

NEVER
UNDERESTIMATE
FASHION...

AND WHERE
IT CAN TAKE YOU.



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WHY STUDY FASHION?

£26 billion direct contribution to the UK economy (British Fashion Council, 2014)

797,000 jobs in the UK.
(Oxford Economics, 2014)

Online sales of clothing, fashion accessories and footwear will grow by 17.2% to reach £16.2 billion.
(Mintel, 2017)

The global apparel market is valued at 3 trillion dollars, 2% of the world's Gross Domestic Product (GDP).
(Fashion United, 2016)

Manchester is the online fashion capital of the UK. (Fashion Network, 2017)

WHY MANCHESTER?

core goals

1 WORLD CLASS RESEARCH

2 OUTSTANDING LEARNING AND STUDENT EXPERIENCE

3 SOCIAL RESPONSIBILITY

35

WORLD

The quality of our teaching and the impact of our research are the cornerstones of our success. We were 35th in the 2016 Academic Ranking of World Universities (ARWU), 7th in Europe and 5th in UK.

WORLD RANKING

In 2015/16 we attracted more than £342 million in external research funding. Our place as one of the UK's top research universities was confirmed in the results of the most recent Research Excellence Framework (REF) in 2014, where 83% of our research activity was judged to be 'world-leading' (4*) or 'internationally excellent' (3*).

INNOVATION

Our history of intellectual property commercialisation spans more than 25 years, during which time we've generated more than 100 spin-out companies. Since 2004 our commercialisation activities have contributed £500 million to the UK economy.

ACADEMIC PEDIGREE

We attract the highest calibre researchers and teachers, with 25 Nobel Prize winners among our current and former staff and students.

7

EUROPE

5

UK

1

2

3

By 2020, The University of Manchester will be a world-leading university recognised globally for the excellence of its research, outstanding learning and student experience, and its social, economic and cultural impact.

WHY FASHION BUSINESS?

WELCOME MESSAGE

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

WE OFFER THE ONLY
BSc FASHION BUSINESS
PROGRAMMES IN THE UK
WHICH INCORPORATE
TEXTILE SCIENCE
TECHNOLOGY ALONGSIDE
MANAGEMENT,
MARKETING AND
DESIGN PRINCIPLES.

WHAT IS FASHION BUSINESS?

BSc Fashion Marketing

BSc Fashion Buying & Merchandising

BSc Fashion Management



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 production. Product developers and design managers, therefore, have crucial roles in turning textiles into profitable fashion collections. Buyers and merchandisers must provide the marketplace with the right designs at the right time, price and location (online or offline). Marketers must understand consumer behaviour in depth to effectively promote fashion 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.

KEY FACTS

91% of our students are satisfied with their course. (National Student Survey, 2017)

We have the highest proportion of students going on industry placement across the whole university.

82.4% of our students leave with a good degree, 2.1 or above. (School of Materials, 2017)



WE OFFER 3 PROGRAMMES...

BSc Fashion Management

BSc Fashion Buying & Merchandising

BSc Fashion Marketing

RECOGNISED BY PROFESSIONALS



Accreditation



The Textile Institute

All our Fashion Business courses are accredited by the Textile Institute and our graduates can apply for Associateship of the Textile Institute when they have completed two years in industry.



The Chartered
Institute of Marketing

Our courses are also accredited by the Chartered Institute of Marketing (CIM), the world's leading professional marketing body, and give our graduates exemption from certain CIM modules for three years after graduation, should they decide to pursue a professional qualification through CIM's Graduate Gateway.

YEAR IN INDUSTRY OR STUDY ABROAD?

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

After a successful industrial placement in my third year, I got offered a graduate job at ASOS, without even having an interview.

Ella Row



Our Fashion Business programmes are either 3 years long or 4 years long. You have the fantastic choice and opportunity to either spend a year in industry or a year studying abroad. Over the years we have developed close relationships with employers and partnerships with universities abroad.

EMPLOYERS

Adidas, Aracdia Group, ASOS, Boohoo, Boots, British Fashion Council, Burberry, Debenhams, Decathlon, George at Asda, Giorgio Armani, H&M, Harrods, House of Fraser, Hugo Boss, John Lewis, L'Oreal, Marks & Spencer, Matalan, Net-a-Porter, Nike, Primark, Puma, PZ Cussons Beauty, River Island, TK Maxx, Tommy Hilfiger & Calvin Klein, Triumph, Urban Outfitters, The Walt Disney Company...

UNIVERSITIES

United States, Australia, Hong Kong, Singapore, Canada, South Korea, New Zealand, France, Germany, Sweden, Netherlands, Portugal....

BSc FASHION BUYING & MERCHANDISING

UCAS CODE: 6G49



EMPLOYABILITY

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.

The collage features several documents from Topman:

- THE ON-TREND, FASHION FORWARD CONSUMER:** A consumer profile for Sam Burke, featuring images of him and various lifestyle photos.
- TREND BOARD 1: ACTIVE WEAR A/W 17/18:** A board of images showing active wear trends for autumn/winter 2017/18.
- TOPMAN CONSUMER PROFILE:** A document detailing the brand's target audience.
- TOPMAN XII COSTING SHEET: Phase 1 - 'Topman Run':** A detailed spreadsheet with columns for item codes, descriptions, quantities, and costs.



Developing skills such as the ability to forecast and identify trends, analysing statistical data and building a solid understanding of the business acumen required to become visionaries and strategists within fashion product development are the focus of this course. Students who graduate from this course would be ideally equipped with the knowledge and skills needed for fashion buying or merchandising with employers such as Arcadia and ASOS.

BSc FASHION MARKETING

UCAS CODE: 3S61



EMPLOYABILITY



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 graduate scheme opportunities with employers such as Marks and Spencer and Next.

Fashion Marketing 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.



WHAT WILL YOU LEARN?

A VARIETY OF BUSINESS,
TEXTILE SCIENCE AND CREATIVE
MODULES, WITH A STRONG
FOCUS ON EMPLOYABILITY AND
ENTERPRISE.



Year



PRODUCT AMMENDMENT: TED BAKER THE A-LINE SKIRT - ALTERNA

PAUSE S/S 17
LOOSE CLOTHING THAT GENTLY SCULPTS THE BODY PROVIDES THE PURE COMFORT REQUIRED IN TIMES OF REST AND REFLECTION. YET, THIS IS CONTRASTED WITH CLEAN LINES, GIVING DEFINITION AND AN UNDERSTATED UTILITARIAN APPEARANCE TO THE SINGULETTES. FLOATY TRANSLUCENT FABRICS EXHIBIT THE SERENE, SENSUAL AND FEMINE NATURE OF THE TREND. A MUTED COLOUR PALETTE OF LILACS, AND NUDES BRING THE CALM, WHILST SUBTLE METALLICS GIVE EDGE.

Raw Materials for Fashion

You'll understand the processes involved in the manufacturing of fabrics from fibre to production methods essential to appropriate fabric product development decision making.

Fashion

You will discover what is trend forecasting and how it can be translated into designs for commercialisation. You'll also learn how to use Photoshop and Illustrator.

Fashion Marketing & Retail

You'll be introduced to the theory of fashion marketing and retailing examining Consumer Behaviour, Product, place, Price & Promotion.

Fashion Function and Aesthetics

You'll be introduced to automated and innovative technologies for fabric construction such as weaving, printing, laser technology....

Garment Technology

You'll understand the manufacturing processes of both sample garments and mass produced garments.

Management and the Apparel Pipeline

You'll be introduced to the basic concepts of management with a particular focus on the emerging issues of markets, services and consumer expectations.



All these are 20 credit core modules.

Identification of Stitches



Year 2

The second year builds on the principles introduced in the first year by exploring specific aspects of management and marketing in depth with subjects such as product development, branding and textile technology.

Garment Production Technology
(20 credits)W

Fashion Product Development
(20 credits)

Fashion Business and Analysis
(20 credits)

4 core units

Operations Management
(20 credits)

INTERDISCIPLINARY



+ 1 programme specific unit

Fashion Management
(20 credits)

Fashion Buying & Merchandising
(20 credits)

Brand Management for Fashion
(20 credits)

+ 2 optional units

International Business
(10 credits)

Buying Communication
(10 credits)

Digital Branding
(10 credits)

Commercial Design and Make
(10 credits)

Sourcing & Distribution
(10 credits)

Fashion Brand Promotion
(10 credits)

The In-Store Environment
(10 credits)

UCIL : University College for Interdisciplinary Learning
(10 credits)

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.

Year 2

Core 20 credit units



Garment Production Technology

You'll be introduced to additional processes of garment construction by developing further technical specifications of a sample garment to make it producible, saleable and profitable.

Fashion Product Development

You'll develop an understanding of product development management with particular focus on range planning and trend analysis, drawing links between textile technology, marketing and product development.

Fashion Business and Analysis

You'll be introduced to economic principles, accounting concepts, business metrics and statistical techniques needed to analyse and appraise the nature and performance of fashion business.

Operations Management

You'll develop an appreciation of the strategic impact of operations and how effective management can systematically drive competitive advantage.



Year 2 Programme specific units



Fashion Management
(20 credits)



Fashion Buying & Merchandising
(20 credits)



Brand Management for Fashion
(20 credits)

FOREVER 21

REDUCING APPAREL PIPELINE LEAD TIMES

RECOMMENDATIONS FOR HOW TO ENSURE THE 'BALMAIN' LOOK COLLECTION IS IN STORES WITHIN 10 WEEKS WITH FURTHER FUTURE RECOMMENDATIONS

TIME TO MARKET

REDUCING PRODUCT DEVELOPMENT

Using existing silhouettes from previous seasons reduces time to market and involves identifying key shapes from the Balmain collection and finding similar silhouettes from Forever 21's previous seasons which emulate this look. Fabrics, colours and embellishments are focused on, with silhouette production time removed within product development.

The silhouettes may not be fashionable, due to fashion products having short product life cycles, resulting in a difference of fashion forward consumers, but with over 15,000 products currently in stock (Edited, 2017), silhouettes will be repeated, with extra detailing creating diversification. Tailored products may be harder to retrieve, due to Forever 21's casual consumer, but the dominant "18-25" year old target market (Bhasin, 2013) offers little disposable income and expect lower quality and casual styles.

Lay plan creation time is reduced, since previous lay plans are reused. Lay plans may be available at the factories if used previously, reducing documentation transferal time. Workers are more confident and subsequently efficient if pattern pieces were previously used. Lay plans will need to be reviewed pre-production due to fabric changes, since drape, fit or seam allowance may be affected dependent on direction of cut and fabric properties, but reviewing will be quicker than producing new lay plans. Less product development time means lower costs, allowing lower retail prices and offering cost advantages for Forever 21 and the "teen focused" customer (Mintel, 2016).

MATS 20422 - Part 2: Retail Merchandising Report

WSS1	STOCK UNIT QUANTITY AT START OF WEEK	STOCK DELIVERIES 2500 UNITS IN WEEK 4 & 6	OPENING STOCK / FORECASTED WEEKS COVER	ACT. WEEKLY SALES	CLOSING STOCK	OPENING STOCK - FOR WEEKLY SALES	OPENING STOCK / FOR WEEKLY SALES	JUSTIFICATIONS OF FORECASTED SALES
1	OPENING STOCK	INTAKE	FOR WEEKLY SALES	ACT. WEEKLY SALES	CLOSING STOCK	OPENING STOCK - FOR WEEKLY SALES	OPENING STOCK / FOR WEEKLY SALES	COMMENTS
1	Quantity (19600) - total intake (5000) = 14600	0	2600	0	12000	5.5	5.5	This week is the product launch for the 'gingham mutton sleeve blouse'. Forecasted sales for this week are 2600 units which will cover the stores for 5.5 weeks. High sales are expected as the gingham trend makes a resurgence each year, and the frill detailing on the arms will increase popularity of the item (Racked 2017, Edited 2017). Tops have been the best moving category in the print and previously the Gingham Duster coat was the top moving product from a variety of retailers (Edited, 2017). An important area for promotion for the product will be using social media platforms including the blog and Instagram, which have previously had good engagement, with gingham being a trending topic on Instagram (Edited, 2017). The product launch will run alongside Valentine's Day (14th) promotions. It will be featured in the Valentine's Day edit, pushing the product as a gift idea but also as a styling option for 'date night'. This trend led hero piece will prove popular with the target market (Mintel, 2016) and the promotions around this time in relation to fashion week will further influence purchases. A blog featuring analysis of New York Fashion week will cover the gingham print (see Figure 1) and will also provide styling inspiration with the product for the upcoming London Fashion Week (16th-20th).

FIG. 1: HOUSE OF HOLLAND, TOME, CAROLINA HERRERA (SOURCE: EDITED, 2017)

This will be further promoted through tweets which will promote the product and the gingham print will be promoted by aspirational brands who use the print in their products. The target market will be influenced by this and will purchase the product as it is within the price range (see Figure 2).

2.0 Brand Development Plan: Venomme

2.1 Introduction

Brand development is key to achieving sustained profit in the highly saturated, rapidly changing fashion retail market; to survive, brands must "adapt and evolve" (Business of Fashion, 2017); (Trott, 2008, p.4). Co-branding, IMC campaigns and the development of McCarthy's (1960) Marketing Mix are among many major strategies brands can adopt to grow and spread their reach (Kapferer, 2008). Figure 3 identifies six key "brand building blocks" that must be in place to achieve brand growth and strong brand equity: brand equity refers to the intangible "added value" endowed to products, mirrored in the way consumers "think, feel and act with respect to the brand" (Chatzapanagiotou et al, 2016); (Kotler & Keller, 2012). According to Weindel (2016, p.40), brand equity is a "key indicator of competitive advantage"; thus this will be set as Venomme's new long-term KPI.

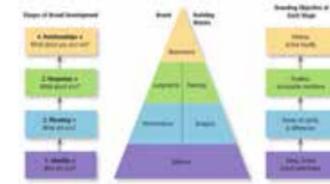


Figure 3: Brand Resonance Pyramid (Kotler & Keller, 2012).

2.3 Brand Identity

Kapferer (2008, p.222) explains understanding a brand's identity assess the brand's strengths and weaknesses prior to development Figure 4 and exemplified in Table 3).

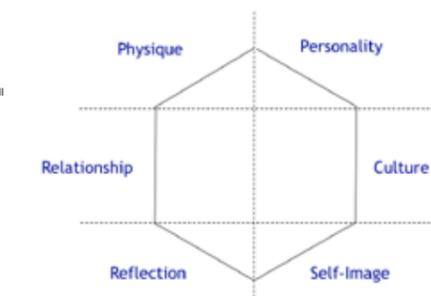


Figure 4: Brand Identity Prism (Kapferer, 2008, p.183).

Fashion Management

Fashion textiles and its supporting industries are among the most vibrant, fast-paced and innovative industries in the world. Fashion Management gives an insight into the global nature of fashion textiles and provides the opportunity for an in-depth study of management activities and organisational behaviour.

Fashion Buying & Merchandising

You'll identify the characteristics of the fashion buyer and merchandiser within the retail environment. You'll develop an understanding of the day to day activities within the roles of buying and merchandising, whilst demonstrating knowledge of the process of buying from concept to consumer.

Brand Management for Fashion

You'll build on your foundation of knowledge in fashion marketing to apply the principles and theory in a real life setting through an introduction to branding, brand strategy and to execute a marketing plan for the launch of a sub brand for a chosen retailer using knowledge about the marketing planning process.

TOOL EVALUATION REPORT

One of the ways that data can be used to maximise profit is when analysing competitor product assortments, and gaging gaps within the market. Stephanie (2017) explains data is a great tool for analysing trading patterns by product and category. Figure 1 from Edited (2017) shows the current product assortments of three competitors. Here, potential markets or areas with low product percentage can be assessed and a competitive advantage may be gained by entering that market. Similarly, a retailer can use best seller's data to assess top performers and respond to this. An example would be Topshop's best seller's reports which are available in store each week, where best sellers are moved to the front of displays to maximise sales. This selling data can also be assessed geographically - if a product is selling well in an area it can be replenished but conversely if a product isn't selling well it will be pulled and here the risk of overstock and discounts is minimised. Austin (2017) explains that a store or country plan will be formulated first to assess this, an example being that red dresses haven't been performing in Canada but they sell well in Australia and so to de-risk, this stock is not sent to Canada.



FIGURE 1: Assortments (Source: Edited, 2017)

Data can also be used in this way to assess what products are currently on promotion or at a discount, a valuable tool to gain information to minimise risk and avoid using budgets on buying similar products. Figure 2 shows data for Asos's new 'peplum' tops and consequently a lot of discounts which would indicate the poor performance of the product. However, as data is produced through technology there are some risks. Anomalies within data could impact results and without context and reasoning the data could be of little help. Also, the increased dependence on computer generated data could impact on creativity within a fashion business. There is obvious disadvantages of data which can be unreliable due to human error or anomalies within some sales information. An example of this may be a peak in sales one weekend, due to an unforeseen circumstance such as a celebrity endorsement of a product and therefore the sales data in relation to target performance may be unreliable.

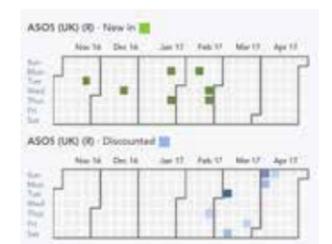


FIGURE 2: Discounts (Source: Edited, 2017)

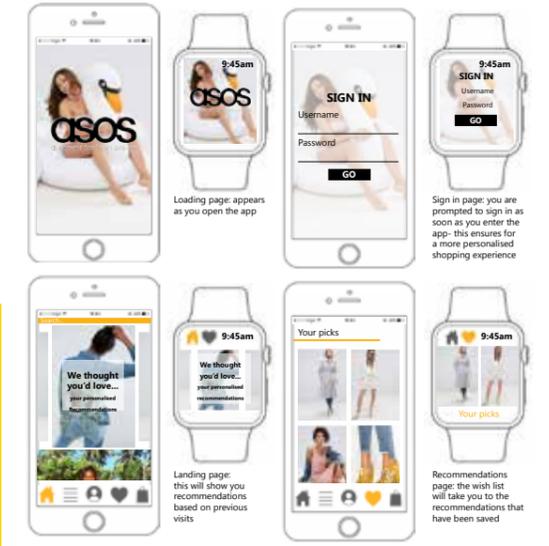
The most obvious benefit of open to buy budget is that it is a tool to adjust and react to changes within the season. The budget frees cash flow and gives flexibility once a trend starts to emerge (Jackson and Shaw, 2001) which enables the buyer to buy the latest trends and is especially beneficial to fast fashion companies. This minimises the risk of missing a trend and subsequently losing customers to competitors. This also enables a buyer to maximise profits, when a product is selling particularly well the OTB can be used to purchase more of the product. However, demand can be misjudged as there is no certainty, which results in overstock and could result in discounts which impact on profit margins (Jackson and Shaw, 2001). One of the ways the open to buy budget can minimise risks is that provides an acceptable budget that can be tracked and monitored, preventing overspending (Proquest, 2017). As OTB planning begins with sales forecasts, unrealistic forecasts can result in overbought stock leading to increased markdowns (Austin, 2017).

Year 2 ⁺ 2 Optional units

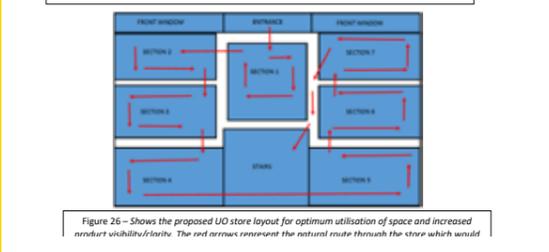
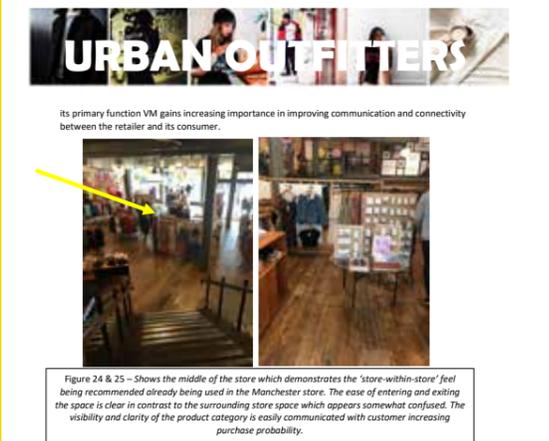
10 credits



This is a breakdown of the final landing page and how it will appear on both the mobile app and corresponding smart watch



Hi-Fi Wireframes



International Business

You'll be introduced to the cultural, economic, political environment of international business; internationalisation strategies and the management of international business.

Buying Communication

A critical part of the buying role is clear communication and effective negotiation in order to get the right product in the right place at the right time.

Digital Branding

You'll develop an understanding of digital media design software and its use within the production of contemporary forms of fashion branding.

Commercial Design & Make

This unit focusses on the practice and management of creating commercially viable fashion products, aligned with business and consumer needs.

Sourcing & Distribution

You'll investigate the underlying principles of sourcing, purchasing, distribution and logistics management.

Fashion Brand Promotion

This unit provides an understanding of the integrated marketing communications process for meeting fashion business objectives, all underpinned by key theories.

The In-Store Environment

You'll consider the decisions areas involved in creating effective in-store environments, and the factors influencing this process.

University College Interdisciplinary Learning

For more information visit website:
<http://www.college.manchester.ac.uk/>

Year 3/4

The final year provides an opportunity to consolidate and extend specialist knowledge in your specific pathway. You will choose from a range of fashion business option which compliment strategic unit. A final year project also allows you to specialise in an area of your choice. Students may apply to extend this degree to four years, and spend their third year either on industrial experience or studying abroad.

Optional

Year in Industry

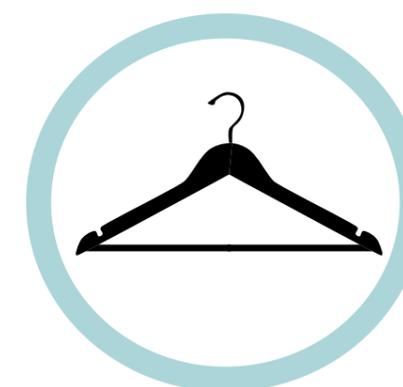
OR

Study Abroad

This is a work-based learning unit. Each student on placement is allocated an Academic supervisor who will communicate, provide feedback to students on their workplace activities and provide pastoral care. On-site visits will be paid to students in their workplace (or remote/Skype interviews for placements abroad) to establish how well the student has integrated in the workplace and developed as an employee.

Students will enrol and attend classes at a host university overseas. The unit coordinator will utilise Blackboard to provide feedback to students on their monthly e-logs. Pastoral care will be maintained with students primarily through the e-logs.

EMPLOYABILITY



1 programme specific unit

Strategic Management
(40 credits)

Buying Strategy
(40 credits)

Strategic Marketing
(40 credits)

+ 1 project unit (40 credits)

Business Project
(40 credits)

Fashion Project
(40 credits)

+ 2 Optional Units (20 credits)

Business Ethics,
Sustainability & CSR
(20 credits)

Fashion Business in the
Digital Age
(20 credits)

University Leadership in
Action
(20 credits)

Year 3



Strategic Management

The unit aims to give an advanced treatment of contemporary approaches to the strategic management process, providing the tools to conduct a thorough appraisal of the changing environment and distinctive contexts within which fashion organisations operate.

Buying Strategy

The unit aims to consider the significant role at the organisational level that fashion buying and merchandising has within the strategic development of product ranges and new consumer targets. It will critically evaluate consumer / buying emotions in order to ensure product planning and development is targeted. The unit will consider factors that impact on buying and merchandising through situational analysis, ethical sourcing, range selection and retail space planning. The unit also aims to develop further student's analytical and creative skills through a final major project.

Strategic Marketing

The unit aims are to provide an in-depth critical insight into the nature of strategic marketing and its relationship with corporate strategy, sustainable competitive advantage, alternative perspectives on - and approaches to - strategic planning, analysis, consolidation & marketing objective setting, strategic options, choice & direction; International growth options; international trading environment; market screening and modes of entry, International segmentation issues, standardisation versus adaptation of the marketing mix, implementation & control, and the range of contemporary marketing developments and their strategic implications.



40 credits

Programme Specific Unit



Figure 5 Adidas BCG Matrix (Authors Own, Adapted From Armstrong and Brodie, 1994; De Wit and Meyer, 2015)



Year 3

40 credits



Gives students the experience of running a company and the different functions within it, leading to a better understanding of the relationship between effort, team working, good management and success. Small groups of students will set up and run their own small business venture. In running their company, students elect a board of directors from the group, raise capital and market and finance a product or service of their own choice. At the end of the unit the company can go into voluntary liquidation and students present a report and accounts to any shareholders.

In running the business, the students can draw on aspects of theoretical knowledge gathered during the programme. This unit provides an opportunity to work independently on a long term project culminating in an extended piece of work aimed at applying theory to practice.

Business Project



Encourages a number of skills required for a career in the commercial world by consolidating the fashion/textiles, management, marketing, buying and merchandising and retailing studies that the students have undertaken to date and exploring how these have been approached by the fashion/textiles industries:

- Develop an understanding for the importance of design to business competitiveness whilst considering effective practices in industry.
- Draw attention to the importance of the decision-making process for strategic business plans.
- Develop specialist knowledge and understanding in fashion textiles marketing.
- Introduce the theoretical concepts relating to fashion marketing communication.
- Encourage students to develop a creative appreciation of fashion textiles.

Fashion Project

OR

Year 3



2 Optional units

20 credits

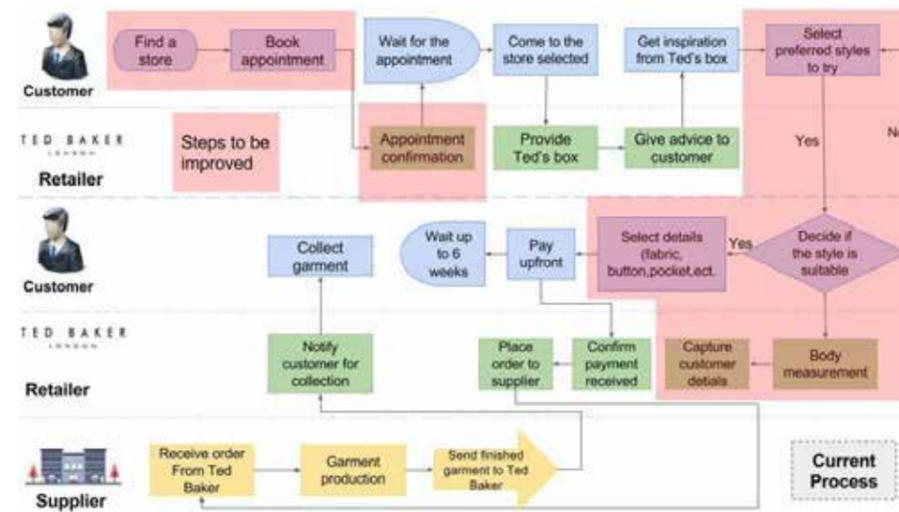


Figure 2: The steps improved in the process

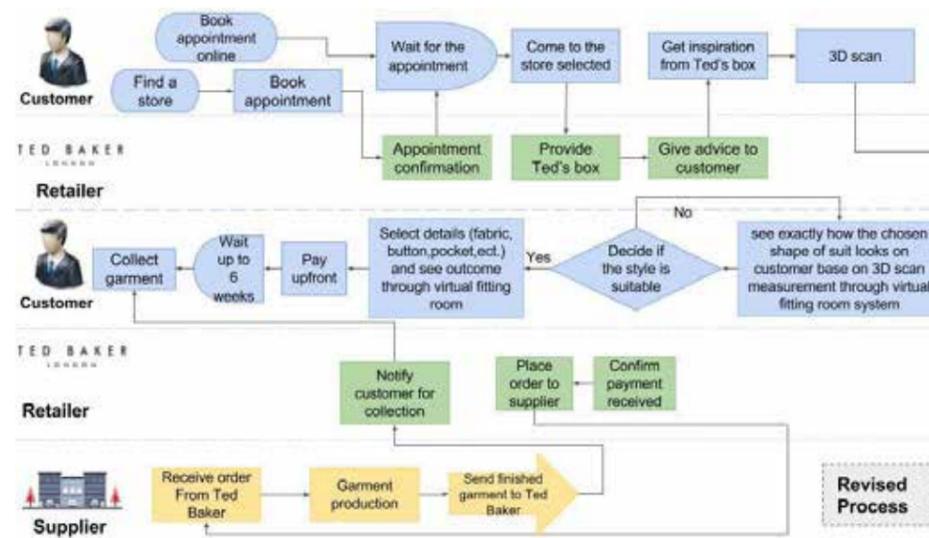


Figure 3: The new Ted Baker process

FOREVER 21

Founded in 1984
by South Korean immigrants

790 stores worldwide
and employs 43,000 people

Fast-fashion retailer

"We want all of these employees also to work in safe and healthy environments and to provide products to you, the consumer, which are made by such employees."

(Forever 21, 2014)

Sweatshops

<p>Advantages</p> <ul style="list-style-type: none"> - Provides job opportunities - Provides some income to support their families - Removes workers from negative conditions that they have previous experience - Ability to get a job without showing documentation of their rights to work within America - Ability to get a job without learning the native language 	<p>Disadvantages</p> <ul style="list-style-type: none"> - Exploiting people - Poor working conditions - Being paid below minimum wage at \$3 an hour - Working long shifts (12 hours) without any breaks for food or restroom - Workers are being abused and mistreated by the managers of the factories - Breach of Human rights
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

(Stadnick-Hernandez, I. et al. 2016, Powell et al. 2011, Made in UA, 2007)

"Everyone who works has the right to just and favourable remuneration ensuring ... an existence worthy of human dignity"

(The Declaration of Human Rights, 1948)

Fashion Business in The Digital Age

This unit aims to promote an in-depth understanding of effective management of digital technologies in contemporary business and their role in creating products and services of value, particularly in fashion and related industries.

Business Ethics, Sustainability & CSR

Increasing interest in ethical and sustainable practices is having a dramatic impact on the nature of business operations within textile and apparel manufacturing industries and has profound economic, political and cultural implications. The unit aims to develop an appreciation of the challenges and complexities of business ethics, sustainability and CSR in the world of contemporary textiles.

Leadership in Action

This 20 credit unit forms part of The Manchester Leadership Programme. The unit will explore a range of leadership and social responsibility issues including:

- Defining Leadership
- Sustainable Urban Development
- Social Equity and educational opportunity
- Globalisation, Poverty and Environmental Degradation
- Business Ethics and Corporate Social Responsibility
- Social Entrepreneurship.

YOU WILL LEARN
FROM INSPIRING
ACADEMICS AND
PROFESSIONALS
IN A SUPPORTIVE
ENVIRONMENT WITH
STATE OF THE ART
FACILITIES.



WHERE YOU WILL LEARN



'All 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.'



If you study Fashion Business at Manchester you will enjoy great facilities. Our laboratories include textile science, fabric testing, manufacturing technology, information technology and Computer Aided Design. We also have dedicated creative design studios and state-of-the-art multimedia learning packages. Our facilities are second to none. We have invested in dedicated software such as Lectra and the latest version of Adobe Creative Cloud. You will have access to leading industry databases and trade publications such as WGSN, Edited, Drapers and Mintel. You will have access to industrial scale sewing, weaving, knitting, dyeing,

and fabric printing equipment that will give you real insight into the links between the product development process, marketing and the external environment. Our facilities will also help you to develop sound technical knowledge and an understanding of all the processes involved in the manufacturing of fabrics and development of fashion products. You will also have access to more than 4 million printed books and manuscripts, over 41,000 electronic journals and 500,000 electronic books. Our Joule Library has the largest collection of textile books and papers of any UK university.

WHO WILL INSPIRE YOU?



Dr Delia Vazquez, Senior Lecturer in Retail Marketing – Delia has extensive industry experience in retail buying and marketing, and her teaching specialisms are consumer behaviour, online fashion retailing, digital marketing and social media. In addition to her teaching and research activities, Delia is currently in charge of Employability for the School of Materials.



Lisa Taylor, Lecturer in Clothing Technology – Lisa has extensive industry experience gained while running her own successful fashion label, which involved fashion design, running a garment factory and liaising with large retailers. Her teaching expertise lies in garment construction, fashion buying, and sourcing of garments from the UK and internationally.



Dr Patsy Perry, Senior Lecturer in Fashion Marketing – Patsy gained her PhD in Corporate Social Responsibility in garment supply chains, and her teaching specialisms are focused on business ethics, sustainability and CSR. Patsy is in charge of undergraduate admissions to the fashion business programmes in the School of Materials.

A variety of lecturers, many of whom conduct academic research in their specialist topic and have significant industry experience, which ensures our courses are current and inspired by the latest discoveries.



Dr Chris Parker, Lecturer in CAD – Chris obtained his PhD in Human Factors Design in 2012 before gaining industrial experience as a UX Architect within the fashion retailing. He teaches CAD and researches how user interaction with technology influences consumer behaviour. Chris is also Staff Coordinator of our award-winning PASS (Peer Assisted Study Support) scheme in the School, where upper level students support lower level students in their learning.



Rachel Parker-Strak, Lecturer in Fashion Buying & Merchandising – Rachel gained extensive industry experience while working as a fashion designer and in other areas such as buying and product development, before she moved into teaching. Her teaching expertise lies in fashion product development and buying & merchandising, and she is currently studying part-time for her PhD in the area of fashion product development processes and strategies.

.....AND MORE INSPIRATIONAL EXPERIENCES

TRIPS/VISITS

INDUSTRY SPEAKERS

CAREER EVENTS

DEGREE SHOW



STELLIFY

We'll make sure your time with us is filled with inspirational events, such as field trips to New York and Paris. You will have the opportunity to take part in industry visits to factories and head offices. You will have the opportunity to attend internationally renowned trade fairs such as Premiere Vision in Paris. Your future is important to us and the employability of our graduates drives much of what we do. Our annual 'Made in Manchester' careers fair, aimed at promoting student placements and graduate opportunities in the field of fashion, textiles and materials, provides opportunities to meet employers on campus. 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. You also have access to free memberships with professional organisations such as ASBCI, the Textile Institute and the Chartered Institute of Marketing. 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 School's Materials Society (MATSOC), run by our students, is the hub of our flourishing social and sporting activities. The Society organises many events throughout the year, including an annual ball, sporting events and days out to places of interest.



BEST TEAMS TO SUPPORT YOU!

ENGAGE
WITH THE PEOPLE
THAT WILL
SUPPORT
&
ENRICH
YOUR EVERYDAY!



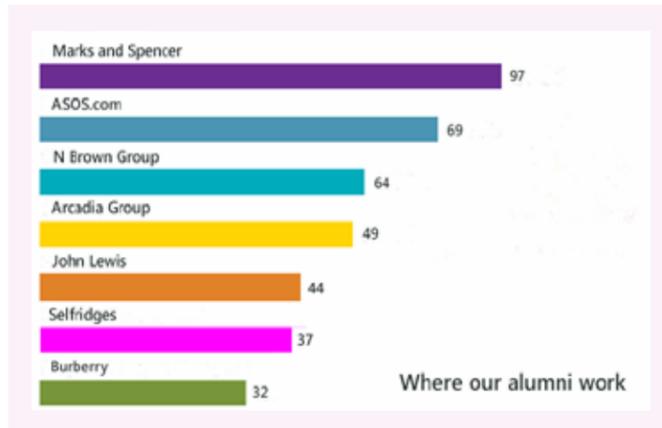
Your success is our success and we want to make sure you get all the support needed to successfully complete your studies. The University offers a wide range of support, both academic and pastoral. All students are assigned an academic advisor, a designated member of staff who can offer help and guidance throughout your studies. Students meet their advisor in small groups or one-to-one regularly and there is a high level of staff-student contact both on a formal or 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 to help with anything from academic advice to timetabling and project submission enquiries. The support available can range from Disability Advisory and Support Service, Mental Health and Well-being to academic support such as My Learning Essentials. The University has dedicated webpage for each individual support available, with a range of online resources as well as key contact details for one-to-one support.



Our award-winning, student-led, Peer Assisted Study Scheme (PASS), in which upper level students support those in years one and two, provides additional academic support. In later years, you can develop leadership skills by becoming a PASS leader or coordinator.

WHERE YOU CAN GO?



Ria Phillips

Degree:
BSc (Hons) Fashion and Textile Retailing 2015

Job:
Business Planner

Organisation:
The North Face

'I always took the opportunity to network with industry speakers. That's how I secured my first graduate role at Boohoo, by going along to a networking event and meeting the Directors.'

How has your Manchester degree benefitted you in your career?

Studying at Manchester enabled me to work independently and with teams. I learnt a great deal of information about product and have a good knowledge base across all departments within a business. The nature of the course was very analytical and helped enforce strategic thinking which has been a real benefit whilst working in industry.

Were there any activities you undertook which inspired you to take a certain career direction?

The business project module was when I realised I enjoyed the analysis and numbers side of the industry. This guided my career path into Merchandising and now a Business Planner. Throughout university I undertook internships wherever I could in the holidays to get experience.



2016 - Present
Business Planner,
The North Face

2016
Assistant
Merchandiser,
boohoo.com

2015
Graduated with BSc (Hons) Fashion and Textile Retailing

2015
Merchandising Administrative Assistant, boohoo.com

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. 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 to take up leading positions in industry throughout the world. Many also 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, 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 graduate. A key aspect of our courses is our championing of employability. Our courses are accredited by the Textile Institute and the Chartered Institute of Marketing. We have dedicated staff championing employability. We organise career events promoting student placements and graduate opportunities. There are many other events organised throughout the year in collaboration with the University's award-winning Careers Service, including CV workshops, careers advice and recruitment fairs.

Sophie Miell

Degree:
BSc (Hons) Fashion & Textile Retailing 2014

Job:
PhD Researcher in Virtual Fit, E-Size & Style Technologies and Part-time Personal Stylist

Organisation:
The University of Manchester and John Lewis

'Market yourself and create your own 'brand' through a digital presence on LinkedIn, or create a blog and write about what interests you - such as current issues in the fashion industry, your degree or your placement.'

Why did you choose to study for your degree at Manchester?

I chose Manchester because it is a vibrant, diverse city. The university provided an excellent place for fusing my passion for fashion retailing whilst being renowned for its academic and teaching excellence.

What advice would you give to current students?

Take every opportunity that is available to you and utilise what the university offers... whether it's applying for an internship, year abroad or the opportunity to start your own business. These experiences enrich your CV and provide great opportunities for you to describe transferable skills in job interviews.



2017 - Present
Part-time
Personal Stylist,
John Lewis

2014 - Present
PhD Researcher
in Virtual Fit,
E-Size & Style,
The University of
Manchester

2012-2013
Study abroad, Hong Kong Polytechnic University

2014
Graduated with BSc (Hons) Fashion & Textile Retailing

APPLY

Application are made via UCAS.

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.

ENTRY REQUIREMENTS

A-level: Grades AAB in three academic subjects excluding General Studies

AS-level: We do not normally make offers based on AS level. However, each application is treated on an individual basis.

Unit grade information: The University of Manchester welcomes the provision of unit information where available. Like all other information provided by applicants this may be taken into consideration when assessing your application. Unit grades will not normally form part of an offer conditions.

GCSE: Minimum grade C in English Language, Dual Science and Mathematics (Grade 4 in the newly reformed GCSEs)

International Baccalaureate: 35 overall with 6,6,5 in three subjects at Higher level.

Alternative entry requirements exist for this course. Visit website for more information.

English language: GCSE grade C (Grade 4 in the newly reformed GCSEs), IELTS 6.0 with no subtest below 5.5 or an equivalent English Language qualification.

English language test validity: Some English language test results are only valid for two years. Your English language test report must be valid on the start date of the course.

SCHOLARSHIPS

If you've got the ability, we believe that finance shouldn't be a barrier to you coming here and being successful.

That's why we've invested in one of the most generous financial support packages in the UK. Approximately a third of all our students will receive bursaries of up to £2,500 per year – and many will receive more.

You don't have to pay your fees up front, and you can get plenty of information and advice to help you manage your money.

If you're planning to join us in 2018, find our latest information on fees and finances on our website.

NOW YOU JUST NEED TO:

1 / APPLY

2 / VISIT US

3 / JOIN US

THIS IS THE START
OF AN
INSPIRING JOURNEY.

The University of Manchester

School of Materials
Student Recruitment and Admissions
The University of Manchester
Oxford Road
Manchester
M13 9PL

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e: ug-materials@manchester.ac.uk
w: manchester.ac.uk/materials
Twitter: @DFBManchester
Facebook/YouTube: Fashion Works at Manchester
Instagram: @fashionmanchester



**FASHION
WORKS AT
MANCHESTER**

This brochure was produced for the purposes of the 2018 intake. It has therefore been published in advance of course starting dates. For this reason, information contained within this publication 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