GCU London

MSc Digital Fashion Strategy

The first course of its kind to globally focus on the digitalization of fashion.

The future source of competitive advantage in the fashion industry

A completely unique programme, designed to anticipate and manage the dynamic nature of digital strategy within the fashion industry.

Digital is a rapidly growing and evolving sector. This is clearly evident within the fashion industry whereby traditional models of supply and demand are being challenged and transformed through technology.

This programme is unique globally as it focuses on the strategic adoption, integration and optimisation of technology specific to the diverse needs of the fashion sector. Developed in consultation with senior industry stakeholders, this innovative course aims to develop graduates to be the digital thought leaders of the future.

This will be achieved through the programme's distinctive trans-discipline approach to learning and an emphasis on industry engagement with Honorary Professor Masterclasses, on-campus networking events, live company project briefs, industry visits and a credit bearing internship.

Upon graduation, you could go in to a variety of different roles including; digital strategists, digital managers, social media managers, e-commerce managers, content managers, innovation managers, brand managers, marketing managers, online visual merchandisers, bloggers, consultants, and entrepreneurs.

University for the Common Good
The British School of Fashion is based at the GCU London campus in Spitalfields. It provides a leading-edge learning environment underpinned by a diverse and enriching student experience. The campus also offers modern teaching space for lectures, small-group study and social learning. The academic input into the delivery of the programme is driven by research professionals alongside leading industry experts who deliver guest lectures. Our University is committed to delivering a high quality student experience through award-winning support services, and promotes employability and global citizenship in our graduates.

Entry requirements and English language requirements
Entry to the MSc Digital Fashion Strategy programme will normally be on the basis of a candidate having a United Kingdom (UK) Honours degree or equivalent, normally at grade 2.2 or above. Candidates whose normal medium of education and work has not been English, will normally be required to present evidence of competence in English as demonstrated by a pass at IELTS level 6.0 (with no element less than 5.5).

Mode of study and duration
• January and September start available
• Duration: 3 trimesters over 12 months (September start) or 15 months (January start)
• Programme Structure: 2 trimesters dedicated to taught modules, 1 trimester is solely devoted to dissertation/project.

Module Information

Our extensive industry research has shaped the structure of the programme, which consists of 6 modules, plus a Dissertation.

Anatomy of Digital Fashion Strategy

Critically defines the concept of digital fashion strategy within the complex fashion eco-system. The module is focused on outlining and analysing the digital strategic planning process within a fashion context. You will creatively explore the external fashion environment, honing your ability to identify and synthesise macro and micro trends before critically evaluating their potential impact for fashion businesses.

Digital Fashion Strategy Implementation and Control

Critically identifies and evaluates the approaches to effective creation and activation of digital strategies within a fashion business. You will explore the concept of integration; a critical success factor of the effectiveness of digital strategy implementation. The final part of this unit concentrates on the creative aspects of content creation and design elements.

Research Project: Design and Methods

Introduces students to research approaches and time management skills essential for their research project. The module provides essential knowledge of research design across key areas and adopts a critical perspective in comparing and contrasting alternative research models.

Fashion Growth Strategies and Performance Optimisation

Explores growth strategy opportunities and performance optimisation techniques for fashion businesses and develop an advanced understanding of the key strategic processes and critical success factors of internationalisation for a fashion business.

Strategic Thought Leadership and Digital Transformation for Fashion

Evaluates the thought leadership and transformational strategies required to digitally evolve fashion businesses. You will be encouraged to critique and iterate generic change management, innovation, disruption models and crisis management frameworks within a digital fashion context. You will explore contemporary issues such as intellectual property, sustainability and consumer behaviour.

Developing Personal and Professional Competence

Enables students to identify, understand, develop and articulate their key personal abilities in the context of their future career aspirations. Students will be given the opportunity to undertake an internship, volunteer, study abroad or take part in desk based consultancy. Students will be invited to apply the concepts of personal and professional development to what they are experiencing outside the classroom in order to be better prepared for their personal and professional life.

Dissertation/Project

The final project is a critical module in the Masters programme and will place demand on your intellect, research, analytical and communication skills. You will be expected to demonstrate that you're capable of project idea formulation, planning, advanced research and analysis. The project can take the form of a traditional dissertation, a consultancy based project or a business plan.

GCU London

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www.gculondon.ac.uk

How to apply

You can apply to a postgraduate programme in a number
of ways: apply online or download an application form from
www.gculondon.ac.uk/study/howtoapply; alternatively,
contact our team on +44 (0)203 369 3000 or email them
at enquiries@gculondon.ac.uk

Scholarships

Scholarships may be available for this programme.
Visit **www.gculondon.ac.uk/study/scholarships** for details.

Fees and funding

Visit **www.gculondon.ac.uk** for details.