



FASHION Marketing


In this specialized marketing course, students are introduced to the basic functions of...

Marketing

Merchandising

Management

Some instructional areas include:



Visual
Merchandising

Promotion

Branding

Selling

Advertising



Fashion Law

Economics

Color, Line and
Design

Trend analysis

Entrepreneurship



Social Media
Marketing

Public Relations

Data Analytics

Fashion
Journalism

Beyond the Classroom....

Fashion Marketing students have the opportunity to participate in fashion related activities within the local industry.

- ★ Modeling for department stores and boutiques
- ★ Working behind-the-scenes of local fashion shows
- ★ Joining the Nordstrom BP fashion board
- ★ Interning at DC Fashion Week
- ★ Participating in monthly Career Seminars with Fashion Industry Speakers
- ★ Visit the NYC Garment District
- ★ Tour designer showrooms
- ★ Speak to designers, modeling agents, buyers and/or magazine editors.

Advanced Students will have the chance to:

- ★ Visit the NYC Garment District
- ★ Tour designer showrooms
- ★ Speak to designers, modeling agents, buyers and/or magazine editors

Possible Career Options in the Fashion Industry:

Advertising

Boutique Owner

Entrepreneur

International Trade

Sales and Marketing

Branding Specialist

Manufacturer

Wedding-Bridal Coordinator

Data Analytics

Public Relations

Modeling Agent-Model

Magazine Editor-Fashion Journalist

Event Planner-Fashion Show Production

Designer-CAD

Fashion Journalist

Fashion Law: patent and trademarks

Social Media-Influencer-Blogger

INTERNSHIP OPPORTUNITIES

Students may receive up to 2 school credits for working part-time in a local retail establishment, supervised by the fashion-marketing instructor. After successfully completing the internship program, the 2 school credits will be averaged into the student's cumulative GPA. For example, students receiving a grade of an "A" in fashion marketing and completing an internship will have 2 "A"s averaged into his/her GPA. Although they are only taking 7 classes, they could receive 8 school credits.

Some business partners for internship opportunities include: South Moon Under, Nordstrom, American Eagle Outfitters, Pac Sun, Tory Burch, Journeys, THE Artist Agency-Model Management, Scout and Molly Boutique, Francesca's, as well as a variety of others. Internship opportunities can be tailored to the specific career interests of the student.

Creativity
is
INTELLIGENCE
Having FUN!
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