WILSON SCHOOL OF DESIGN

PROGRAM OVERVIEW

DIPLOMA OF Fashion Marketing

Program Model

If you have an eye for style and a passion for business, fashion marketing may be right for you. Our two year diploma program will have you immersed in fashion events, buying plans, and photo shoots. Make connections with industry leaders and prepare for a career in buying, branding, merchandising, style forecasting, event planning, and more.

YEAR 1	**Fall** Term 1	**Digital Software For Fashion Marketing** FMRK 1105	**Apparel Industry** FMRK 1116	**Introduction to Marketing** MRKT 1199	**Fundamentals of Business in Canada** BUSI 1110*	**Elective**
	Spring Term 2	**Visual Communications for Fashion Marketing** FMRK 1205	**Textile Science** FMRK 1215	**Fashion & Consumers** FMRK 1250	**Consumer Behavior** MRKT 1299	**Business Mathematics** BUQU 1130**
YEAR 2	**Fall** Term 3	**Visual Fashion Merchandising & Promotion** FMRK 2105	**Fashion Forecasting** FMRK 2115	**Fashion Writing** FMRK 2120	**Introduction to Digital Marketing** MRKT 2111	**Elective**
	Spring Term 4	**Fashion Buying** FMRK 2205	**Fashion Events & Promotions** FMRK 2215	**Entrepreneurial eCommerce for Fashion Marketing** FMRK 2260	**Social Media for Public Relations** PRLN 2010	**Fashion Marketing Work Experience** FMRK 2241

* OR Essentials of Management (BUSI 1210) OR Organizational Behaviour (BUSI 1215)
**OR Accounting Essentials for Non-Business Students (ACCT 1160)

Career Opportunities

Some graduates choose to start their own businesses or pursue freelance opportunities, while others build careers with prominent apparel companies, retailers, distributors, and marketers throughout BC and internationally as:

- Fashion Buyer
- Brand Manager
- Trend Forecaster
- Public Relations Manger
- Event Planner
- Visual Merchandiser
- Sales Associate
- Sales Manager

Graduates of the two-year Fashion Marketing diploma have the opportunity to continue their studies through a ***one-year top-up degree at Nottingham Trent University (UK).***

Admission Requirements

» English 12 with a min C+ (or equivalent)

» Entrance Package

Application Dates

» Apply early for limited intake programs

» Apply between October 1 and March 1

ADMISSION REQUIREMENTS

Entrance Package Requirements

Once you have applied to KPU, you will receive a link to upload the following components onto SlideRoom.

Video

Create and submit a video that helps us get to know you better. Use your creativity to showcase your current skills and answer the questions provided below.

» Introduce yourself, tell us a bit about you.

» What is your rationale for pursuing fashion marketing education?

» What is your background interest in fashion marketing?

» Describe your goals and aspirations for a career in the fashion marketing industry. What would you like to do with a fashion marketing education?

» Why have you decided to apply to the fashion marketing program at the Wilson School of Design at KPU?

Resume

In addition to your educational experience and paid employment, also indicate volunteer and extra-curricular activities. Expand on a list of skills such as specific computer applications, and any prior experience in the fashion industry including retail.

kpu.ca/design

WilsonDesignKPU

APPLY ONLINE
kpu.ca/apply

Contact Us
design@kpu.ca

WILSON SCHOOL OF DESIGN

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