



6 SEMESTERS
2430 hours

DEC
571.CO

The DEC in Fashion Marketing is the perfect way to combine one's passion for fashion with one's entrepreneurial spirit.

In this dynamic program, students immerse themselves in the captivating world of fashion merchandising, where creativity and marketing meet to create a stimulating combination. Accompanied by passionate professionals, students have the chance to take part in a variety of events, conferences, and inspiring fashion trips to keep up with market trends and keep in touch with the local and international fashion industry.

From fashion product development to ecommerce management, the Fashion Marketing program takes a hands-on approach, with projects that can be customized to suit individual interests. The multi-faceted aspect of this training offers students the opportunity to acquire skills in all aspects of marketing, and to specialize according to their interests and aspirations.

As of now, at LaSalle College, students have the option to study in both French and English [bilingual option](#).

Training Objectives

A career in marketing culminates in a management role within the evolving world of fashion. Your LaSalle College training will help you achieve goals within this multi-billion dollar industry.

Career Prospects

- Assistant buyer
- Communications Coordinator
- Marketing and visual presentation coordinator
- Social network coordinator
- Media relations consultant
- Digital marketing consultant
- Marketing / market / trend analyst
- Web marketing specialist
- E-commerce marketing manager
- Customer experience manager
- Owner-manager of own retail business
- Others

Diploma

This program leads to a Diploma of College Studies (DEC).

Holders of a Diploma of College Studies (DEC) in Fashion Marketing can pursue university studies.

LaSalle College has reached special agreements with numerous universities, allowing its graduates to obtain equivalence credits for courses successfully completed.

Personalized Training

Restyle your DEC program in fashion in the image of what YOU want to be with A program in your own colors.

- Make YOUR DREAMS a reality with the tools that will be provided to you
- Give your courses a personal touch by tailoring projects according to YOUR PERSONAL INTERESTS
- Build a portfolio reflecting YOUR AMBITIONS

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General Education Courses

- 3 Physical Education courses (90 h)
- 3 Humanities courses (150 h)
- 4 Language and Literature courses (240 h)
- 2 Second Language courses (90 h)
- 2 complementary courses (90 h)

Concentration Courses

- Fashion Industry and its Careers (45)
- Creative Technologies (75)
- Introduction to Fashion Marketing (45)
- Fashion Culture (60)
- Fashion Communications (60)
- Visual Presentation Strategies (45)
- Fundamentals of Textiles (60)
- Social Media Strategies (45)
- Methodology (45)
- Consumer Behaviour (45)
- Data Research and Analysis (45)
- Planning a Fashion Presentation #SMCL (120)
- Innovations (45)
- Introduction to Finance (60)
- Trend Forecasting (45)
- Marketing : Case Analysis (45)
- Fashion Product Development (60)
- Fashion Buying (60)
- Budget Planning and Financial Analysis (60)
- Final Project : Ideation and Research (45)
- Marketing Strategies (45)
- Stock Management (60)
- Sales Management (60)
- Integrated Communication Strategy (45)
- Sustainable Product Management (60)
- ECommerce Management (45)
- Fashion Space Design (45)
- Human Resources (45)
- Laws and Regulations (45)
- Final Project: Development and Execution (90)
- Internship (120)

* The College reserves the right to substitute some courses.

Admission Criteria

To have obtained a Secondary School Diploma (DES)

or

To have obtained a Professional Studies Diploma (DEP) and completed the following courses:

- Language of Instruction from Secondary V
- Second Language from Secondary V
- Mathematics from Secondary IV

or

To have obtained an equivalent education or an instruction deemed sufficient. Every case will be analysed by the College.

Methods of Instruction

On-campus: At the Montréal campus

Hybrid: Training provided entirely in distance mode, with a teacher and in real time (synchronous)

- Semesters 1 to 6: two presences required on campus per semester for a maximum of 15 weekdays

Bring Your Own Device

The use of a laptop computer is mandatory (find out more). Required software: Adobe Creative Cloud and Microsoft Office (or equivalent suite) software with student or regular license.

*The language of the required software must correspond to the language of instruction.

The following features are required for Macs and PCs:

- Operating system: macOS version 11 (Big Sur) or Microsoft Windows 10 *performing at 64-bit;
- Processor: Intel (or equivalent brand) multi-core;
- Memory: 8 GB (16 GB recommended);
- Hard disk: 500 GB (recommended);
- Screen: 13-inch with 1200 x 800 resolution (minimum);
- Connectivity: WIFI
- Accessories: A webcam and built-in (or external) microphone and headphones are mandatory. (A mouse and an extended screen system are also recommended for long-term comfort and progressive productivity).