

MA International Fashion Marketing

Course Specification

Academic Year 2024-25

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1. Course Overview	
Full Course/award title(s)	MA International Fashion Marketing
Short Course title	MAIFM
Fees	Please see the tuition fees on the Regent's University London website (https://www.regents.ac.uk/admissions/tuition-fees)
Location of study	Regent's Park campus
Awarding institution	Regent's University London
Institution regulated by:	Office for Students, Quality Assurance Agency
Course entry points	September, January
Date of initial/previous (re)validation	May 2022
Date of next revalidation	Summer 2027
Framework for Higher Education Qualification level of final award	Level 7
Number of credits in award	180
UCAS code	N/A
Underpinning QAA subject benchmark statements	QAA Subject Benchmark Statements for Masters' programmes in Business and Management
Other external and internal references	QAA Master's Degree Characteristics (2014) QAA Framework for Higher Education Qualifications (FHEQ) QAA UK Quality Code for Higher Education Regent's University London Academic Regulations
Professional, statutory or regulatory body recognition/accreditation	N/A

Mode of study (Full Time / Part Time)	Full Time
Language of study	English
Minimum / Maximum duration of Course for each mode of study	<p>Part time: N/A</p> <p>Full time: For students starting in September, the programme is 12 months, while a programme starting in January will last for 16 months (due to summer break). Minimum: 1 year Maximum*: 3 years *in exceptional circumstances only, refer to Regent's University London Academic Regulations for details</p>
Date of production / revision of this Course specification	June 2024

2. Why study this programme?

We want to make sure that you have chosen the right programme to study and that you are excited about studying your programme at Regent's.

This programme is for ambitious, creative students looking to launch a career in the global fashion marketing industry. It is based in the heart of London, one of the fashion capitals of the world.

You will gain a thorough grounding in fashion marketing theory and practice, including topics such as:

- What motivates consumers in different cultures
- How the global supply chain works
- Why new technologies are changing the future of fashion marketing

You will also learn a range of practical skills including:

- How to plan and execute integrated fashion marketing strategies
- How to predict and analyse future fashion trends
- How to build and market a successful and sustainable brand

Throughout the programme you will work on a number of practical projects and have the chance to study specialist topics, including luxury goods. A study trip to another European fashion capital is included in your fees.

3. Programme aims and objectives

This is a guideline to the main features of the programme. It includes the overall aims and objectives and what you might achieve and be able to demonstrate if you take full advantage of the learning opportunities provided.

The MA International Fashion Marketing programme aims to give aspiring fashion marketing professionals the intellectual and practical knowledge and skills to be able to work in the fashion industry as professionals with the ability to create fashion marketing strategy within the complex, fast-changing and dynamic international context of the contemporary fashion industry.

The programme is grounded in fashion marketing theory and practice and closely related to the global fashion industry. It has been developed in consultation with industry to ensure that students graduate with an excellent understanding of what is happening at the forefront of both the industry and the discipline. There is careers support throughout the programme, a study trip to another European fashion capital, optional language modules, and integrated delivery from both the Humanities, Arts & Social Sciences and the Business & Management faculties within the University.

The programme aims to:

- Provide an inspiring learning environment where students feel that they are acquiring the knowledge and skills that will equip them to enter the international fashion industry as consummate professionals.
- Develop distinctive individuals who are capable of independent, innovative and entrepreneurial thinking in relation to complex and changing contexts.
- Offer the opportunity to learn to apply critical, analytical and creative thinking to theoretical and practical fashion marketing briefs.
- Foster a thorough knowledge and understanding of the nature and structure of the international fashion industry and its processes, from trend forecasting through to disposal.
- Ensure a sound knowledge of international fashion marketing management for international markets.
- Develop confident knowledge of marketing strategies, marketing activities and integrated marketing communications strategies and their applications within global fashion contexts.
- Foster independent application of fashion marketing theories and methodologies.
- Ensure that students have a full appreciation of the ethical and environmental responsibilities involved in the international marketing of fashion.
- Facilitate the development of effective reflective and self-management skills.

You will be grounded in well-established fashion marketing theory and practice, as well as developing your personal, professional and leadership skills and ability to think creatively in response to change. This will ensure that you are prepared to enter the industry in a climate of disruption, change and innovation. This disruption and change to international fashion

marketing, and particularly to supply chain management and fashion marketing communications, are resulting in a greater need for graduates who can think flexibly and creatively.

You will learn about marketing strategies, research methods, the global fashion consumer, and international fashion markets. You will also choose optional modules that will support your strengths, interests and career aspirations. This could include the language option, with the ability to study one of nine different languages on offer.

The programme has a strong focus on the theory and practice of branding, and contemporary developments in fashion branding. You will learn how to create fashion marketing communications strategies. The programme culminates in the capstone research project, either in the form of a Dissertation, or an Individual Consultancy Project. The latter has the option of a work placement which will inform the Project.

Prospective careers

The programme will equip you with the interdisciplinary skills to succeed in international fashion marketing. You will be able to consider a wide range of related roles, including:

- Fashion trend researcher
- Online fashion entrepreneur
- PR and brand strategist
- Publishing assistant

4. Relationship to other programmes and awards

Sometimes programmes share modules or have other connections to other programmes. This is a guide to whether this is applicable for your programme.

There are progression routes into the MAIFM from bachelor's programmes across the University. The programme will be particularly appropriate as a progression route for those students graduating from the BA (Hons) Fashion Design, BA (Hons) Fashion Marketing, BA (Hons) International Business and BA (Hons) Global Management. The programme offers some modules which are shared with other master's programmes within the University.

5. Learning outcomes

This is a guide to the more specific knowledge and skills you will gain at each level of the programme if you take full advantage of the learning opportunities available to you.

A. Knowledge and understanding

A1 Evidence a deep and systematic understanding of the international fashion marketplace and of the development and implementation of international marketing strategies.

A2 Confidently apply a deep and comprehensive knowledge of, and the inter-relationships between: individuals, organisations and institutions operating in the international

fashion marketing industry and global contextual forces, including geo-political, economic, social, technological, environmental and ethical issues.

A3 Independently and critically synthesize philosophies, theories and methodologies underlying a social science approach to international fashion marketing (broadly understood to include the strategic branding and marketing of fashion goods and services: fashion brand creation and maintenance, pricing, integrated marketing communications, fashion buying and merchandising, and consumer behaviour).

B. Cognitive skills

B1 Develop a deep and systematic understanding of the techniques, tools and processes appropriate to detailed investigation, analysis and judgement of complex issues and developments at the forefront of international fashion marketing.

B2 Demonstrate autonomous thinking, creativity and sound judgement in the application of knowledge and skills to independently determine research design, data collection, analysis, synthesis, and reporting in relation to international fashion marketing.

B3 Independently appraise, analyse, synthesise and interpret a range of fashion marketing related data and information, evaluate its relevance and validity in the context of new and challenging situations at the forefront of international fashion marketing.

B4 Evidence a conceptual understanding that enables selection, critique and assessment of published research in the field of international fashion marketing and relevant associated disciplines, with particular reference and relevance of current developments

B5 Independently evaluate, critique, and reconstruct theories and concepts for international fashion marketing and where appropriate propose new hypotheses in dealing with uncertainty and complexity, and the requirements of different cultures and systems.

B6 Autonomously select and appraise an area of study/research within international fashion marketing, applying intellectual and practice based knowledge and skills and proposing solutions with authority and originality.

B7 Confidently and professionally communicate complex ideas and arguments, in visual, oral and written forms, using a range of media, including digital, which are widely used within the fashion marketing industry.

B8 Manage, develop, guide and generate effectively and professionally within a team environment, including team building, leadership and influencing other people.

B9 Confident ability to apply an international perspective including understanding the impact of globalisation on businesses, societies and the environment and ethical issues relevant to international fashion marketing.

6. Learning and teaching strategy/ assessment methods (non-regulatory)

This is a guide to what academic opportunities will be available to you to help you achieve the overall aims and objectives of the programme as listed under section 3 and the intended learning outcomes listed under section 5. It is also a guide to what assessment methods will be used to test your achievement of the intended learning outcomes. While exciting learning opportunities will be offered, at University-level, there is a greater emphasis on you engaging with your education in a more pro-active way. In order to meet the full intended learning outcomes of the programme, you will be expected to study independently, participate in class discussions, book extra time in the studios, ask for support in academic skills if required and engage with Personal Tutors.

The MA International Fashion Marketing maintains industry relevance through the input of the industry panel and lecturer/practitioners. Experiential learning is fundamental to many of the learning and teaching methodologies used on the programme and for many of the assessments that you will complete. Preparation for careers in relevant disciplines contributes to the mission and goals of the University and is integral to the design of this programme.

The academic team uses a wide range of learning, teaching and assessment methods, including individual and group work as appropriate. Live projects, work experience, master classes, industry sponsorship, professional placements, tutors who are practising professionals and guest lecturers will give you valuable links with industry practice.

The programme and its modules have been carefully designed to enable you to acquire the intellectual and practical knowledge and skills you will need to successfully complete the degree. There is much emphasis on student self-directed study, particularly in the third term of the programme.

Lectures and seminars are the most common method of delivery. Whilst these operate on the assumption that there is no prior knowledge of the subject, there is an expectation that you will supplement the knowledge and skills acquired during classes with additional independent learning, with minimal tutor input. Attending lectures, seminars, workshops and presentations by guest speakers will provide an additional opportunity for learning. Lectures are supplemented by hand outs, material on Blackboard and directed learning.

In line with the industry focus of the programme, you will also have the opportunity to engage and network with industry professional through visits to industry events such as conferences, fashion weeks, exhibitions and other standard industry occasions.

At the start of each module, you will be provided with a timetable and substantial list of reading references. Each module tutor provides individual and group support for the students undertaking their module.

Guest speakers

Guest speakers are brought into the programme to provide academic and practitioner

support for each of the modules as considered appropriate by the module leader and/or programmer leader.

Master classes

Master classes enable you to learn from high-profile industry professionals, who work with students for a short, intensive period of time, delivering talks, setting activities and giving feedback on student achievement. Topic/ module specific master classes are delivered within the module, while additional high profile master classes are delivered across the University, drawing students from several programmes and providing further networking opportunities.

Breakdown of teaching methods by percentage

The following breakdown is a guide to how much time you will spend on each teaching and learning method. The exact amount of time spent in taught/practical lessons or self-study will depend on the elective modules that you take.

Taught	19.5%
Self-Study	80.5%

Programme management and teaching staff

The programme is managed by course leaders who are overseen by the Director (Content) of Fashion and Design.

Staff are educated to masters' or doctoral level. Exceptions are where particular specialist skills are required and are covered by visiting lecturers.

Julia Robson is Course Leader. The Director (Content) of Fashion and Design is Dennis Maloney.

Assessment

The programme draws on a wide range of assessment types to both reflect the nature of the industry and to give different types of learners adequate opportunity to successfully demonstrate achievement on the programme. This includes academic essays, research activities, reports, presentations, reflective reports, panel critiques, interviews, group work, material outcomes and live projects.

Formative and summative assessment

Some parts of the assessment will be formative in nature, some will be summative.

Individual and group tutorials will be used to give formative feedback as well as feedback from industry professionals in the case of live projects. Panel critiques and interviews will be used to enhance feedback from industry.

A grade for summative assessment will be awarded in accordance with the University's Generic Grading Criteria and will be accompanied by full detailed written feedback, and where possible verbal feedback.

Students also engage in self-assessment and peer-assessment as part of a formative assessment process.

Breakdown of assessment by percentage

Coursework	100%
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Ethical approval of research

All research conducted within and outside the University by students at Regent's University London must be approved by the Faculty/Institute Research Ethics Review Panel prior to its commencement. This will include, but is not limited to, all research involving human or other living participants, and all experiments, investigations and procedures involving human or other living participants, or data relating to such living entities.

7. Programme structure

This is a guide to the overall structure of your programme such as term dates, assessment periods and what core modules will be delivered each year.

To complete your programme, you will need to achieve 180 credits. You will study a number of modules across the programme, which will each have a credit value. On successfully passing each of these modules, you will gain credits that count towards the total needed for your degree.

One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a module is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be taught hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in the section above.

On a postgraduate degree programme, you can usually expect to study 180 credits per level (or year), with no more than 80 credits per term.

The MAIFM runs throughout the academic year. The autumn term runs September – December, the spring term January – May and the summer term July – September. The capstone module will take place in your third term of study, which operates in the summer term for September cohorts, and spring term for January cohorts. The programme operates throughout the week, Monday to Friday. Accurate timetables will be provided with class time prior to the commencement of each term.

On a full-time basis, a student normally completes one of the postgraduate programmes over three terms and, depending on the point of entry (September or January), it can take between 12-16 months to complete (12 months for a September starter and 16 months for

a January starter due to summer break). To ensure balance, the September starter also has the option to extend their learning period to 16 months.				
Term	Module 1	Module 2	Module 3	Module 4
Autumn term	FSM704 Marketing Strategy	FSM705 Research Methods	FSM706 The Global Fashion Consumer	Elective module 1 FSM712 Fashion PR and the Fashion Show LBM729 Luxury Experiences LBM724 Entrepreneurship and Luxury Languages Connect
Spring term	FSM707 Fashion Branding	FSM708 Fashion Marketing Communications Strategies	FSM709 Fashion Trends, Buying and Distribution	Elective module 2 FSM713 Fashion Retail Marketing LBM729 Luxury Experiences LBM724 Entrepreneurship and Luxury Languages Connect
Third term (summer or spring)	Capstone module: Option 1: FSM710 Dissertation Option 2: FSM711 Individual Consultancy Project (can be undertaken with or without work placement)			
	For September cohort the capstone takes place in the summer term (July – September) For January cohort, the capstone takes place in the spring term (January – April)			

Programme Structure - LEVEL 7	
Core modules	Credits
FSM707 Fashion Branding	20
FSM708 Fashion Marketing Communications Strategies	20
FSM704 Marketing Strategy	20
FSM705 Research Methods	20
FSM706 The Global Fashion Consumer	10
FSM709 Fashion Trends, Buying and Distribution	10
FSM711 Individual Consultancy Project (with optional work placement) OR	60
FSM710 Dissertation	60
Total core module credits:	160
Elective modules (spring and autumn terms – subject to availability):	
LBM724 Entrepreneurship and Luxury (Autumn and Spring)	10
FSM712 Fashion PR and the Fashion Show (Autumn)	10
FSM713 Fashion Retail Marketing (Spring)	10
Languages Connect (Autumn and Spring)	10
LBM729 Luxury Experiences (Autumn and Spring)	10
Total elective module credits:	20
Total credits for Level 7:	180
Exit awards and learning outcomes achieved (if appropriate)	
Postgraduate Certificate (on completion of 60 credits) Postgraduate Diploma (on completion of 120 credits) Master of Arts (on completion of 180 credits)	

8. Distinctive features of the programme and other key information

This is a guide to anything else you may need to know about your programme, including anything that may seem a bit unusual or different to similar programmes in other institutions.

Induction and events

You will be expected to take part in an induction week that will include fashion activities one week prior to the start of your first term. During the programme, you will take part in presentations to industry, a celebratory dinner and a networking opportunity after the end of your third term.

Languages

Elective modules are offered in languages or related specialist areas. If you do not already have foreign language skills, you will be encouraged to take a language module because of

the international nature of the fashion industry. It is traditional within fashion education to learn either French or Italian, but as new markets emerge other languages may also become relevant.

Work placements

You can combine studying with a work placement in the third term of the programme through the Individual Consultancy Project. The Careers & Business Relations team supports students throughout their first and second terms in order to prepare for this. Employability, Enterprise and Professional Skills workshops are included in the induction week. Those students who wish to do so will be supported to take on further work experience while studying or on completion of the programme.

Live projects

The programme will engage students in live projects with industry on some modules. This will mean that assessment briefs will be developed in collaboration with industry so that they combine the requirements of the modules in terms of learning outcomes and learning and teaching strategies, while also giving students the experience of working on a real project with industry. Industry professionals will be involved in 'critiquing' students' work, thereby affording students a fresh, commercial response to their work. This will act as part of the formative assessment process.

Master classes

There will be a series of master classes during the programme where high profile industry professionals will work with students for a short, intensive period of time, delivering talks, setting activities, doing workshops and giving feedback on student achievement.

Careers

Enterprise, employability and a focus on careers is built into the programme from induction through to graduation. In addition, you will be offered one to one consultations to further guide and support your career choice, and to support your move into the industry. You will also learn to network through various activities that will take place during the programme, an essential skill for the aspiring international fashion marketer.

9. Student support

We want you to make the most of your time at Regent's and we also know that sometimes life at university can be hard. We can give you the support and you need, on academic study, language skills, careers, disabilities, mental health, gender, sexuality, finance and many other issues.

Regent's Student Hub will be the first port-of-call for the majority of your needs. Staff in the Hub can either deal with your enquiry directly or point you to one of our services for more support. Our support services include:

- Personal tutor scheme
- Student Services
- Academic Skills
- English for Academic Purposes
- Careers advice, including placements
- Disability support
- Accommodation
- Student Union

For more information about life at Regent's and the services we offer please visit our website:

<https://www.regents.ac.uk/student-life>

10. Learning support facilities

Regent's offers a variety of different facilities and technologies to support your studies. These include lecture theatres, seminar rooms, the library, IT labs and specialist software.

If you require support or advice with regard to accessing campus facilities, please speak with our disability support officer, so we may address your concerns.

<https://www.regents.ac.uk/life-at-regents/learning-resources>.

The Library at Regent's supports teaching and learning at the University. Our relevant and extensive collections, flexible study spaces and knowledgeable staff can help you achieve your academic goals. During term time, the Library is open until late in the evenings. During busy exam periods, it is open 24/7. Most areas are fully accessible to people with disabilities and wherever there are challenges we work with individual(s) to overcome, rearrange or support to facilitate good and safe access.

Regent's uses Blackboard as its virtual learning environment (VLE), where you will find learning materials and content for your modules. You will also submit your coursework online and receive feedback through Blackboard.

MyRegent's is a free app and web dashboard which contains Regent's email, degree programme timetable, module information and more. You will be able to download it for

Apple or Android devices or access it at my.regents.ac.uk once you have enrolled with us. Regent's has IT labs where you can use our computers and there are dedicated areas for you to use your own laptops and tablets. The campus has free Wi-Fi, including most areas of our extensive gardens, so any area can be adapted into a student study space.

Regent's is a member of the Eduroam network, so you can connect to this service to access Wi-Fi worldwide.

For more about Regent's learning resources, see: <https://www.regents.ac.uk/life-at-regents/learning-resources>.

11. Opportunities for personal development planning

You will be encouraged to plan for your personal career development throughout the programme, beginning in induction week with – Employment, Enterprise and Professional Skills workshops. This will allow you to explore the wide range of employment opportunities/ career roles available within the fashion marketing industry, or look at more entrepreneurial options for those considering business start-ups or joining existing family businesses.

Careers support

All students benefit from an initial consultation with a careers adviser in their first weeks on campus. Based on your individual interests you will, guided by your adviser, develop knowledge and networks in relevant sectors and roles. You will be encouraged to team up with like-minded individuals to build communities centred around shared interests.

You will have access to the vacancies shared by our business relations team on the Student Hub, as well as multiple other resources, and help with making applications for internships and graduate roles in the UK and beyond. Students who have not identified an area of interest are offered guidance consultations to enable decision-making.

A variety of workshops throughout the year will help you succeed at every stage of the selection process, including CV and cover letter writing, interview (including video interviews) and assessment centre preparation, networking, LinkedIn and psychometric testing. Support with individual applications is available.

Students who wish to start their own business will be invited to work in The Hive (see below).

Students looking to complete a consultancy project, such as a capstone, receive support in developing practical consultancy skills, as well as help with sourcing suitable projects. This offer is tailored with sector relevant information to reflect subject specialisms (e.g. fashion, design, business).

All postgraduate students are given the opportunity to be paired with a mentor throughout the duration of their course, as part of our long-running joint alumni/careers mentoring scheme. You will be matched (wherever possible) with mentors whose careers or interests

overlap with your, but experience has shown that diverse pairings often offer the best results.

Each term a number of masterclasses (held by industry specialists), seminars, networking events and meetups are organised on campus. They offer an invaluable opportunity to find out about employment prospects in different industries and business sectors and to develop a professional network.

At our hiring breakfasts, employers who currently seek students via the Student Hub vacancy board (internships, placements, or graduate jobs) are introduced to (and given the opportunity to interview onsite) students directly.

In addition to regular face-to-face contact with our expert staff, we offer a wide range of online resources including VoIP (e.g. Skype) appointments to help you in your job search. These include advice sheets, videos and self-assessment tools. All this is accessible on the Student Hub to current students and alumni.

12. Admissions criteria

Details of the current entry requirements can be found in the University's Admissions Policy on our website: <https://www.regents.ac.uk/policies>.

For more information, see the How to Apply tab under each course on the website.

Our Admissions Appeals and Complaints Policy can also be found at the link above.

13. Visas and immigration

At Regent's, you will be part of a truly international community, with the opportunity to make friends and contacts from around the world.

If you require a visa to study in the UK, please visit the Visas and Immigration page on the website:

<https://www.regents.ac.uk/admissions/visas-immigration>

14. Tuition fees and other course costs

Please see the Tuition fees page on the Regent's University website (<https://www.regents.ac.uk/admissions/tuition-fees>)

Reading lists will be made available and you may purchase these from a wide range of suppliers at an additional cost.

15. Assessment and progression regulations

You will be assessed on how well you are achieving the intended learning outcomes at different stages throughout your time of study at Regent's. This will include a variety of methods as described under Section 6 above.

In order to continue with your studies, there are minimum requirements to be met in order to progress to the next level of your programme. The current progression regulations are published within the Academic Regulations on our website at the link below. These are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

<https://www.regents.ac.uk/policies>

You will be provided with guidelines on what you need to achieve in each assessment to ensure you receive a good mark. A generic description of each grade is available at: [regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework](https://www.regents.ac.uk/about/regents-teaching-exchange/learning-teaching/assessment-framework)

Before admission to the dissertation module you will need to have successfully completed the Research Methods module and will be allowed to trail up to 20 credits.

FSM710 Dissertation, FSM711 Individual Consultancy Project and FSM705 Research Methods are not eligible for condonement under the current regulations of the University. For further information on condonement regulations, please refer to section F10.6 of the University's Academic Regulations.

All modules except FSM710 Dissertation, FSM711 Individual Consultancy Project and FSM705 Research Methods are eligible for the late submission rules under the current university regulations. For further information on late submission regulations, please refer to section F9.10 of the University's Academic Regulations.

Feedback on student work will normally be provided within two weeks and no longer than four weeks after the original submission deadline. For further information on the programme's assessment and progression regulations, please see sections D and F of the University's Academic Regulations

External Examiners

The membership of the Subject Board includes external examiners.

External Examiners are appointed to programmes to ensure that the University's standards and quality processes are appropriate and of a standard comparable to those of other higher education institutions in the UK. External Examiners do not alter individual student's marks or classification decisions.

16. Award criteria

To qualify for your intended postgraduate award, you must obtain 180 credits at Level 7.

For further details on award requirements, please see the Academic Regulations, available at on our website at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

<https://www.regents.ac.uk/policies>

17. Methods for evaluating and improving the quality and standards of teaching and learning

All quality assurance policies and procedures are found in the University Academic Regulations. The current versions are available at the link below. The regulations are subject to review and amendment each year. We will let you know if there are any major changes to the regulations that may affect you.

<https://www.regents.ac.uk/policies>

Regent's University London operates a number of institutional processes for ensuring and enhancing its academic quality standards. These include: programme (re)validations, programme modifications, programme monitoring, student feedback systems and external examining.

Programme (re)validations

The University has a formal process to approve a new programme or reapprove an existing programme of study. This involves a panel of academics from within and outside Regent's to ensure that your programme is of appropriate academic standard and of a high quality.

Programme modifications

We listen to your feedback and make changes to your programme as appropriate. You will be consulted on any significant changes to your programme which may affect the outcomes of your study. All changes to programmes or modules are subject to approval through Regent's Academic Governance structures.

Programme monitoring

In order to ensure programmes continue to meet their academic and professional aims and objectives, Heads of Programme are required to prepare an Annual Monitoring Report (AMR). The reports include module feedback as well as external examiner reports and responses. They are reviewed at Faculty and Institutional level, and are published on the University intranet under the Quality webpage where student are able to view these.

Student feedback systems

Students play a key role in the University's processes for enhancing the quality of its educational provision and broader student experience. There will be multiple ways for you to provide feedback on your experiences at module level, programme level, through student representatives and at Programme Committees. Student representatives are

elected and sit on institutional level committees such as Senate. Final year undergraduate students (Level 6) will be invited to take part in the National Student Survey (NSS).

External examiner reports

External examiners ensure that Regent's standards and quality processes are appropriate and are of a standard comparable to those of other Higher Education Institutions. There are two types of external examiners. One reviews subject level assessment and the other reviews institutional level processes and attends the Progression and Finalist Boards. An annual external examiner report is produced at the end of every academic year at levels 5, 6 and 7. These are made available to students through the Annual Monitoring Reports which are published online and are submitted to Programme Committees.

18. Curriculum map													
This table indicates which study units assume responsibility for delivering and assessing particular learning outcomes.													
Level	Module	Learning outcomes											
		A1	A2	A3	B1	B2	B3	B4	B5	B6	B7	B8	B9
7	Core – Autumn term												
	FSM704 Marketing Strategy	✓	✓						✓			✓	✓
	FSM705 Research Methods			✓	✓	✓		✓				✓	
	FSM706 The Global Fashion Consumer			✓			✓		✓				✓
	Core – Spring term												
	FSM707 Fashion Branding	✓		✓		✓					✓	✓	
	FSM708 Fashion Marketing Communications Strategies			✓			✓		✓		✓	✓	
	FSM709 Fashion Trends, Buying and Distribution			✓		✓	✓				✓		
	Capstone: - third term of study (summer term for September starters; spring term for January starters)												
	FSM711 Individual Consultation Project OR		✓	✓	✓			✓	✓	✓			
	FSM710 Dissertation		✓	✓	✓			✓	✓	✓			
	Elective modules: Autumn												
	FSM712 Fashion PR and the Fashion Show	✓					✓			✓	✓		
	LBM729 Luxury Experiences			✓		✓							
	LBM724 Entrepreneurship and Luxury			✓		✓	✓						
	Language												
	Elective modules: Spring												
	FSM713 Fashion Retail Marketing		✓				✓			✓			✓
	LBM724 Entrepreneurship and Luxury			✓		✓	✓						
	LBM729 Luxury Experiences			✓		✓							
	Language												