

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 Merchandising
- Garments and Composition
- History of Costume
- Colour Theory for Fashion
- Textiles
- Consumer Behaviour in Fashion Industry
- Principles of Economics
- Visual Merchandising for Retail
- Academic Research & Communication Skills
- Buying Principles I
- Market Research
- Product Development
- Principle of Accounting
- Human Resource Management
- Fashion Advertising
- Digital Photography
- Fashion Promotion
- Contemporary Fashion, Styles, and Trends
- Computer Aided Drawing for Fashion
- Buying Principles II
- Fashion Coordination and Promotion
- Final Marketing Project I
- Final Marketing Project II
- Internship (Fashion Marketing)

MPU

- Bahasa Melayu Komunikasi 1 (International)
- Philosophy and Current Issues
- Bahasa Kebangsaan A (Malaysian without Credit in Bahasa Melayu)
- Entrepreneurship
- Moral Issues in Malaysian Society
- Co-curricular

Note: Curricula are subject to change.