

Diploma in Fashion Marketing

Available in: Kuala Lumpur, Malaysia

Intake: January, May, September

Website: www.Raffles-IAO.com

28-month Diploma in Fashion Marketing

- Fashion Marketing and Merchandising
- Garments and Composition
- History of Costume
- Colour Theory for Fashion
- Textiles
- Fashion and the Consumer
- Fashion Advertising
- Digital Photography
- Principle of Economics
- Fashion Communication
- Visual Merchandising
- Contemporary Fashion, Styles and Trends
- Academic Research and Communication Skills
- Buying Principles 1
- Market and Design on the Web
- Market Research Techniques
- Product Development
- Principles of Accounting
- Buying Principles 2
- Fashion Coordination and Promotion
- Human Resource Management
- Final Marketing Project 1
- Internship (Fashion Marketing and Management)
- Final Marketing Project 2

MPU

- Pengajian Malaysia (Malaysian)
- Moral and Ethics in Malaysian Society
- Bahasa Melayu Komunikasi 1 (International)
- Co-curriculum
- Creativity and Problem Solving

Note: Curricula are subject to change.