
STUDY PLAN

FASHION BUSINESS THREE-YEAR COURSE

Textile & Material Studies
Collection Structure Analysis
Fashion Sociology
History of Costume & Fashion
Contemporary Art & Events
Business Marketing
Fashion System Analysis
Communication Concept
Fashion Marketing Strategies
Development Strategies: Licensing, Forecasting, Brand Extension
Web Marketing & Digital Communication
Communication Strategies
Communication Plan
Interactive Communication
Fashion Retail Management & Luxury Distribution
Fashion & Luxury Marketing Strategies Project
Visual Merchandising
Buying Techniques
Brand Identity
