

MANCHESTER  
1824

The University of Manchester



# FASHION BUSINESS'S AND TECHNOLOGY

POSTGRADUATE COURSES

SHAPE YOUR FUTURE

Learn today, lead tomorrow

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# SHAPE YOUR FUTURE: CAREERS



We are ranked 2nd in the UK for research power in Engineering. Overall research quality in REF 2021



Ranked top ten globally for action towards the UN Sustainable Development Goals. THE University Impact Rankings 2022



28th best university in the world, 9th in Europe and 6th in the UK. QS World Rankings 2023



Manchester has been voted the top city to live in the UK, and the third best in the world. The Economist's Global Liveability Index 2022 and Time Out Magazine survey (2021) respectively

[Read more about our rankings and reputation including REF results.](#)

## CAREER CATEGORIES

Master's courses at The University of Manchester are designed to build the specialist knowledge and skills you need to enhance your employability and tackle the challenges facing our world today.

Our degrees are delivered with sustainability at their core, to give you the best grounding for the careers of the future. There are common themes and ideas that underpin our master's, which we have illustrated throughout this brochure. Look out for the following across our courses:

- A ENERGY CAREERS:** our master's courses 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 courses.
- C LEADING CHANGE CAREERS:** a changing world requires new leadership, and our master's courses 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 courses can lead you to further study with postgraduate research programmes (PhDs) where you will investigate solutions and methods for future science and engineering practitioners.

## CAREERS SERVICE

As a postgraduate student you may already have a career path in mind, but we'll do all we can to help you get there. We'll give you the opportunities to develop your skills and networks, and support tailored to your needs.

[Our first-class 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.

# 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 in the top ten globally by the [Times Higher Education University Impact Rankings in 2022](#).

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 are 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 proactively 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.



## OUR MASTER'S COURSES CONNECT WITH THE FOLLOWING UNITED NATIONS SUSTAINABILITY DEVELOPMENT GOALS:

- Goal 8: Decent work and economic growth
- Goal 9: Industry, innovation and infrastructure
- Goal 12: Responsible consumption and production

# FACILITIES AND RESOURCES

## THE FUTURE OF LEARNING IN MANCHESTER

Our Home for Engineering and Materials is transforming the way our students study, research, and shape the world forever. Now, more than ever, is the time to study at The University of Manchester.

At the heart of the building's design is a desire to bring together all disciplines, in one connected and dynamic environment. The space supports a variety of teaching and learning styles, through blended lecture theatres, multi-purpose study spaces and over 250 state-of-the-art laboratories. There is also a range of technical spaces to help encourage students to shape their own learning environment.

We want our facilities to show ambition as well as recognise the real-world challenges that students will face in addressing some of the most pressing issues of our time. Our Home for Engineering and Materials boasts some of the most unique, industry-leading equipment and instrumentation in the sector to meet today's requirements and those of the future.

[Explore Our Home for Engineering and Materials](#)





# MSC INTERNATIONAL FASHION RETAILING

[Read more about this course](#)



## Fashion, Business and Technology sits within the Department of Materials

The retail industry is regularly disrupted and transformed by new technologies and world events. With this master's course you will learn about the impact of these challenges and train to become a fashion retail manager of the future, with expert skills in sales and operations management. At Manchester 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 and 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, whilst aligning 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 technologies, such as Augmented Reality (AR).

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.

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

## COURSES IN RELATED SUBJECT AREAS:

Fashion and Materials

# MSC INTERNATIONAL FASHION RETAILING (ENTREPRENEURSHIP AND INNOVATION)

[Read more about this course](#)

## 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.

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 potential impact on a firm's access to resources and knowledge, gaining an understanding of its design process and interaction with consumer insight.

You will gain a deep understanding of these key factors and real-world issues that shape innovation in fashion retailing companies. Alongside this you will develop valuable skills including team-working, leadership, negotiation and project management techniques, strengthening your employability.

\* This master's course is delivered jointly by the Department of Materials and the Masood Enterprise Centre in the Alliance Manchester Business School.

## COURSES IN RELATED SUBJECT AREAS:

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



# MSC INTERNATIONAL FASHION MARKETING

[Read more about this course](#)



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

Delve into the world of marketing theory and practice and explore the key developments affecting markets and consumers in the global fashion industry.

This international course seeks 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.

## **COURSES IN RELATED SUBJECT AREAS:**

MSc Management of Projects; MSc International Fashion Retailing; MSc International Fashion Retailing (Entrepreneurship and Innovation)



# GRADUATE CAREERS

These courses could lead you to a career in one of the following categories:

**B BUILDING SUSTAINABLE FUTURES CAREERS**

**C LEADING CHANGE CAREERS**

## WHERE OUR GRADUATES FROM THESE COURSES WORK:

- IBM
- Marks and Spencer
- Oasis
- Mercedes Benz
- Next
- Charnos
- National Westminster Bank
- Shell
- Milliken
- Harrods
- Burberry
- Gucci
- The Hut Group
- ASOS
- Prada

## WHAT DO OUR GRADUATES 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.



# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Our department demonstrates Manchester's commitment to sustainability, echoed in our 2022 top 10 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 PREREQUISITES

The standard requirement is a 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.

Applicants are required to demonstrate competency in English language.

[For details of accepted qualifications, please see the MSc course profile.](#)



# ACADEMICS AND THEIR RESEARCH

## DR CLAUDIA E HENNINGER, SENIOR LECTURER IN FASHION MARKETING MANAGEMENT



Claudia is a Senior Lecturer in Fashion Marketing Management and teaches a number of units 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 solutions to challenges Claudia is working with interdisciplinary teams, as challenges cannot be addressed in isolation.

[Connect with Claudia and find out more about her research.](#)



## DR ROSY BOARDMAN, SENIOR LECTURER IN FASHION BUSINESS

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

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

### Environmental sustainability

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

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.

[Connect with Rosy and find out more about her research.](#)



**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 an 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 impact of the fashion industry.

[Connect with Marta and find out more about her research.](#)



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

Catherine'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.

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.

[Connect with Catherine and find out more about her research.](#)





# PRACTICALITIES

## PRACTICALITIES - 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. Tuition fees also entitle you to membership of our libraries, the Students' Union, and the Athletic Union.

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).

Check the tuition fees for your chosen course, your fee status, and funding opportunities by visiting our [master's fees and funding webpage](#).





## ACCOMMODATION

For most of you, Manchester won't just be your next stage of education; it'll be your new home for a year or more. From the moment you arrive, you'll be able to access support to help you make the most of your time in university accommodation. You'll find a range of accommodation options for postgraduate students, from contemporary and traditional halls of residence to a specialist advice service for those interested in private letting.

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](#) or explore our [interactive map](#).

This brochure was created in 2022/2023. 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/](http://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/](http://manchester.ac.uk/study/masters/)

Royal Charter Number RC000797

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