

## Bachelor of Fashion Communication and Marketing

**Available in:** Milan, Italy

**Intake:** November

**Website:** [www.Raffles-IAO.com](http://www.Raffles-IAO.com)

## 3-year Bachelor of Fashion Communication and Marketing

### Year 1

- History of Art and Costume
- History of Fashion 1
- Computer graphic 1
- Theory and method of mass media
- Textile culture
- Advertising Communication
- Visual communication methodology
- Business Logic and organization
- Fashion economy
- English Language
- Extracurricular Activities

### Year 2

- History of fashion 2
- computer graphics 2
- Mass media theory and method 2
- Publishing for fashion design
- Brand design
- Fashion design
- Phenomenology of contemporary arts
- Integrated new media techniques 1
- Fashion management 1
- Design management
- English language
- Extracurricular activities

### Year 3

- History of Fashion 3
- Communication ethics
- Fashion eco-design
- Integrated new media techniques 2
- Digital information and communication law
- Fashion management 2
- Internet marketing
- Extracurricular activities
- Thesis and final project

Note: Curricula are subject to change.