

MANCHESTER
1824

The University of Manchester

This brochure was created in 2021. It has therefore been created in advance of course starting dates and for this reason, course information may be amended prior to you applying for a place. There are a number of reasons why changes to course information and/or published term dates may need to be made prior to you applying for a place – more details can be found on our website. Prospective students are therefore reminded that they are responsible for ensuring, prior to applying to study, that they review up-to-date course information by searching for the relevant course at: manchester.ac.uk/study/masters/courses/

Further information describing the teaching, examination, assessment, and other educational services offered by the University of Manchester is available at: manchester.ac.uk/study/masters/

Royal Charter Number RC000797

✉ pgt-materials@manchester.ac.uk

🖥 manchester.ac.uk/materials/

📷 [@fashionmanchester](https://www.instagram.com/fashionmanchester)

📺 [Fashion Works at Manchester](#)

🌐 mub.eps.manchester.ac.uk/uommaterialsblog/

Fashion, Business and Technology:
The University of Manchester
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FASHION BUSINESS'S AND TECHNOLOGY

POSTGRADUATE COURSES

SHAPE YOUR FUTURE
Learn today, lead tomorrow



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SHAPE YOUR WORLD: CAREERS

Manchester is a name that lends weight to your master's degree, not only because of our rich heritage, but also our current rankings and reputation.

According to the 2021 Academic Ranking of World Universities, we are the 35th best university in the world, the 9th best in Europe and the 5th best in the UK. [Read more about our rankings and reputation here: https://www.manchester.ac.uk/study/masters/why-manchester/rankings-reputation/](https://www.manchester.ac.uk/study/masters/why-manchester/rankings-reputation/)

Master's courses at The University of Manchester are designed to prepare you for the world of work. Our degrees are delivered with sustainability at their core, to give you the best grounding for careers for the future. There are common themes and ideas that underpin our programmes, which we have endeavoured to illustrate clearly throughout this brochure. To show you which career pathways your master studies may lead you to, look out for the following icons on the programme pages:

Career Categories

A ENERGY CAREERS

our Master's programmes equip you with first-class analytical skills that prepare you for careers in a world that is working through the energy transition.

B BUILDING SUSTAINABLE FUTURES CAREERS

securing existing infrastructures and planning for future sustainable developments are key aspects of our postgraduate programmes.

C LEADING CHANGE CAREERS

a changing world requires new leadership, and our Master's programmes develop you as decision-makers and forward-thinkers.

D INNOVATING TECHNOLOGY CAREERS

as global priorities evolve, so do technological solutions. Our Master's degrees train you in the most current technology and encourage innovations for our future.

E RESEARCH FOR NEW HORIZONS

our Master's programmes can lead you to further study with postgraduate research degrees (PhDs) where you will investigate solutions and methods for future science and engineering practitioners.

Careers Service

The Careers Service offers support and advice throughout your time at the University of Manchester, to help you make the most of your time here and best prepare you for your future. From CV and application advice to employer workshops and our job platform Career Connect, the Careers Service for students and graduates can help to put you in the best position to secure employment and act as a launchpad for your long-term career aspirations.

<https://www.careers.manchester.ac.uk/>



SUSTAINABILITY

LEADING THE WORLD ON SUSTAINABLE DEVELOPMENT

The quality and scale of our research, when compared against the UN's Sustainable Development Goals (SDGs), has been ranked first in the world by the Times Higher Education University Impact Rankings in 2021.

The 17 SDGs are the world's call to action on the most pressing challenges and opportunities facing humanity and the natural world, and we're playing a leading role in tackling them.

As one of the world's leading research institutions, as well as being the only university in the UK to have social responsibility as a core goal, The University of Manchester is playing a leading role in tackling the SDGs in four ways – through our research, learning and students, public engagement activities and responsible campus operations.

Our 2021/22 SDG report outlines how we are tackling the SDGs:

<https://documents.manchester.ac.uk/display.aspx?DocID=57219>

Where our Master's programmes connect with the UN's Sustainable Development Goals, we will highlight this within the brochure by using the SDG logos.



FACILITIES AND RESOURCES

MECD

There's never been a better time to study at University of Manchester, with our new home for engineering and material science transforming the way our engineers study, research and shape the world forever.

At the heart of the engineering buildings design is a desire to bring together engineers across all disciplines, in one connected and dynamic environment. The space will support a variety of teaching and learning styles, through blended lecture theatres, multi-purpose study spaces and state of the art laboratories and technical spaces, encouraging students to shape their own learning environment.

We recognise the importance of facilities that reflect the ambition and real-world impact of our students, in addressing some of the world's most pressing issues. Our new home for engineering and material science will boast some of the most unique and industry-leading equipment and instrumentation in the sector, to meet today's requirements and those of the future.

Read more about our facilities online: <https://www.mecd.manchester.ac.uk/students/what-does-mecd-mean-for-me/>



MSC INTERNATIONAL FASHION RETAILING

<https://www.manchester.ac.uk/study/masters/courses/list/04317/msc-international-fashion-retailing/>

Fashion, Business and Technology sits within the Department of Materials

International Fashion Retailing focuses on retail, sales, and operations management. The retail industry is regularly disrupted and transformed by new technologies and world events. The purpose of this master's course is to train the fashion retail managers of the future. You will study areas like omni-channel retailing, Augmented Reality (AR) and other in-store technologies, and the role of retail in international business strategies. As part of this programme you will be joining a community of creative innovators who want to challenge themselves to make a tangible impact on the fashion world.

The course will teach you how to be adaptive to changing business environments. It will equip you with the managerial and subject know-how so you can create original and attractive retail offerings. This may include products, services, and experiences, but always considering how retail helps to align brands and customers in an increasingly competitive international market. You will explore the evolution of retail from traditional 'bricks and mortar' stores through to contemporary omni-channel strategies, and beyond into future developments.

The wide range of industry-relevant themes provide you with the opportunity to learn from insider experience including gaining an in-depth understanding of the fashion consumer and fashion retail channels to market. You will develop critical skills such as strategic retail management processes that will support your future career in the contemporary international fashion business environment.

This course is suitable for students from most academic backgrounds and equips graduates with the necessary management skills vital for a career in the fast-paced world of international fashion retailing.

- Specialise in fashion retailing and strengthen your strategic business skills for a career in a substantial, competitive sector.
- Undertake an extensive research project and deepen your knowledge in an area of your interest.
- 80% of our research activity was defined as 'internationally excellent' or 'world leading' in the most recent Research Excellence Framework (REF 2014).

Please note: The International Fashion Retailing programme is one of three MSc Fashion Business programmes. You may also consider our MSc in International Fashion Retailing (Entrepreneurship and Innovation) and our MSc in International Fashion Marketing.

GRADUATE CAREERS

This course could lead you to a career in one of the following categories:

B BUILDING SUSTAINABLE FUTURES CAREERS **C LEADING CHANGE CAREERS**

Where our graduates work:

- IBM
- Marks and Spencer
- Oasis
- Mercedes Benz
- Next
- Charnos
- National Westminster Bank
- Shell
- Milliken
- Harrods

COURSES IN RELATED SUBJECT AREAS:

Fashion and Materials



What our graduates do:

- XXX
- XXX

UN SUSTAINABLE DEVELOPMENT GOALS:

The MSc in International Fashion Retailing demonstrates Manchester's commitment to sustainability, echoed in our 2021 no.1 Times Higher Education Impact Ranking.

ENTRY REQUIREMENTS AND PRE-REQUISITES:

2.1 UK Honours degree or equivalent. Applications from candidates with academic backgrounds in Marketing, Management, and Arts and Social Science (combinations of English, History, Languages, Politics, Psychology) related disciplines (minor or major) are particularly welcomed. All backgrounds must contain substantial management, marketing or social science content.

IELTS: at least 6.5 overall with no sub-test below 6.0.

This programme is accredited by The Chartered Institute of Marketing



UN Sustainable Development Goals that this programme connects to

<https://sdgs.un.org/goals>

5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



MSC INTERNATIONAL FASHION RETAILING (ENTREPRENEURSHIP AND INNOVATION)

<https://www.manchester.ac.uk/study/masters/courses/list/18728/msc-international-fashion-retailing>

Fashion, Business and Technology sits within the Department of Materials

International Fashion Retailing (Entrepreneurship and Innovation) is similar to International Fashion Retailing but emphasises how change and innovation can be managed within organisations and is also designed for those who wish to start their own business.

The International Fashion Retailing (Entrepreneurship and Innovation) master's course is delivered jointly by the Department of Materials and the Masood Enterprise Centre in the Alliance Manchester Business School. This dynamic and cutting-edge course considers the links between business strategy, the external environment and innovation for retail businesses in the global fashion industry.

The course will equip you with the essential tools and knowledge to help launch your career in fashion retailing. We use theoretical business models and real-world examples, driven by industry, to evaluate how successful fashion retail companies stay relevant and innovative.

You will explore how emerging entrepreneurial ventures can significantly increase their chance of success in a fast-moving business environment and stay ahead of their competitors. You will also discover how entrepreneurial start-ups and established firms fit within their external environment and explore the impact of the external environment on a firm's access to resources and knowledge, gaining an understanding of its design process and interaction with consumer insight.

Upon successful completion of the course, you will have gained a deep understanding of these key factors and real-world issues that shape innovation in fashion retailing companies. You will be equipped to implement what you have learnt in your future ventures and career as well as developing valuable skills including team-working, leadership, negotiation and project management techniques.

GRADUATE CAREERS

This course could lead you to a career in one of the following categories:

B BUILDING SUSTAINABLE FUTURES CAREERS **C LEADING CHANGE CAREERS**

Where our graduates work:

- IBM,
- Marks and Spencer,
- Oasis,
- Mercedes Benz,
- Next,
- Charnos,
- National Westminster Bank,
- Shell,
- Milliken
- Harrods.

What our graduates do:

- Xxx
- Xxx
- xxx

COURSES IN RELATED SUBJECT AREAS:

MSc Management of Projects
MSc International Fashion Retailing
MSc International Fashion Marketing

UN SUSTAINABLE DEVELOPMENT GOALS:

The MSc in International Fashion Retailing (Entrepreneurship and Innovation) demonstrates Manchester's commitment to sustainability, echoed in our 2021 no.1 Times Higher Education Impact Ranking.

ENTRY REQUIREMENTS AND PRE-REQUISITES:

2.1 UK Honours degree or equivalent. Applications from candidates with academic backgrounds in Marketing, Management, and Arts and Social Science (combinations of English, History, Languages, Politics, Psychology) related disciplines (minor or major) are particularly welcomed. Other academic backgrounds are also considered, including Accounting, Finance, Science and Engineering. All backgrounds must contain substantial management, marketing or social science content.

IELTS: at least 6.5 overall with no sub-test below 6.0.

This programme is accredited by The Chartered Institute of Marketing



UN Sustainable Development Goals that this programme connects to

<https://sdgs.un.org/goals>

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9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



MSC INTERNATIONAL FASHION MARKETING

<https://www.manchester.ac.uk/study/masters/courses/list/09907/msc-international-fashion-marketing/>

International Fashion Marketing is a good option if you are interested in advertising, promotions, brand management and any other aspect of marketing

The International Fashion Marketing master's course delves into the world of marketing theory and practice within the fashion industry. You will explore the key developments affecting markets and consumers in the global fashion industry.

The course is international in scope, seeking to understand how emerging technologies, environmental issues, and societal changes impact marketing strategies. Although theoretically rigorous, the course focuses on real world issues, such as sustainability, modern slavery, and automation. You will gain insights from a variety of marketing perspectives, including those of brand managers, consumers, and societal stakeholders like policymakers. This will help you to develop a holistic understanding of fashion marketing as a discipline, as well as prepare you for the widest range of careers in fashion brands and beyond. To this end, you will also develop valuable skills including team-working, leadership, negotiation, and project management, alongside subject knowledge.

This course is suitable for students from most academic backgrounds – you do not need to have studied a business-related course for your undergraduate degree - and equips graduates with the necessary management skills = for a career in the fast-paced world of international fashion.



COURSES IN RELATED SUBJECT AREAS:

MSc Management of Projects

MSc International Fashion Retailing

MSc International Fashion Retailing (Entrepreneurship and Innovation)

GRADUATE CAREERS

This course could lead you to a career in one of the following categories:

B BUILDING SUSTAINABLE FUTURES CAREERS **C LEADING CHANGE CAREERS**

Where our graduates work:

- Burberry
- Gucci
- BooHoo
- ASOS
- The Hut Group
- Marks and Spencer
- Prada

What our graduate do:

Graduates from our Department have excellent employment prospects. In the past our graduates have typically been employed as buyers, marketers, and PR-related roles. Several students join small start-ups or found their own businesses. Thanks to the extensive contacts of our staff, we can help connect students to almost any part of the fashion industry that they are interested in.

UN SUSTAINABLE DEVELOPMENT GOALS:

The MSc in International Fashion Marketing demonstrates Manchester's commitment to sustainability, echoed in our 2021 no.1 Times Higher Education Impact Ranking.

Sustainability is increasingly central to the fashion industry. Almost all of our content and assignments address environmental issues to some degree, with many students choosing to make this the core theme of their assignments or dissertations. Many of our staff are at the cutting-edge of research into sustainable materials, circular economies, or (un)environmental consumer behaviours, and these insights are embedded into our teaching practice so that students are armed with up-to-date and world-learning knowledge.

ENTRY REQUIREMENTS AND PRE-REQUISITES:

2.1 UK Honours degree or equivalent. Applications from candidates with academic backgrounds in Marketing, Management, Business and Arts and Social Science (combinations of English, History, Languages, Politics, Psychology) related disciplines (minor or major) are particularly welcomed. All backgrounds must contain substantial management, marketing or social science content.

IELTS: at least 6.5 overall with no sub-test below 6.0.

This programme is accredited by The Chartered Institute of Marketing



This programme is also available through an online-blended learning option

UN Sustainable Development Goals that this programme connects to

<https://sdgs.un.org/goals>

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ACADEMICS AND THEIR RESEARCH

DR CLAUDIA E HENNINGER, SENIOR LECTURER IN FASHION MARKETING MANAGEMENT

Dr Claudia E Henninger is a Senior Lecturer in Fashion Marketing Management and teaches a number of units at BSc and MSc level in the Department of Materials relating to fashion marketing, online marketing, consumer behaviour, and sustainability. Her research interest is in sustainability, the circular economy, and more specifically collaborative consumption, in the context of the fashion industry. One of her recent projects focuses on post-consumer waste and textile recycling, an area that has received increased interest on national and international levels and aligns with the United Nations Sustainable Development Goals. The fashion industry is a highly polluting industry in which recycling is current lacking research. In order to find



DR ROSY BOARDMAN, SENIOR LECTURER IN FASHION BUSINESS IN THE DEPARTMENT OF MATERIALS, THE UNIVERSITY OF MANCHESTER.

Rosy's research focuses on digital strategy and innovation in the fashion retail industry. In particular, her research specialises in how technology can be used to enhance the consumer shopping experience and improve social & environmental sustainability in the fashion industry. These three areas are summarised below:

- The Metaverse – Rosy's research focuses on how new technologies can be used to enhance the customer shopping experience/shopping journey as well as the challenges involved for brands in navigating the metaverse. In particular,

she researches social media marketing, immersive technologies such as AR, VR & AI as well as virtual clothing & gamification.

- Environmental sustainability – Rosy's research focuses on how technology can be used to help retailers be more sustainable and transparent throughout their whole supply chain, including the application of blockchain & AI.
- Social sustainability / ethics – Rosy's research focuses on how new technologies can be used to make fashion more inclusive. This is in terms of age, diversity and equality on social media and website design, as well as more ethical from a supply chain perspective, particularly how the roles & responsibilities of fashion buyers continue to innovate based on new technologies and sustainability, following on from her textbook publication: Boardman, R., Parker-Strak, R., Henninger, C.E. (2020). Fashion Buying and Merchandising: The Fashion Buyer in a Digital Society, Routledge: <https://www.routledge.com/Fashion-Buying-and-Merchandising/Boardmanah2-Parker-Strakah2-Henningerah2/p/book/9781138616325>

Rosy primarily uses eye

MARTA BLAZQUEZ CANO, SENIOR LECTURER IN FASHION MARKETING / MSC INTERNATIONAL FASHION MARKETING MSC INTERNATIONAL FASHION RETAILING

Marta's research looks into digital sustainability, technology and retail marketing. Marta is interested in the interplay between digital (i.e social media, mobile, website) and physical channels and how innovative technologies contribute to creating a unique and integrated experience among these touchpoints. Also, technology can be used to promote sustainable behaviours and to increase consumer knowledge and awareness about sustainability on digital channels.

In terms of sustainability, it is important to address consumer's knowledge and motivations to engage in sustainable consumption but also it is relevant to know how innovative technologies can be used as part of the fashion shopping experience to reduce the environmental



DR CATHERINE CASSON, SENIOR LECTURER IN ENTERPRISE, MASOOD ENTREPRENEURSHIP CENTRE, INNOVATION MANAGEMENT AND POLICY DIVISION, ALLIANCE MANCHESTER BUSINESS SCHOOL

Catherine Casson's research focuses on entrepreneurship in a long-run historical perspective, from the middle ages to the present day. She collaborates with academics from the disciplines of economics and sustainable consumption to explore how entrepreneurs identify and seize business opportunities. Successful entrepreneurship, Catherine's research has shown, can be combined with socially responsible and environmentally sustainable practices. Her research has featured in the media, including the Observer newspaper, and academic journals, including Business History, Urban History and The Economic History Review. Catherine has co-authored two books, The Entrepreneur in History: From Medieval Merchant to Modern Business Leader (2013) and Compassionate Capitalism: Business and Community in Medieval England (2020).

Catherine is currently working on a collaborative project examining the history of repair, reuse and recycling of textiles. This shows that fast-fashion was a problem as early as 1200, with consumers sending items such as shoes to landfill when trends changed. However, there was also interest in the purchase of second-hand clothing, particularly as a more affordable alternative to new. Despite its environmental benefits, this faced resistance from government and manufacturers who feared it undermined new goods.



PRACTICALITIES

www.manchester.ac.uk

FEES, FUNDING, AND SCHOLARSHIPS

Your Master's fees will cover the cost of your study at the University as well as charges for registration, tuition, supervision, examinations, and graduation. Payment of tuition fees will also entitle you to membership of the University of Manchester Library, the Students' Union, and the Athletic Union.

Check the tuition fees for your chosen programme and your fee status online: manchester.ac.uk/study/masters/fees/

If you require funding for your Master's course, it is advised that you begin looking as soon as possible. A range of funding options may be available to you, which will differ depending on whether you are a student from the UK or an international student (including the EU).

Begin your funding research by visiting our Master's funding webpage: manchester.ac.uk/study/masters/funding/



ACCOMMODATION

The University of Manchester offers a variety of accommodation options to suit every individual's needs and wants, including catered halls, self-catered halls, and provision for special requirements.

An offer of residence in university accommodation is guaranteed to all overseas postgraduate students for the duration of their studies, provided they meet conditions related to offer holder status and study mode. If your application falls outside the conditions of the guarantee, you are still welcome to apply for university accommodation.

Find out more on the accommodation website: accommodation.manchester.ac.uk/ or explore our interactive map: manchester.ac.uk/discover/maps/interactive-map/