



Ravensbourne University London

International Fashion Marketing

Study details

Course type: Master's degree

Degree: MSc International Fashion Marketing

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 18 000 GBP

Reg. fee : N/A GBP

Scholarship :

Insurance : N/A GBP

Intake/s

Sep

Requirements

- **IELTS (Academic):** 6.0 overall and a minimum of 5.5 in each component: reading, writing, speaking, listening.
- **TOEFL iBT (Academic):** 72 points overall with minimum Reading 18, Listening 17, Speaking 20, Writing 17
- **International Baccalaureate:**
English B / English A: Language and Literature / English A: Literature / English Literature and Performance - Standard or Higher-Level Grade 5
- **Cambridge Certificate of Proficiency in English (CPE)/ C2 Proficiency & Cambridge Certificate of Advanced English (CAE) / C1 Advanced:**
169 overall with 162 in each component

Accommodation

Provided by partner agencies

Additional information

About:

If you want to take a theoretical, data-driven, and practice-based approach to understanding the fast-paced and dynamic world of fashion, then this course could be for you. Take an in-depth look at the key components of international fashion marketing and examine a broad range of emerging digital processes.

Degree overview:

What is fashion marketing? Marketing within the fashion industry is the process of creating and implementing a marketing plan for a fashion brand or related company. In order to implement a successful marketing campaign, first it is important to understand consumer behaviour and preferences in order to best cater to the customer's needs and to market products that will be in high demand. Marketing in the fashion industry combines the likes of advertising, promotion, and sales. Most marketing in the fashion industry is done through various forms of advertising. This can range from traditional print media to digital media like social media. Marketing also includes developing relationships with key distributors and retailers to secure the best possible distribution channels for the product. Why study this master's in International Fashion Marketing? - Gain master's level skills in the use of data measurement in the context of international fashion marketing - Learn to identify how brands are supported through strategic marketing - Improve your future employment prospects through simulated tasks emulating real world practice - Enhance your professional network by meeting people with similar interests and different skill-sets - Be part of a tech-literate, creative community. What can this course do for me? During the duration of this course, you will examine your skills in both innovation and strategy using a combination of research and development techniques. Through a series of business lecturers and classes led by a mixture of industry experts and academics, you will develop the broad skillset necessary to progress in the world of international fashion marketing. An integral part of understanding success in international fashion marketing is data. On this course, you will learn how to measure data and metrics and use this insight to inform future developments and measure the effectiveness of emerging technologies. This insight can also be to identify new platforms to support with future marketing efforts.

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