

# Fashion Marketing: Diploma

Chip and Shannon Wilson School of Design	kpu.ca/design
Fashion Design and Technology / Fashion Marketing	kpu.ca/design/fashion
Implementation Date	01-Sep-2011
Start Date(s)	September
Admission Type	Selective entry
Enrolment Type	Limited enrolment
Program Type	Undergraduate
Credential Granted	Diploma
Offered At	Richmond
Format	Full-time Part-time
How to Apply	www.kpu.ca/admission

## DESCRIPTION

The Fashion Marketing Diploma program integrates studies in fashion, communications, business and marketing. The program includes academic courses, hands-on activities and work experiences. Students develop skills necessary for dynamic careers and participate in various fashion events to create broad industry networks.

Program outcomes include collecting, analyzing and interpreting data on economic and fashion trends, consumer buying habits, demographics, and emergent tastes and preferences. Applicants to the program want to learn about and work in the fashion industries. They have some experience and knowledge about fashion and wish to develop their marketing and management skills for success in leadership positions.

Successful candidates acquire and develop extensive research, thinking, communication, and technical skills necessary for academic and career development. Our students are immersed in emerging trends for local and international markets and incorporate social responsibility and sustainability into functional business practices. Students take on leadership roles and share their skills and insights through opportunities in the community.

The Fashion Marketing Diploma is a competitive program that accepts up to 30 new students each year. Applicants can apply directly from high school or transfer from other post-secondary institutions. Mature students pursuing a career change or fashion industry professionals upgrading their skills for career development are also encouraged to apply.

Fashion Marketing Diploma program graduates may apply to the third year of one of KPU Bachelor of Business Administration (B.B.A.) programs. Students interested in a BBA program should contact an academic advisor (ideally one from the School of Business) to plan their schedule and determine appropriate electives. Information regarding KPU BBA programs can be found here: <http://www.kpu.ca/business/programs>

## CAREER OPPORTUNITIES

Our graduates develop skills necessary for employment in the creative business services sector. Career opportunities are extensive and include: Buying, Merchandising, Branding, Forecasting, Styling and Consulting, Visual Merchandising, Communications, Special Events Coordination, Retail Sales

and Management. Graduates can work for apparel companies, retailers, distributors and marketers. Some graduates choose to work freelance or run their own organizations.

## PROGRAM ADMISSION REQUIREMENTS

In addition to KPU's General university admission requirements, including the undergraduate-level English Proficiency Requirement, the following program admission requirements apply:

- English 12 with a minimum grade of C+ (or equivalent)
- Letter of interest

Admission decisions to this program are based on interim grades therefore proof of grades must be submitted in accordance with the following deadlines:

- **Applicants currently in high school** must submit interim grades no later than March 31st with proof of final grades required as soon as they become available (no later than August 15th).
- **Applicants currently taking English preparatory courses** must submit interim grades by March 31st with proof of final grades required by April 30th.
- **Applicants currently attending another post-secondary institution** must submit a final official transcript and a Request for Transfer Credit form by March 31st.
- **For all other applicants**, proof of having met the program's English proficiency requirement must be provided by March 31st.

Any applicant who has not submitted proof of grades by the specified dates will be removed from the list of eligible applicants.

## Letter of Interest

The letter of interest should be type-written (3-5 pages, single spaced, 12 pt. font) and must include:

- A summary of knowledge about the field of fashion marketing.
- A statement of personal goals for applying to the program.
- A brief write-up including personal examples related to as many of the following skills as possible (2-3 paragraphs for each): working in a team, working independently, problem solving, developing personal management, organizational and stress management skills. Examples could come from school, work, play, sports activities etc.

Your letter of interest must be accompanied by:

- Transcripts from high school and any post-secondary institutions attended (Note: transcripts sent with your application for admission are not available to faculty – applicants must include copies with the letter of interest.
- A current resume.
- Two letters of reference. It is recommended applicants ask people to write about an applicant's ability to carry out one or more of the skills listed.

**Note:** Applicants who have completed FASN 1115 (The Apparel Industry), may be exempt from the letter of interest requirements.

## PROGRAM REQUIREMENTS

The Diploma program requires a minimum of 60 credits of post-secondary courses.

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

### SEMESTER 1 (FALL)

#### All of:

FMRK 1105	Computers for Fashion Marketing*	3 credits
FMRK 1115	The Apparel Industry	2.5 credits
FMRK 1150	Fashion Retail Work Experience	2 credits
MRKT 1199	Introduction to Marketing*	3 credits

#### One of:

BUSI 1110	Fundamentals of Business in Canada	3 credits
BUSI 1210	Essentials of Management*	3 credits
BUSI 1215	Organizational Behaviour*	3 credits

#### And one elective (see below).

### SEMESTER 2 (SPRING)

#### All of:

FMRK 1205	Visual Communications for Fashion Marketing	3 credits
FMRK 1215	Textile Science	3 credits
FMRK 1250	Fashion & Consumer	3 credits
MRKT 1299	Consumer Behaviour*	3 credits

#### One of:

ACCT 1110	Introductory Financial Accounting I*	3 credits
BUQU 1130	Business Mathematics	3 credits

### SEMESTER 3 (FALL)

#### All of:

FMRK 2105	Visual Fashion Merchandising & Promotion	3 credits
FMRK 2115	Fashion Forecasting	3 credits
FMRK 2120	Fashion Writing	3 credits

#### And two electives (see below).

### SEMESTER 4 (SPRING)

#### All of:

FMRK 2205	Fashion Buying	3 credits
FMRK 2215	Fashion Events and Promotions	3 credits
FMRK 2240	Fashion Marketing Work Experience	1.5 credits

#### And two electives (see below)

## Electives

Electives may be taken at any time based on availability and having met prerequisites where applicable.

Four of the five electives required (3-credit each for a total of 15 credits) must be selected from the following list.

One of the five electives required (3-credits) may be selected from any program or area of study including courses from the list below:

#### Any of:

ACCT 1210*	Introductory Financial Accounting II	3 credits
ACCT 1230 ‡ or BUQU 1230 ‡	Business Statistics	3 credits
BUSI 2390	Business Law	3 credits
CBSY 1105 ‡	Introductory Computer Applications (if taken prior to fall 2010)	3 credits
ECON 1150 ‡	Principles of Microeconomics	3 credits
ENGL 1100 ‡	Introduction to University Writing	3 credits
MRKT 1220	Dynamic Selling	3 credits
MRKT 2111	Marketing Online	3 credits
MRKT 2321	Retail Management	3 credits
MRKT 2333	Marketing Management I	3 credits
MRKT 2340	Marketing Research	3 credits
MRKT 2360	Selling and Sales Management	3 credits
MRKT 2401	Introduction to Integrated Marketing Communications - Advertising	3 credits
MRKT 2421	Retail Buying and Merchandise Management	3 credits
MRKT 2430	Marketing Simulation (under development)	3 credits
MRKT 2444	Marketing Management II	3 credits
MRKT 2455	International Marketing	3 credits

#### Notes:

\* For graduation purposes a maximum of 6 credits can be obtained for any combination of ACCT 1110, ACCT 1210 and ACCT 2293 (an accelerated course).

‡ Courses required to ladder into KPU's BBA program, along with the additional bridging requirement: CBSY 2205 - Management Information Systems (if FMRK 1105 not taken).

## CREDENTIAL AWARDED

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