

EVENING

4 SEMESTERS

900 HOURS

Fashion Marketing — Buyer's Profile



The Fashion Marketing—Buyer's Profile online program offers a rich and dynamic look at an exciting profession, where you'll be able to express your talents and even influence future collections!

Get ready to expand your skills! During your E-learning experience, you will practice and develop professional purchasing skills. Whether deepening or updating your knowledge, you will learn about predicting styles and trends, the sales and supply cycle, the art of merchandising, purchase planning, fashion E-commerce, marketing and promotion, and fashion merchandise distribution. Your intuition and aesthetic sense will be leveraged to analyze and predict trends. Welcome to the trendy world of fashion!

Training Objective

- Master the tools and get to know the methodologies for purchasing strategies.
- Acquire a deeper knowledge of brands and their strategies, the major markets, and the challenges of distribution and consumption.
- Integrate the new dimensions of the client experience into the purchasing strategy.
- Learn the specifics of fashion products.
- Understand the vocabulary of the fashion industry
Explore various trades and functions within the fashion industry.
- Understand processes and manage contracts.
- Master the tools and get to know the methodologies for purchasing strategies.
- Evaluate the needs of target customers and meet communication needs.

Diploma

This program has been approved by the registrar of the Private Training Institutions Branch (PTIB) of the Ministry of Advanced Education, Skills & Training.



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LaSalle College
Vancouver

Concentration Courses

Semester 1

The History of Fashion (60 h)

Fibres & Textile Analysis (60 h)

Fashion Marketing (60 h)

Fashion Occupations (45 h)

Semester 2

Creative Software Applications (60 h)

Accounting in Fashion Marketing (60 h)

Planning a Selection of Clothing and Accessories (45 h)

Retailing Business Study (45 h)

Semester 3

Budget and Financial Planning (60 h)

Business-to-Business Sales (60 h)

Choosing a Selection of Clothing and Accessories (45 h)

Business Communications (45 h)

Semester 4

Managing Fashion Merchandise (45 h)

Marketing and Planning Approaches (45 h)

E-Commerce (45 h)

Integration Project (120 h)

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

Methods of Instruction

Blended e-learning

Distance learning combining self-study at your own pace (asynchronous) and guided sessions with a live tutor (synchronous)

Target Audience

- Entrepreneur Creative
- Trend setter
- Loves teamwork
- Aesthetic sense

Career Prospects

- Retail buyers
- Collections director
- Retail Planner
- Commercial buyer
- Merchandising and Retail Coordinator
- Collection Representative
- Experience Manager
- Social Media specialist
- Communication and Press Representative
- Artist and VIP Manager

Minimum Equipment Required

- Microsoft® Windows 10 Professional Operating System
- Intel® or AMD® 32-bit or 64-bit multi-core processor
- Minimum memory of 8GB RAM
- 1To hard drive
- Internet access
- Chrome Browser
- Minimum screen resolution: 1920x1080 (recommended)
- Sound card
- Headphones and microphone

Required Materials and Software

- Microsoft Office, Adobe Creative Cloud
- Fibre and textile kit (available to order at CL.IP)