

Raffles

Design • Business • Merchandising • Psychology

Fashion Communication and Journalism

Available in: Singapore

Intake: January, April, July, October

Website: www.Raffles-IAO.com

6-month Diploma in Fashion Marketing and Management

- Colour Theory & Design Principles for Fashion
- Computer Graphic Skills FMM
- Digital Photography
- Fashion Marketing & Merchandising
- Fibres & Textiles
- History of Costume 1
- Market Research
- Marketing Foundation

18-month Advanced Diploma in Fashion Communication and Journalism

- 20th Century Styles & Trends
- Academic Research & Communication Skills
- Consumer Behaviour
- Digital Content Writing
- Digital Videography
- Fashion Communication Project 1
- Fashion Communication Project 2
- Fashion Coordination and Promotion
- Fashion Journalism
- Financial Management
- History of Costume 2
- Integrated Fashion Communication
- Introduction to Brand Management
- Introduction to Public Relations and Mass Communications
- Screenplay and Storyboarding
- Sensorial Marketing
- Social Media Influencing and Branding
- Web Design 1
- Industrial Attachment / Industry and Community Engagement

Note: Curricula are subject to change.