

DIPLOMA IN FASHION MARKETING

At a Glance

Faculty

www.kpu.ca/design (<http://www.kpu.ca/design/>)

Area of Study:

www.kpu.ca/design/fashion-marketing (<http://www.kpu.ca/design/fashion-marketing/>)

Academic Level:

Undergraduate

Credential Granted:

Diploma

Start Date:

Fall (September)

Intake Type:

- Limited

Minimum Credits Required:

60

Curriculum Effective Date:

01-Sep-2021

Description

You have an eye for style, and a head for business. We have a two-year diploma program that combines both. In our hands-on program, you will learn practical skills in business, fashion, communication and marketing, while making industry connections that will launch your career. Everything you learn will enable you to jump into careers in Buying, Merchandising, Branding, Forecasting, Styling, Public Relations, Event Planning and Sales, or continue your studies into KPU's Bachelor of Business Administration Degree Program (BBA).

Who Studies Fashion Marketing?

Accepting up to 30 new students each year, applicants to the program are eager to learn about and work in various areas of the fashion industry. They have some experience and knowledge about fashion and wish to build on that passion to develop their marketing and management skills for success in leadership positions. If you have always enjoyed exploring fashion companies and thought about working with people and clothing in the business sector then you will thrive in this program. Students who excel in this program have a flair for fashion, an eye for style and an innate ability to connect with people.

Career Opportunities

Our graduates develop skills necessary for employment in the creative business services sector. Career opportunities are extensive and include:

- Buying/Allocations
- Merchandising

- Branding
- Forecasting
- Styling and Consulting
- Visual Merchandising
- Communications
- Special Events Coordination
- Retail Sales
- Management

Graduates can work for apparel companies, retailers, distributors and marketers. Some graduates choose to work freelance or run their own organizations and ideally find a broad variety of options to pursue a meaningful career or further education.

Graduates may choose to take their career further by progressing into one of KPU's Bachelor of Business Administration (BBA) degree programs, or another Faculty of interest.

Requirements

Admission Requirements

In addition to the Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement (<https://calendar.kpu.ca/admissions/english-proficiency-requirements/>), the following program admission requirements apply:

- Fashion Marketing information session
- Letter of Interest package

For further details about the information session and the letter of interest package, including submission specifics, visit the department's website at [kpu.ca/fashionmarketing](http://www.kpu.ca/fashionmarketing) (<http://www.kpu.ca/fashionmarketing/>)

Continuance Requirements

Seat availability is based on priority for students who continue in all courses as per the prescribed program plan. Students who are unable to meet course requirements to continue with the program plan or who decide to take a break from their studies, may be removed from program. Re-admission into the program will be based on seat availability and approval by the program.

Curricular Requirements

To continue each semester as a Fashion Marketing Diploma student and maintain priority registration status, students are required to take all of the Fashion Marketing (FMRK) courses in sequence as listed in the "Course Requirements" section.

Course Requirements

Term 1		Credits
FMRK 1105	Digital Software for Fashion Marketing	3
FMRK 1116	Apparel Industry	3
FMRK 1151	Fashion Retail Work Experience	1.5
MRKT 1199	Introduction to Marketing	3
Select one of the following:		3
BUSI 1110	Fundamentals of Business in Canada	
BUSI 1210	Essentials of Management	
BUSI 1215	Organizational Behaviour	
Elective ¹		3
Credits		16.5

Term 2		
FMRK 1205	Visual Communication for Fashion Marketing	3
FMRK 1215	Textile Science	3
FMRK 1250	Fashion and Consumers	3
MRKT 1299	Consumer Behaviour	3
Select one of the following:		3
ACCT 1160	Accounting Essentials for Non-Business Students	
BUQU 1130	Business Mathematics	
Credits		15
Term 3		
FMRK 2105	Visual Fashion Merchandising & Promotion	3
FMRK 2115	Fashion Forecasting	3
FMRK 2120	Fashion Writing	3
FMRK 2240	Fashion Marketing Work Experience	1.5
MRKT 2111	Introduction to Digital Marketing	3
Credits		13.5
Term 4		
FMRK 2205	Fashion Buying	3
FMRK 2215	Fashion Events and Promotions	3
FMRK 2260	Entrepreneurial eCommerce for Fashion Marketing	3
PRLN 2010	Social Media for Public Relations	3
Elective ¹		3
Credits		15
Total Credits		60

¹ Electives may be selected from any undergraduate courses. Students planning to progress to a Bachelor of Business Administration degree program at KPU should consult a School of Business Academic Advisor as early as possible.

Other Information

This program is delivered in an e-mobile environment that uses laptop computers and specific software. Students are advised NOT to purchase a personal laptop computer until specifications and requirements have been provided to successful applicants.

Credential Awarded

Upon successful completion of this program, students are eligible to receive a **Diploma in Fashion Marketing**.