

# 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:

- 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://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

#### 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

**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)

### 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  
MRKT 2360 Selling and Sales Management 3 credits  
MRKT 2421 Retail Buying and Merchandise Management 3 credits  
MRKT 2444 Marketing Management II 3 credits  
MRKT 2455 International Marketing 3 credits

## CREDENTIAL AWARDED

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