

MSc International Fashion Marketing

September 2021

Workshop and Networking Event

The University of Manchester

Tuesday 7th September - Thursday 9th September

We are delighted to hold our 3-Day Workshop and Networking Event in 2021. During the event you will benefit from valuable opportunities to meet academic tutors and network with like-minded peers. The workshop includes a range of presentations, group activities, workshops and guest speakers to support your understanding and knowledge of International Fashion Marketing. You will have time to discuss important topics with other students on the course as well as speak to your academic team.



3-DAY CONFERENCE AND NETWORKING AGENDA

New students: Please follow the purple colour blocks

Current students: Please follow the blue colour blocks

Day One: Tuesday 7 th September	
15:45-16:00 (CST) (08.45-09.00 GMT)	Registration and Welcome Session
16:00-16:45 (CST) (09:00-09:45 GMT)	Course overview and information regarding CIM Accreditation
	Welcome Back - Review Units 1 & 2
17:00-17:45 (CST) (10:00-10:45 GMT)	Unit 1 Overview - International Fashion Marketing
	Unit 3 Overview - Fashion Marketing Communications
17:45-18:15 (CST) (10:45-11:15 GMT)	Break
18:15-19:00 (CST) (11:15-12:00 GMT)	Networking with all students
19:15-20:00 (CST) (12:15-13:00 GMT)	Guest speaker - Theme: Emerging Trends in Fashion
Day Two: Wednesday 8 th September	
15:45-16:00 (CST) (08.45-09.00 GMT)	Day 2 Registration
16:00-16:45 (CST) (09:00-09:45 GMT)	Academic skills, academic malpractice, referencing, critical writing, time management, access to the library
17:00-17:45 (CST) (10:00-10:45 GMT)	Fashion Retail Themes Workshop Briefing by Course Director
	Unit 3 - Fashion Communication Themes Workshop Briefing
17:45-18:15 (CST) (10:45-11:15 GMT)	Break
18:15-19:00 (CST) (11:15-12:00 GMT)	Interactive Session with Course Director
	Interactive Session with Fashion Communication Academics
19:15-20:00 (CST) (12:15-13:00 GMT)	UoM Research Themes - Presentations (10 min each) and Panel Discussion
Day Three: Thursday 9 th September	
15:45-16:00 (CST) (08.45-09.00 GMT)	Day 3 Registration
16:00-16:45 (CST) (09:00-09:45 GMT)	Group work and preparation for presentations
	Group work and preparation for presentations
17:00-17:45 (CST) (10:00-10:45 GMT)	Retail Group Presentations (3 groups - 10 mins each)
17:45-18:15 (CST) (10:45-11:15 GMT)	Break
18:15-19:00 (CST) (11:15-12:00 GMT)	Fashion Communications Group Presentations (3 groups - 10 mins each)
19:15-19:45 (CST) (12:15-12:45 GMT)	Guest speaker - Topical Themes in Fashion
19:45-20:00 (CST) (12:45-13:00 GMT)	Closing session - Q&A

Please note that arrangements are subject to change due to unforeseen circumstances