I am delighted to introduce you to the Fashion Business courses in our School. Fashion plays an increasingly important part in the lifestyle of consumers worldwide and the international economy, so the demand for professionals with awareness of design management, fashion technology, and sector-specific management and marketing skills is growing. Our Fashion Business courses provide the ideal launch-pad for a successful career in the fast-paced, multi-million pound, global fashion industry.

Our close links with industry tell us that Fashion Buyers, Marketers and Managers with a wide range of knowledge and skills are in high demand, so we’ve developed our courses to combine pure and applied management and marketing subjects with textile science, product development and commercial design technology. This ensures that our graduates have a solid understanding of the international fashion supply chain and can communicate effectively at all levels within a business. Our courses therefore produce Managers, Marketers and Fashion Buyers who are able to respond innovatively to the challenges and opportunities of today’s and tomorrow’s global fashion industry.

We look forward to receiving your application and welcoming you to our School.

Prof William Sampson, Head of School
Fashion Business covers the whole of the supply chain from initial concept and materials selection through to marketing and retailing of garments to the end user.

The fashion industry is a dynamic, global and competitive industry sector comprising many different activities, all requiring specialist skills. Fabrics and garments have to be designed, developed and then produced for different levels of marketplace, such as the luxury, performance, fast fashion and value sectors. Textile design, manufacturing and testing is a complex science; demand for increasingly functional, comfortable, and affordable fabrics is driving innovation in textile technologies and brands and products to the target consumer using a variety of marketing and communication channels. Awareness of the technical, commercial, marketing and fashion aspects of the industry is essential for success in today’s global and multichannel retail environment.

What is Fashion Business?

An undergraduate degree from Manchester is a qualification that the world will recognise.

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Support

All students are assigned an academic adviser, which is a designated member of staff who can offer help and guidance throughout your studies. Students meet their advisor in small groups regularly throughout the course and there is a high level of staff-student contact both on a formal and informal basis. All staff have dedicated drop-in office hours for students each week during semester. In addition to this, the School has a dedicated Student Welfare Officer who is available to support and help students with any issues or concerns they may have. The University also has a Student Support team who are based on Oxford Road to help with anything from academic advice to timetabling and project submission enquiries.

Our award-winning, student-led, Peer Assisted Study Scheme (PASS), in which upper level students support those in years one and two, provides additional support in the first couple of years and in later years the opportunity to develop leadership skills by becoming a PASS leader or coordinator.
Graduates from our Fashion Business courses go into a wide range of industry roles as marketers, trend forecasters, buyers and merchandisers, to name a few. The BSc nature of the programme enables students to understand the science and technology behind the fabrics and garments they work with, ensuring that they can source, manage and market commercially viable knitted, woven and printed fabrics and garments worldwide.

You will enjoy a wide range of career opportunities as a Manchester graduate. Our graduate employment record has been outstanding for many years, and continues to be so, with numerous companies actively recruiting our graduates. Many of our graduates have gone on to take up leading positions in industry throughout the world. Our courses prepare you for a variety of careers. Graduates go into both the manufacturing and retail operations of the textile and clothing industry as garment and fabric technologists, quality control specialists, technical managers, designers, design managers, buyers, marketing managers, sales and production managers. Many enter careers in research and development, and a number follow careers unrelated to fashion, such as teaching, accountancy, advertising, finance and banking. Recent employers include: Arcadia, ASOS, Debenhams, Diageo, Gap, House of Fraser, IBM, John Lewis, Marks and Spencer, Matalan, MediaCom, Mercedes, Next, Nike, Paul Smith, Shell and Speedo.

The opportunities we offer for industrial placement or vacation work experience give you the chance to focus your career choice and explore your options as well as gaining invaluable experience to carry forward to job applications when you finish your course.

This course is excellent preparation for getting a job after I graduate. It fully prepares you in all aspects of the industry; from the creative side and the science behind that, through to the technical applications of fashion.

Katie Dryland
Our courses

<table>
<thead>
<tr>
<th>Fashion Business</th>
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<tbody>
<tr>
<td><strong>Fashion Management BSc</strong></td>
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<tr>
<td>3 yrs</td>
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<tr>
<td>UCAS code 3M89</td>
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<tr>
<td><strong>Fashion Marketing BSc</strong></td>
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<tr>
<td>3 yrs</td>
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<tr>
<td>UCAS code 3S61</td>
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<tr>
<td><strong>Fashion Buying and Merchandising BSc</strong></td>
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<tr>
<td>3 yrs</td>
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<td>UCAS code 6G49</td>
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BSc Fashion Management

The Fashion Management course provides students with an opportunity to focus on management theory as well as the textiles science and technology context of the fashion industry. It addresses contemporary management concepts stemming from changing organisational structures, complex environmental conditions, new technological developments and increasingly diverse work practices. It highlights critical issues involved in both managing and being managed, including components of organisations, environment, strategy, structure, culture, tasks, people and outputs and managerial decisions in the context of the global fashion industry. Management is the effective and efficient use of resources to attain organisational goals. This involves planning, organising, leading and controlling. It informs every aspect of daily business from developing customer relationships and implementing marketing activities, to the coordination of key suppliers and ethical sourcing. Students will learn the modern contemporary management approaches and techniques thoroughly grounded in the innovative world of fashion. Management will be explored in all aspects of contemporary business life including brand management, design, production and the supply chain. Current issues will be studied in-depth including sustainability, social responsibility and stakeholder engagement. From day one, students will engage with real managers in real settings, learning to reconcile academic theory with actual practice. This culminates in the opportunity to use their learning to make a difference by working with or starting a company to analyse practices and recommend areas for improvement and development.

Completing a degree in Fashion Management provides students with an opportunity to focus on management theory as well as the textiles science and technology context of the fashion industry. It addresses contemporary management concepts stemming from changing organisational structures, complex environmental conditions, new technological developments and increasingly diverse work practices. It highlights critical issues involved in both managing and being managed, including components of organisations, environment, strategy, structure, culture, tasks, people and outputs and managerial decisions in the context of the global fashion industry. Management is the effective and efficient use of resources to attain organisational goals. This involves planning, organising, leading and controlling. It informs every aspect of daily business from developing customer relationships and implementing marketing activities, to the coordination of key suppliers and ethical sourcing. Students will learn the modern contemporary management approaches and techniques thoroughly grounded in the innovative world of fashion. Management will be explored in all aspects of contemporary business life including brand management, design, production and the supply chain. Current issues will be studied in-depth including sustainability, social responsibility and stakeholder engagement. From day one, students will engage with real managers in real settings, learning to reconcile academic theory with actual practice. This culminates in the opportunity to use their learning to make a difference by working with or starting a company to analyse practices and recommend areas for improvement and development.

BSc Fashion Marketing

The Fashion Marketing course has a strong focus on the unique way in which fashion products are marketed. Key marketing theory is studied with specialist emphasis on the interface between design/creativity and the commercial imperative. Fashion marketing theory is about understanding and satisfying consumer needs, so there is a focus on developing an understanding of the fashion consumer, consumer behaviour, segmentation, targeting and positioning. Internal and external influences on individual and organisational decision making are also considered. Fashion marketing considers the fashion product, the nature of pricing (with costing and global economics in mind), the way the product is branded, communicated and promoted to consumers and the retail environment in which it is sold. The global nature of the fashion industry and its impact on marketing is considered. A key feature of fashion marketing is the opportunity to study multimedia computer aided design packages in the context of brand concept, communication and application. The concepts of marketing most relevant to fashion, for example visual merchandising, public relations, social media and multi-channel marketing are given particular emphasis in the course.

Completing a degree in Fashion Marketing equips you with the knowledge and skills for a career in this diverse industry. Typical employment destinations include fashion PR, brand management, fashion media, fashion product development, garment technology, visual merchandising and many other roles—including social media marketing. The course also produces graduates with the necessary skills and knowledge for large graduate scheme opportunities with employers such as Marks and Spencer and Next.

BSc Fashion Buying and Merchandising

Fashion buying requires a strong commercial and analytical foundation. The course is designed to provide students with an appreciation of the creative fashion drivers needed to be a successful fashion buyer, such as the ability to identify trends, as well as a solid understanding of the business acumen required, ensuring the products they buy will be a commercial success. The strong textile science and garment technology underpinning of the course will offer students a unique understanding of the technical performance and construction of the garments. The course also provides an emphasis on the numerical and data analysis skills and knowledge essential to fashion buying. The role of the fashion buyer in a multi-functional team within the business is also emphasised, for example the way in which the buyer interacts with marketers to understand consumer demand, as well as merchandisers to facilitate the flow of stock in the most profitable way. The changing nature of the supply chain, in terms of the speed to market and continual buying cycles is introduced, including fast fashion and seasonal buying strategies.

Completing a degree in Fashion Buying and Merchandising provides students with the foundations for further postgraduate study or a range of fashion-related careers including human resource management, operations management, supply chain management, brand management, garment technology and many more. Graduates of the course are also suitable for graduate scheme opportunities with employers such as Arcadia, Matalan and Marks and Spencer, as well as non-sector specific careers in areas such as finance, accountancy and leisure management.
The University’s Stellify programme provides the opportunity for you to do more and be more during your time at university, offering a select package of activities enabling you to experience true personal and professional growth through some of Manchester’s most exciting and transformational student experiences.

The Materials Society (MATSOCC), run by our students, is the hub of our flourishing social and sporting activities. The society organises many events throughout the year, including the annual ball, sporting events and days out to places of interest.

Your future is important to us and the employability of our graduates drives much of what we do. Our annual ‘Made in Manchester’ event, aimed at promoting student placements and graduate opportunities in the field of Fashion Business, is very popular with our students and there are many other events throughout the year in collaboration with the University’s award-winning Careers Service, including CV workshops, careers advice and recruitment fairs.

The Manchester Leadership Programme enables you to explore current leadership issues with experts from a wide variety of fields and spend time volunteering in the community to enhance your employability.

**Entry requirements**

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<tr>
<th>Qualification</th>
<th>Requirements</th>
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<tbody>
<tr>
<td><strong>GCE A Level</strong></td>
<td>AAB. We accept all subjects except General Studies.</td>
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<tr>
<td><strong>BTEC Diploma</strong></td>
<td>We will consider the Level 3 National Extended Diploma for entry to our programme provided it is in a subject relevant to the chosen course. We will consider the Level 3 National Diploma and Level 3 National Foundation Diploma only in conjunction with A levels. Please contact the School for further information.</td>
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<tr>
<td><strong>Scottish Advanced Higher</strong></td>
<td>2 Advanced Highers in 2 subjects at Grade A plus 2 Highers at Grade B (any subjects).</td>
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<tr>
<td><strong>Irish Leaving Certificate</strong></td>
<td>AAABB in any 5 Irish Higher subjects.</td>
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<tr>
<td><strong>International Baccalaureate</strong></td>
<td>35 points to include 6,6,5 at Higher Level.</td>
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<tr>
<td><strong>Welsh Baccalaureate</strong></td>
<td>The Welsh Baccalaureate will be considered in place of the third A level.</td>
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We also accept a wide range of other international equivalent qualifications. Please contact the School for further information.

**English language qualifications**

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<tr>
<th>Qualification</th>
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<td>GCSE or equivalent†</td>
<td>Grade C (or Grade 4 in the newly reformed GCSEs in England)</td>
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<tr>
<td>IELTS</td>
<td>6 overall with no component less than 5.5*</td>
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<tr>
<td>Internet Based (IB) TOEFL</td>
<td>80 overall with no component less than 20*</td>
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† We accept a number of other recognised international English language qualifications in lieu of GCSE, IELTS or TOEFL. Please contact the School for further information.

*The University offers pre-sessional English language courses for students who have not quite achieved the above requirements in IELTS or TOEFL. Please contact the School for further information.

**Apply**

Applications are made via UCAS (www.ucas.com). Application deadline: 15th January.

If you are living in the UK you may be invited to attend a UCAS Visit Day at which you will have a brief interview which forms part of the admissions process. This is an informal interview and no specific preparation is required. If you are not able to visit us in person, we may arrange an interview by Skype or telephone before an offer is made.

**Scholarships**

Our generous scholarships scheme provides automatic awards of up to £5k for students achieving a high level of performance at A level or equivalent. This is in addition to the Manchester Bursary scheme and other university awards for excellent students.
I spent a year in Hong Kong on an industrial experience placement, which was the most amazing year of my life. It taught me so much and gave such great exposure to a completely different culture.

Sarah-Jane King

Unlike many other courses, Manchester placed a strong emphasis on science, and I felt that qualifying with a BSc—as opposed to the BA that most institutions offer—would give me an edge over other graduates when applying for jobs.

Rosie Brierley

A key aspect of our courses is our championing of employability. We facilitate the development of skills and attributes that make our graduates more likely to secure employment and to succeed in their chosen occupations.

Iain Stalker

The School of Materials is a strong multidisciplinary community where we work together to carry out world class research and deliver excellence in education.

William Sampson, Head of School

I gained so many transferable skills, including team working, presentation skills, market analysis, personal reflection and how to create an e-commerce website. These proved invaluable when it came to finding a job. The commercial knowledge and analytical skills I developed gave me a great overview of the fashion industry, and I gained relevant and up-to-date knowledge, which I could draw on in my interviews.

Kate Pascoe

The course is perhaps one of the most balanced courses you will do. In all honesty, Design, trend forecasting, business and economics and a healthy dose of science make what I think is one of a handful of courses in the industry. In the second year you will get a chance to visit Première Vision in Paris. Don’t even think about it; go enjoy Paris and see first-hand what an exciting industry you are going to be part of!

Sean Jadoon

All of our students graduate with a BSc. The technology of textiles and the manufacturing processes are really important in retail, and I think Manchester graduates have a brilliant grounding in the technical aspect, the design and creativity, and the management and marketing of business. We are such an interesting and innovative School to be in.

Helen McCormick

The interdisciplinary nature of our programmes gives our students a valuable edge in the marketplace as they graduate with strong product knowledge as well as understanding the marketing and managerial aspects involved in running a fashion business. This enables them to function effectively across all parts of the business, from liaising with graphic designers, web developers and branding agencies, to apparel manufacturers and logistics providers.

Patsy Perry
Fashion Business

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This leaflet was printed in June 2017 for the purposes of the 2018 intake. It has therefore been printed in advance of course starting dates. For this reason, information contained within this publication for example about campus life, may be amended prior to you applying for a place on a course of study. Course entry requirements are listed for the purposes of the 2018 intake only.

Prospective students are reminded that they are responsible for ensuring, prior to applying for a course of study at The University of Manchester, that they review up-to-date course information, including checking entry requirements. Visit: www.manchester.ac.uk/study/undergraduate/courses and searching for the relevant course.

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