

Fashion Marketing: Diploma

Chip and Shannon Wilson School of Design	kpu.ca/design
Fashion Marketing	kpu.ca/design/fashion-marketing
Program Type	Undergraduate
Credential Granted	Diploma
Offered At	Richmond
Start Date(s)	September
Intake Type	Limited intake
Format	Full-time
Instructional Cycle	Semester-based
Curriculum Effective Date	01-Sep-2015
How to Apply	www.kpu.ca/admission

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).

STUDENT PROFILE

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 applying to enter the third year of one of KPU's Bachelor of Business Administration (BBA) degree programs, or any Faculty of interest.

ADMISSION REQUIREMENTS

In addition to the Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement, the following program admission requirements apply:

- Letter of Interest

LETTER OF INTEREST

The letter of interest will be used to evaluate each applicant for suitability for admission. For detailed information, including instructions for submission, visit the department's website at kpu.ca/design/fashion-marketing

On 28 May 2018 a change to the admission requirements for this program was approved by Senate. Effective September 2019 in addition to a letter of interest the following conditions apply: *Fashion Marketing information session. For further details about the letter of interest package and information session process, including submission specifics, visit the department's website at kpu.ca/fashionmarketing.*

CURRICULAR 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	Computer Applications for Fashion Marketing	3 credits
FMRK 1115	The Apparel Market	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 & Consumers	3 credits
MRKT 1299	Consumer Behaviour	3 credits

BUQU 1130 Business Mathematics 3 credits

MRKT 2360 Selling and Sales Management 3 credits

SEMESTER 3 (FALL)

MRKT 2421 Retail Buying and Merchandise Management 3 credits

All of:

FMRK 2105 Visual Fashion Merchandising & Promotion 3 credits

MRKT 2444 Marketing Management II 3 credits

FMRK 2115 Fashion Forecasting 3 credits

MRKT 2455 International Marketing 3 credits

FMRK 2120 Fashion Writing 3 credits

Note: * For graduation purposes a maximum of 6 credits can be obtained for any combination of ACCT 1110, ACCT 1210 and ACCT 2293.

And two electives (see below).

SEMESTER 4 (SPRING)

CREDENTIAL AWARDED

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

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)

Progressing to KPU Bachelor of Business Administration

(BBA) Degrees: Students planning to progress to a BBA degree program at KPU should consult a School of Business educational advisor as early as possible to confirm declaration requirements.

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 1110* Introductory Financial Accounting I 3 credits

ACCT 1210* Introductory Financial Accounting II 3 credits

ACCT 2293* Accelerated Introductory Financial Accounting 3 credits

BUQU 1230 Business Statistics 3 credits

BUSI 2390 Business Law 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 Introduction to e-marketing 3 credits

MRKT 2235 Small Business Start-up 3 credits

MRKT 2321 Retail Management 3 credits

MRKT 2333 Fundamentals of Marketing Management 3 credits

MRKT 2340 Marketing Research 3 credits