

International Fashion Marketing

Heriot-Watt University

Venues

Edinburgh Campus

Content

The programme blends our high-quality teaching across marketing (ranked top 10 in the UK in the Guardian University League Tables 2018) with our close links and insights to the retail industry, offering expertise in fashion merchandising and fashion retailing.

On this programme you will also benefit from the unique opportunity to work closely with the Heriot-Watt's campus in Galashiels which specialises in Fashion and Textiles and provides unrivalled fashion-focused expertise.

Established with support and guidance of George Davies, the internationally-renowned fashion designer and businessman behind creations for Next, George at Asda, and Marks and Spencer, this International Fashion Marketing course offers direct involvement with the industry through our partnerships with Edinburgh International Fashion Festival, Schuh and Johnston's of Elgin.

This highly-regarded programme further benefits from an academic team of industry leaders with years of experience in marketing, branding, market research, fashion and textiles design.

This is a Specialist MSc

MSc International Fashion Marketing is a Specialist MSc programme led by academics at the Edinburgh Business School. As a Specialist MSc, this degree gives those who have worked in the field or studied a similar subject previously, the chance to expand, refine and enhance their knowledge.

This 1-year Masters programme focuses almost entirely on the area of International Fashion Marketing. It blends cutting-edge academic thinking with best practice from industry to give graduates and professionals the opportunity to advance with a highly employable skillset.

You can exit at the end of 21 months with PgDip International Fashion Marketing.

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Part time (day)

Award Title

MSc

Course Length

24 months

Faculty

School of Social Sciences

Department

Business Management

Entry Requirements

A good Honours degree (first or second class), or its non-UK equivalent, in a related subject.

Applicants with relevant education and work experience may also be considered.

SCQF Level

11

Address

Edinburgh
EH14 4AS

Website

www.hw.ac.uk