



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. Or, continue your education at KPU with a degree in business administration.

YEAR ONE		YEAR TWO	
Fall	Spring	Fall	Spring
Digital Software for Fashion Marketing FMRK 1105	Visual Communications for Fashion Marketing FMRK 1205	Visual Fashion Merchandising & Promotion FMRK 2105	Fashion Buying FMRK 2205
Apparel Industry FMRK 1116	Textile Science FMRK 1215	Fashion Forecasting FMRK 2115	Fashion Events and Promotions FMRK 2215
Fashion Retail Work Experience FMRK 1151	Fashion and Consumers FMRK 1250	Fashion Writing FMRK 2120	Entrepreneurial eCommerce for Fashion Marketing FMRK 2260
Introduction to Marketing MRKT 1199	Consumer Behavior MRKT 1299	Fashion Marketing Work Experience FMRK 2240	Social Media for Public Relations PRLN 2010
<i>ONLY ONE OF:</i> Fundamentals of Business in Canada BUSI 1110 <i>OR</i> Essentials of Management BUSI 1210 <i>OR</i> Organizational Behaviour BUSI 1215	<i>ONLY ONE OF:</i> Business Mathematics BUQU 1130 <i>OR</i> Accounting Essentials for Non-Business Students ACCT 1160	Introduction to Digital Marketing MRKT 2111	Elective
Elective			

How to 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 a virtual information session.

- » **English 12 with a min 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 résumé
 - » Two reference letters
- » **Participate in a mandatory information session about the Fashion Marketing program**

Application Dates & Deadlines

- » Apply between October 1 and March 1

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.

APPLY ONLINE
kpu.ca/apply

kpu.ca/fashionmarketing

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Contact Us

Please contact design@kpu.ca for program inquiries.



**ENTRANCE
REQUIREMENTS**

**WILSON
SCHOOL
OF DESIGN**



KWANTLEN
POLYTECHNIC
UNIVERSITY

International Students
international@kpu.ca
604-599-2866

Future Students' Office
general inquiries
study@kpu.ca
604-599-3030