

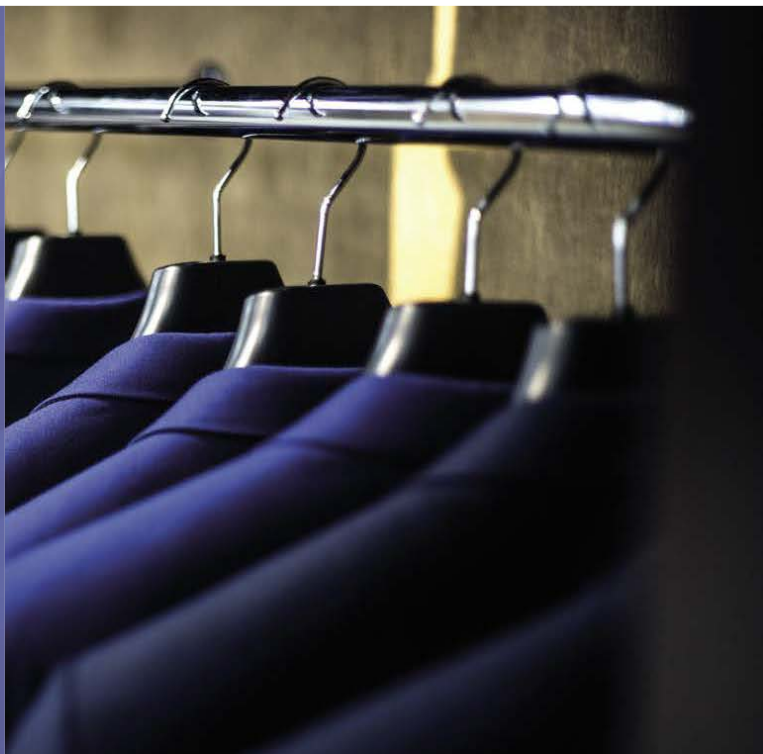
MANCHESTER
1824

The University of Manchester

MSc International Fashion Marketing

Become a global fashion expert

- Develop the knowledge and skills to enable you to build your career in the global fashion industry
- Study this online, part-time course when it suits you and tailor your learning around your work and other commitments
- Enjoy unique opportunities to network with peers and academic leaders.



"The course content, tailored to have a deep comprehension of the fashion world's dynamics and challenges, will, I am sure, help me gain the tools I need to step into and thrive in the fashion industry."

Claire Kouassi
France



"It is exciting to participate in this MSc blended course in International Fashion Marketing at The University of Manchester. I expect to treat current issues, enrich my educational and personal background, develop new insights and have discussions with like-minded professionals."

Bruno Henrique Mandolini
Switzerland



"Currently, I'm working in Luxsmart Brand Management company as a Brand Department Manager. The schedule of the course provides great flexibility between work and study. I believe the course combines leading industry knowledge and diversified practice opportunities."

Duanyao Wu
China



"I'm delighted to be a member of The University of Manchester! I wish to deepen and enhance my knowledge of marketing while at the same time, I'm looking forward to finding some good friends with common interests. I also want to be a role model for my son and encourage him to work harder."

Liya Lu
China

WHAT YOU WILL STUDY

You can expect to study units covering topics such as:

- International Fashion Marketing
- Strategic Brand Management
- Fashion Consumer Behaviour
- Fashion Marketing Communications
- International Fashion Retail Management
- Contemporary Issues
- Research Skills in Practice
- Literature-Based Enquiry

ENTRY REQUIREMENTS

Applicants must hold a 2:1 UK Honours degree or international equivalent. Applications from students with an approved combination of academic qualifications and industry experience may also be accepted.

English language requirements must also be met. Please visit our course page for more detailed information on the entry requirements.



September intake
Start studying in September 2022.



2 years
part-time Master of Science degree



Online Learning
Online course content with networking opportunities.



Flexible format
Transform your career while you continue working



CIM accredited
Accredited by The Chartered Institute of Marketing



University in the world
(QS World University Rankings, 2021)



INTERNATIONAL NETWORKING

Throughout your time at University the course provides you with an opportunity to network with peers and academic leaders. These networking opportunities will offer you the opportunity to experience how the global fashion industry operates in different geographic regions .

GET IN TOUCH

Contact us to arrange a personal consultation

Manchester Centre

Hazel Craven

E: studyonline@manchester.ac.uk

Shanghai Centre

Thomson Tang

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