

Raffles

Design • Business • Merchandising • Psychology

Fashion Marketing and Management

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 Marketing and Management

- 20th Century Styles & Trends
- Academic Research & Communication Skills
- Buying Principles
- Consumer Behaviour
- Fashion Coordination & Promotion
- Fashion Journalism
- Fashion Marketing Project 1
- Fashion Marketing Project 2
- Financial Management
- Global Supply Chain Management (Fashion Buying)
- History of Costume 2
- Human Resource Management
- Integrated Fashion Communication
- Introduction to Brand Management
- Product Development
- Sensorial Marketing
- Technical Drawing (Garment Typology)
- Visual Merchandising
- Industrial Attachment / Industry and Community Engagement

Note: Curricula are subject to change.