

DIPLOMA

FASHION MARKETING

**WILSON
SCHOOL
OF DESIGN**

PROGRAM MODEL

If you have an eye for style but 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. Or, continue your education at KPU with a degree in business administration.

YEAR ONE	Fall	Intro to Marketing MRKT 1199	Computer for Fashion Marketing FMRK 1105	The Apparel Industry FMRK 1115	Fashion Retail Work Experience FMRK 1150	<i>ONLY ONE OF:</i> Fundamentals of Business in Canada BUSI 1110 <i>OR</i> Essentials of Management BUSI 1210 <i>OR</i> Organizational Behavior I BUSI 1215	Elective
	Spring	Visual Communications for Fashion Marketing FMRK 1205	Textile Science FMRK 1215	Fashion and Consumers FMRK 1250	Consumer Behavior MRKT 1299	Business Mathematics BUQU 1130	
YEAR TWO	Fall	Visual Fashion Merchandising & Promotion FMRK 2105	Fashion Forecasting FMRK 2115	Fashion Writing FMRK 2120	Elective	Elective	
	Spring	Fashion Buying FMRK 2205	Fashion Events and Promotions FMRK 2215	Fashion Marketing Work Experience FMRK 2240	Elective	Elective	

HOW TO APPLY

Apply online
kpu.ca/apply

Admission Requirements

The Fashion Marketing Program is a limited intake diploma program with up to 30 seats offered each fall. In addition to meeting KPU's general admission requirements, students must meet program specific requirements, submit an entrance package, and attend to the information session that includes:

- English 12 with a minimum grade of C+ or equivalent
- Entrance package
 - » Letter of interest
 - » Unofficial copies of high school or post-secondary transcripts (in addition to any transcripts requested by admissions)
 - » Current resume
 - » Two reference letters
- Participate in a mandatory info session about the Fashion Marketing Program (either in person or online). Visit kpu.ca/info-sessions to sign up or email fashionmarketing@kpu.ca to receive the online link

Visit kpu.ca/admission for more information about the application process.

Once you have completed your online application, you will receive instructions on how to submit your Entrance Package.

IMPORTANT DATES AND DEADLINES

Application period: October 1 – March 1

kpu.ca/fashionmarketing

Contact Us:

fashionmarketing@kpu.ca

604.599.2543



WilsonDesignKPU

International Students

international@kpu.ca

604.599.2866

Future Students' Office

study@kpu.ca

604.599.3030

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