roadmap to support you arrival at Istituto Marangoni and advise you of your learning journey from week 1.

All students are inducted onto the programmes with your programme leader overseeing and advising of the programme structure. This is supported by Careers Team, technical support to advise you in IT and use of software, the designated programme administration team to highlight rules and regulations and timetables alongside SEN and library to assist with additional research enquiries

Each Unit had a unit leader, and a Unit Handbook is developed for each unit supported by all learning materials and lectures uploaded onto Ultra BB the virtual Learning Environment

All Masters Students are supported by their own dissertation supervisor

Computer Labs: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

Software: Support and allow practical application of the taught knowledge, together with the production of final outcomes.

Library: In addition to the normal Library duties, one to one tutorials and workshops are organized on a regular basis to support the learning activities, covering a wide range of topics

Digital and online E Resources: Searchable online learning materials covering many topics, from traditional Library service to improving research, writing and study practices to working collaboratively and subject specific business and fashion resources

IM App: Supports the physical learning environment with practical guidelines and useful information.

## **10. Opportunities for personal development planning**

The professional and personal development of each student on the Masters is delivered and embedded throughout the programme. Through core and common units, you are given the opportunity to be supported by your teaching staff alongside the careers team to guide you and your own needs and careers choices

In Term 2 careers workshops are embedded in the programme to enable students to start preparing for their ISM7008 Professional Development unit in term 4. This includes careers counselling, document building (CV's, portfolios, cover letters), Interview preparation, employment opportunities, enterprise workshops, competition support

The careers team work very closely with the programme leader and team to develop and enhance the opportunities for development which include live industry projects and business and enterprise start-up which be pursued in professional development unit incorporating an assessed 12-week placement or industry project.

ISM7005 Research Methods is a core unit which underpins the framework of the programme. Through 1-1 guidance and personal development it enables you to frame your working hypothesis of your final project.

In addition to the above, cross departmental support is available to the students, such as:

### **SEN support:**

It is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises Personal Learning Plan, monitors students' progress, and formalises reasonable adjustments.

**Coaching and Mentoring service:**

It offers 1-2-1 appointments with a professional coach / mentor. The service provides advise, guidance and encouragement, equips students with problem solving skills / tools, improves self-confidence, encourages reflections, and enhances individual performance.

**Counselling service:**

The aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.

**Career support:**

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance, and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

**11. Admissions Information**

- Application Form
- 2 reference letters, 1 academic reference only in case of progression from IM (UG)
- Curriculum Vitae
- Copy of recognized UK Bachelor's Degree with normally 2:1 or equivalent qualification and transcript. Relevant practical or work experience in a related field may also be taken into account.
- Portfolio - for creative programmes only
- I/GCSE with 4/C in English. Applicants are required to provide proof of their English language ability. The English test score should be at least B2 on the CEFR level (e.g., IELTS Academic 6.5 overall, no less than 5.5 for each element)

All Programmes are subject to validation by Regent's University London.

All prospective students may have access to these Programmes without the right academic background if they have proven relevant work experience in the Fashion or Design field. Programme Leaders may request an interview (in person or online) in order to assess passion, motivation, commitment, and aspiration of the prospective student.

The Admissions team may accept other qualifications as are deemed to be acceptable in lieu of the specified in this document, we may use UK ENIC and UCAS calculator for the evaluation.

All applicants are required to provide as follow before the starting date of the course:

- passport size photo (2x2 inches)
- copy of a valid passport (and VISA documents if applicable)
- true copy of final school/test certificates plus notarized translation (if applicable)
- signed offer form (and CAS preview if applicable)
- proof of school fees payment

## 12. Visas and immigration

Students holding a visa to study in the UK should familiarise themselves with the conditions and details of their visa. Key expectations for visa holders include:

- Ensuring the School retains an up-to-date copy of a student's passport and visa documents.
- Updating the School with any changes to your address, personal email address and personal phone number.

Students be aware of the requirements of their visa, including the limitations on your working rights and permitted work. For any further questions, students should contact the Visa Manager directly using an email address included in the Student Handbook.

## 13. Assessment and progression regulations

You will be assessed on how well you are achieving the intended leaning outcomes at different stages throughout your time of study at Istituto Marangoni London.

In order to achieve a Masters degree, there are minimum requirements to be met. The current regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year.

We will let you know if there are any major changes to the regulations that may affect you.

<https://www.regents.ac.uk/policies>

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark. A generic description of each grade is available at:

[regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework](https://www.regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework)

## 14. Award criteria

To complete the programme, You will need to achieve total of 180 credits for a Postgraduate Masters degree. For further details on award requirements, please see the Academic Regulations, available at: <https://www.regents.ac.uk/policies>

## 15. Methods for evaluating and improving the quality and standards of teaching and learning

The academic staff are supported by receiving offers to further develop their skills and acquire academic qualifications as:

- LTA, Learning Teaching Assessment

- FHEA, Fellowship
- SFHEA, Senior Fellowship
- PgCert

Istituto Marangoni London also financially supports, partly or fully, academics costs to attend conferences and trainings that can benefit both the staff and the institution. The Director of Education, with the support of the QA and HR teams, selects on a yearly basis the academic staff to whom professional development will be offered. This selection is being made based on available budget and development needs in order to progress staff and be able to deliver teaching quality.

Staff members are invited to an array of regular training sessions facilitated by DOE, PL, and ULs, covering tutor induction at the beginning of the Academic Year, and stretching through formal faculty meetings prior to the beginning of every Unit and specific support on assessment activities.

Continuous monitoring and evaluation of programmes is an essential part of Istituto Marangoni London's quality assurance framework enabling discussion and consideration regarding potential enhancement of learning opportunities within specific programmes, resulting in a higher quality student academic experience. The academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement, in response to feedback from students, academic faculty or subject External Examiners, to ensure currency of programmes, annual monitoring and data outcomes and/or alignment with any regulatory body requirements or changes.

Below are examples of continuous programme management and quality arrangements:

- **Course validation or revalidation:** the programme approval is based on a process of internal and external peer review and ensures alignment against all relevant UK external reference points as well as internal and external policies and procedures.
- **Periodic reviews:** the programme re-approval process is based on a process of critical reflection of the programme's operation and continued relevance with internal and external peer review and student feedback being integrated to the process. It also ensures continued alignment against all relevant UK external reference points, internal and external regulations etc.
- **Annual programme / unit modifications:** the academic team is encouraged to evaluate the programmes and propose content, teaching delivery or assessment related changes for reasons such as quality improvement in response to feedback from students, tutors, or subject External Examiners to ensure currency of programmes, annual monitoring, and data outcomes and/or alignment with any regulatory body requirements or changes.
- **Programme Continuous Improvement Plans:** the process provides an important source of information for programme teams on the operation of the programmes as these documents provide a complete record of enrolment and Assessment Board

related information, progress of actions, good practice identified, student and External Examiner feedback, complaints overview etc.

- **Unit performance reports:** the purpose of those reports is to continue and enhance the quality of units and act upon any concerns in a timely manner.
- **Student engagement and feedback:** student participation in quality assurance and enhancement processes helps to improve the educational experience of students, benefiting the wider student body, the Higher Education sector as well as engagement with collaborative partners within industry. Student engagement contributes to quality assurance and enhancement processes by effectively capturing the student voice, acting upon student feedback, student academic engagement as well as their engagement with the School. Students have an opportunity to provide ongoing information and formal feedback as part of their studies. The ways of providing feedback include (but not limited to): student voice and NPS surveys, industry engagement, monthly events, School forums, Student Representative meetings, formal School Boards and Committees, academic related activities.

## 16. Curriculum map

This table indicates which study units assume responsibility for delivering the learning outcomes detailed in Section 5.

Level	Module								
		PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8
	ISM7021 Fashion Promotion and Communication	x	x		x	x			x
	ISM7002 Luxury, Fashion and Culture	x	x	x	x	x	x		
	ISM7022 Creative Direction			x	x	x	x	x	x
	ISM7023 Digital Content and Media	x	x	x					x
	ISM7005 Research Methods		x		x		x		x

	ISM7024 Fashion Management		x	X		X		x	x
	ISM7007 Enterprise and Innovation	x	x		x				x
	ISM7008 Professional Development	x	x			x	x	x	x
	ISM7009 Dissertation/FMP	x	x	x	x		x	X	x