

# Fashion Marketing

Where fashion and business meet, exists Fashion Marketing, a field which requires an eye for style and a head for business. Professionals who work in fashion marketing and merchandising examine fashion trends, ensure retailers stock successful product lines, coordinate sales, and promote goods. Successful Fashion Marketing professionals excel at providing an intuitive, superior level of customer service and customer experience. They have a flair for working with people and thrive in an environment that benefits from their engaging communication skills. While fashion marketers may not design clothing, as marketing and merchandising professionals, they are responsible for helping designers by ensuring that their lines sell. Successful professionals in the field usually have a blend of business skills and textiles knowledge, as well as the ability to identify consumer behavior and desires.

Fashion marketing is the process of managing the flow of merchandise from the initial selection of designs to be produced to the presentation of products to retail customers, with the goal of maximizing a company's sales and profitability. Successful fashion marketing depends on understanding consumer desire and responding with appropriate messages, materials and execution of marketing plans.

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## 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
- 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.