



DAY | 6 SEMESTERS  
1770 hours

AEC  
NTC.1W

The Fashion Marketing program (AEC) trains individuals to play a managing role in the ever-evolving fashion world. The tasks related to this profession are interesting and varied, covering areas such as : buying, selling, promoting and distributing fashion products, forecasting styles and trends and assessing communication needs and marketing strategies.

The program combines the creative and administrative facets of the industry, offering students a solid marketing training, while benefiting from Montreal's fashion environment.

It features conferences and visits and provides students with the possibility of participating in several fashion events. The courses are given by professionals abreast of the latest trends in the industry and provide students with all the necessary tools required to quickly turn their skills into a successful career.

## Diploma

This program leads to an Attestation of College Studies (AEC).

## Admission Criteria

Have a training deemed sufficient and meet the admission criteria set for college studies.

## Work-Study Program

Work experience is recognized and in high demand by employers. The Work-Study Program (WSP) is an educational model that allows you to undertake two paid internships during your studies to gain work experience related to your field of study. Please consult the Work-Study Program section for more details. Not available to students who begin in the Winter semester.

## Bring Your Own Device

The use of a laptop computer is mandatory. Standard or student license software must be installed when requested by teachers.

The following features are required for Macs and PCs:

- iOS or Windows 10 operating system in the teaching language (English or French)
- Processor: Intel I5 minimum compatible with virtualization
- Memory: 4 GB (8 GB recommended, particularly for Illustrator)
- Hard drive: 500 GB minimum
- Screen: 14 inches minimum
- Connectivity: WIFI and LAN
- Ports: Minimum of one USB 3.0 port
- Mouse (may be wireless)

Required software: Creative Cloud Suite and Office Suite (or equivalent for Mac).





## Concentration Courses

- The Fashion Industry and its Careers (45 h)
- Creative Software Applications (75 h)
- Fashion Phenomena (45 h)
- Intro to Fashion Marketing (45 h)
- Social Media Strategies (45 h)
- Visual Presentation Strategy (45 h)
- Fashion and Society (45 h)
- Communication Mix Elements (45 h)
- Accounting in Fashion (60 h)
- Analysis of Fibers and Textiles (45 h)
- Marketing II - Case Analysis (45 h)
- Fashion Presentation Planning (105 h)
- Budget Planning (45 h)
- Textile Evaluation for a Fashion Product (45 h)
- Sales Office or Store Layout (45 h)
- Analysis of Factors Influencing Fashion (45 h)
- Private Label Development (60h)
- Data Gathering and Analysis (60 h)
- Financial Management in Fashion Industry (45 h)
- Buying of Fashion Products (60 h)
- Environment and Consumer (45 h)
- Approach to Planning (45 h)
- Stock Management (60 h)
- Private Label Management (75 h)
- Advertising and Promotion Activity Planning (45 h)
- Sales Management (60 h)
- E-Commerce Management (45 h)
- Marketing Research : Final project (45 h)
- Human Resource Supervision and Management (45 h)
- Law, Regulations and Codes - Fashion Industry (45 h)
- Internship (120 h)
- Fashion Enterprise Project (90 h)

\* The College reserves the right to substitute some courses.

## Career Prospects

Upon completion of the program, graduates may work in a number of positions such as:

Professions related to purchasing:

- Buyer
- Brand or product marketing manager

Professions related to visual presentation:

- Display expert
- Visual presentation specialist

Professions related to promotion:

- Special event co-ordinator
- Stylist
- Advertising agent

Professions related to retail sales:

- Supervisor
- Director
- Retailer
- Trainer

Professions related to wholesale:

- Sales representative
- Product manager
- Sales agent

## Methods of Instruction

On-campus

- At the Montréal campus

