

# **MA Fashion and Luxury Brand Management**

## **Programme Specification**

Academic Year 2024-2025

## Contents

1. Course Overview
2. Why study this course, including course aims and objectives
3. Course structure
4. Exit Awards
5. Learning Outcomes
6. Learning and teaching strategy/ assessment methods (non-regulatory)
7. Relationship to other courses
8. Student support
9. Learning support
10. Opportunities for personal development planning
11. Admissions Information
12. Visas and immigration
13. Assessment and progression regulations
14. Awards criteria
15. Methods for evaluating and improving the quality and standards of teaching and learning
16. Curriculum map

<b>1. Course Overview</b>	
<b>Full course/award title(s)</b>	MA Fashion and Luxury Brand Management
<b>Programme Code</b>	PMAA_0016_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>	Professional development unit 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 Luxury Brand Management provides in-depth knowledge of branding specifically for the fashion and luxury goods industries. Experts in luxury brand management know exactly where their products are positioned, fully understand their role in the market, and constantly analyse their relationships with customers. However, the task of the brand manager is not only to attract and retain consumers, but also to improve the practical and organisational management of a brand within the fashion organisation and this course addresses both areas; luxury branding together with business management and organisation skills.

You will learn how to adapt communication, marketing, and promotional techniques to reach sale goals and fully apply the key strategies of luxury businesses. As well as concentrating on the intangible elements: customer relationships, the impact of digital and social media and the consumer 'experience', the programmes present a critical analysis of the more tangible elements of branding; product attributes (quality, features, and design), and the difference between brand image and brand identity, packaging, and labelling. A successful luxury brand manager works on all of these aspects

The choice of fashion industry placement or professional project within the programme, gives you the opportunity to put theory into reflective and purposeful practice within the field of luxury. Participants become experts in making key branding decisions including in brand extension and brand repositioning and learn how to detect any weaker products in a collection. Analysis of the target audience and marketing mix provides a solid grounding for brand strategy development together with research on how companies in the fashion and luxury market develop their own interpretation of brand positioning and devise innovative strategies. The impact of emerging technologies has changed the face of communication and this course looks at finding the right balance between corporate brand image, new media, and viral platforms – key to the success of luxury brands today.

Along with the study of past styles and cultures and the analysis of current trends and forecasts related to "future-fashion", participants 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 students to pursue collaborations, live projects and assist to provide a detailed insight into the realities and the opportunities luxury fashion.

This course is for participants who have previous undergraduate level study or proven work experience, completing the course with branding and management skills for various positions within the fashion, luxury, 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:**

- Brand Strategist
- Brand consultant
- Brand Manager
- Business Analyst
- Operations Manager
- Marketing Manager
- Digital Marketing Manager

**3. Course structure**

This is a guide to the overall structure of your course, mandatory elements, modules (noting the terms that they are completed), and periods of assessment.

The Masters in Luxury Fashion and Brand Management 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

Term 1	Term 2	Term 3	Term 4	Term 5
<b>ISM7017 Luxury Fashion Marketing 20 Credits</b> Luxury Fashion Marketing & Management Luxury Marketing & Communication Professional Practice and Digital skills	<b>ISM7018 Strategic Luxury Branding 20 Credits</b> Luxury Branding Creative Branding and Innovation Strategic Management	<b>ISM7019 Luxury Management 20 Credits</b> Managing luxury and finance Digital Transformation for Fashion The Future of Luxury	ISM7008 Professional Development 15 Credits	ISM7009 Dissertation/FMP 40 credits
ISM7002 Luxury, Fashion and Culture 15 credits Fashion Sociology Mapping cultures Luxury Fashion Industry	<b>LISM7020 Luxury supply chain Management 15 credits</b> Luxury Good and Services Supply Chain Management	ISM7007 Enterprise and Innovation 15 credits Enterprise Innovation		
<b>ISM7005 Research Methods 20 Credits</b> Research Methods Term 2      Research Methods Term 3				

**Work Placement – Professional Development** - During term 4 of your programme you get the opportunity to complete a work placement experience in the fashion industry. A work placement constitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned and refine your own practical business skills.

Under the close supervision and guidance of the School as well as of the company you will be undertaking a 12-week assessed placement relevant to the learning outcomes of your programme and relatable to your career objectives and professional development. This unit sits in term 4 if you wish to continue on your placement and your dissertation period under guidance from your supervisor and visa compliance.

The skills learned will give you practical knowledge of the nature of the business, its functions, and operations. You will also acquire and/or strengthen those transferable skills that have become a fundamental requisite for boosting employability and enhancing your professionalism.

**Final Dissertation/Final Major Project** is the culmination of your studies and enables you to present a subject specific research-based dissertation or Final major project practice-based body of work. You will be allocated a supervisor based on your research enquiry and you may choose to do a full written project which is 10,000 words or opt for a practice-based Final major project of 4-6,000 words and a practical outcome, your inquiry might in fact translate into a more tangible project or another form of practical outcome.

**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

Level 7 Term 1	Credits
ISM7017 Luxury Fashion Marketing – core	20
ISM7002 Luxury, Fashion and Culture - common	15
ISM7018 Strategic Luxury Branding - core	20
ISM7020 Luxury Supply Chain Management – core	15
Research Methods – common	20
ISM7019 Luxury 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 and Luxury Brand Management

Upon successful completion of 120 credits, the interim exit award shall be: Postgraduate Diploma Fashion and Luxury Brand Management

Upon successful completion of 180 credits, the final award shall be: MA Fashion and Luxury Brand Management

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

PLO 1 How different fashion and luxury organisations manage their brands and market offerings in differing market environments and economic contexts.

PLO2 Interrelationships between marketing, branding, finance, technology, and the functional strategies of luxury organisations

PLO3 How current and future dynamics of new technologies, disruption, changing consumer trends and corporate social responsibility impact the strategic thinking of fashion and luxury organisations

PLO4 how to conduct primary and secondary research and enquiry addressing ethical dilemmas, corporate social responsibility, and sustainability issues, applying these values to Luxury brands.

Skills

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 luxury branding,

marketing, supply chains and retailing appropriately and accurately using a range of media and 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 luxury branding and management 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.

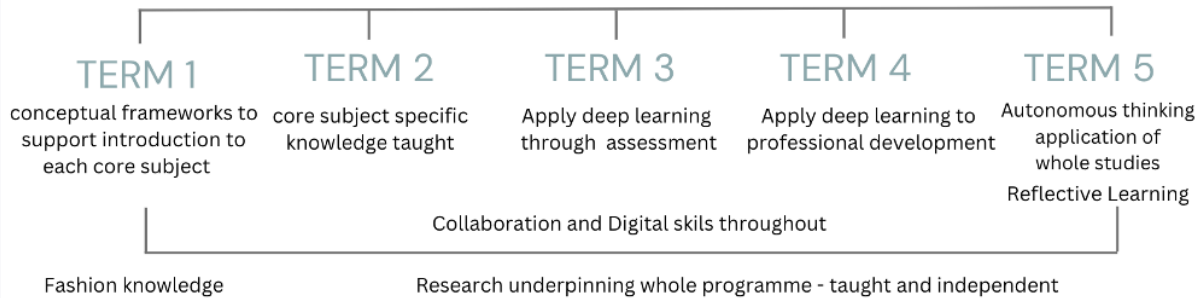
The learning and teaching strategy adopted for this programme relates to the internal IM Learning and Teaching Strategy which comprises the below areas:

- 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 and Luxury Brand Management 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 and Luxury Brand Management 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 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	
<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 presentation, reports, Business Plan, Brand Kits, Digital presentation, Essay, Dissertation
<p>Course management and teaching staff</p> <p>The MA in Fashion and luxury Brand Management 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. Periodic reviews are undertaken to ensure the curriculum is current and of value in order to</p> <p>define what is good learning and teaching in terms of outcomes and achievements, IML organises learning and teaching forums to encourage all stakeholders to discuss the effectiveness of the curriculum and to identify areas of expansion, enhancement or change.</p> <p>The establishment of research at IML will be central to ensuring that our curriculum responds not only to cutting edge industry practice, but also enables our students to question, challenge and lead this as they begin their careers. Research is crucial to enabling academic staff to develop in their disciplines, to contribute effectively to the pedagogical process and to inform a dynamic and responsive curriculum.</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>	

Visiting Lecturers and Guest Speakers are an integral part of the programme and 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.

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.

#### Assessment strategy and methods

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. It 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>
ISM7017 Luxury Fashion Marketing	20	Group Digital Presentation (60%) Individual 2000-2500 Word Marketing Report (40%)	Term 1 week 9/10	60 Taught 140 Self Directed
ISM7002 Luxury, Fashion and Culture	15	Individual 2000-2500 word Essay	Term 1 week 9/10	40 Taught 110 Self Directed
ISM7018 Strategic Luxury Branding	20	Individual 2000-2500 word Strategic Brand Audit Report (60%) Individual Branding Identity Kit (40%)	Term 2 week 9/10	60 Taught 140 Self Directed
ISM7020 Luxury Supply Chain Management	15	2000-2500 word report (100%)	Term 2 week 9/10	40 Taught 110 Self Directed
ISM7005 Research Methods	20	3000 word Research proposal	Term 3 week 9/10	50 Taught 150 Self Directed
ISM7019 Luxury Management	20	Group: 10 Minute Elevator Pitch (40%) Individual: 2,500 word critical Essay (60%)	Term 3 week 9/10	60 Taught 140 Self Directed
ISM7007 Enterprise and Innovation	15	Individual 2000 word Mini Business Plan	Term 3 week 9/10	40 Taught 110 Self Directed
ISM7008 Professional Development	15	An individual max 10 minute digital presentation including reflection of learning	Term 4 week 10-12	22 Taught 128 Self Directed + 12 weeks professional working

				practice
ISM7009 Dissertation/ FMP	40	A 10,000-word Dissertation (100%) or A 4,000-6,000 word Final Major Project and body of practical work (100%)	Term 5 week 12	Taught 7 (max) Self Directed 393

#### Ethical approval of research

All research conducted within and outside the school by students at Istituto Marangoni London should comply with internal process prior to commencement. This will include, but is not limited to, all research involving human or other living participants, and all experiments, investigations, and procedures involving human or other living participants, or data relating to such living entities.

In those units where students are expected to conduct primary research involving human participants as part of the data gathering process, this is normally done with in-depth interviews, focus groups and surveys. The ethical approval follows a formalised process and students must demonstrate that such process has been accurately followed. The following applies for all primary research conducted:

#### Gaining informed consent

You must obtain formal informed consent from all respondents taking part in quantitative research (interviews and focus groups) before they participate in the study.

You can obtain informed consent in two ways:

1) With a consent form

Consent forms must be filled in and signed both by the researcher and the participant. Typed signatures are not valid.

2) Via email

Consent can also be gained via email. In this case, in the email you send to participants you should (i) attach the consent form and (ii) copy paste the content of the consent form in the body of the email. Consent is gained

#### Showing evidence of gained informed consent

Evidence of informed consent must be shared with the school and with your dissertation supervisor, but not included in the dissertation.

Signed consent forms and/or screenshots of the emails must be shared with the school and with your supervisor before the submission of the dissertation project. The screenshots of the emails must show the content of the email you sent, the reply of the participant as well as their full email address.



To ensure that participants are approached in full compliance with ethical principles and that research is conducted in transparent and accurate fashion, the students are guided in the process of approaching participants through research methods unit as well as in the formulation of interview, focus group and survey questions. This is to guarantee that questions are asked in a sensible and sensitive manner. In order to obtain ethical approval, evidence of gained informed consent (signed consent forms or email exchange with participants showing informed consent) must be shared with the tutor prior to the conduction of the qualitative primary research. The audio recordings of the interviews, used to ensure accuracy when reporting information, are also shared with the tutor. Participants are also informed about the storage, accessibility and disposal of the data gathered (the audio-record files and the signed consent forms).

### **7. Relationship to other courses**

Some courses share modules or have other connections to other courses. This is a guide to whether this is applicable for your course.

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 and Luxury 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 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.

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.

<p>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.</p>
<p><b>13. Assessment and progression regulations</b></p>
<p>You will be assessed on how well you are achieving the intended learning 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. <a href="https://www.regents.ac.uk/policies">https://www.regents.ac.uk/policies</a></p> <p>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: <a href="https://www.regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework">regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework</a></p>
<p><b>14. Award criteria</b></p>
<p>To complete the programme, You will need to achieve total of 180 credits for a Postgraduate Masters degree.</p> <p>For further details on award requirements, please see the Academic Regulations, available at: <a href="https://www.regents.ac.uk/policies">https://www.regents.ac.uk/policies</a></p>
<p><b>15. Methods for evaluating and improving the quality and standards of teaching and learning</b></p>
<p>The academic staff are supported by receiving offers to further develop their skills and acquire academic qualifications as:</p> <ul style="list-style-type: none"> <li>· LTA, Learning Teaching Assessment</li> <li>· FHEA, Fellowship</li> <li>· SFHEA, Senior Fellowship</li> <li>· PgCert</li> </ul> <p>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</p>

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								
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	ISM7017 Luxury Fashion Marketing		X	X			X		X
	ISM7002 Luxury, Fashion and Culture	X	X	X	X	X	X		
	ISM7018 Strategic Luxury Branding	X	X		X	X	X	X	X
	ISM7020 Luxury Supply Chain Management			X	X		X		X
	ISM7005 Research Methods		X		X	X			X
	ISM7019 Luxury Management	X	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