



	Duration 6 semesters, 1770 hours		Schedule Full-time Day		Languages of Instruction English, French		Method of Instruction On-campus
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Thrive as a successful fashion marketing manager in this constantly evolving industry with the ACS in Fashion Marketing.

As a trendsetter, explore the wide-range of exciting tasks in this profession: purchasing, sales, promotion, distribution, forecasting, and marketing strategies.

Canada's most important fashion school encourages you to hone your creativity and leadership.

Career Prospects

According to the Metropolitan Fashion Clusters, Montréal, Canada's Fashion Capital, ranks third in clothing manufacturing in North America.

LinkedIn reports rising demand for marketing, with businesses emphasizing innovation and differentiation to reach customers, notably in retail. Marketing departments play a pivotal role in bolstering brands' online presence.

Career Fields

- Buyer,
- Brand or Product Manager,
- Display Expert or Visual Presentation Specialist,
- Special Event Coordinator,
- Stylist,
- Advertising Agent,
- Supervisor, Director, Retailer, or Trainer in Retail Sales,
- Sales Representative or Sales Agent.

Opportunities

Our unique approach incorporates real-world experience with classroom learning for hands-on, practical education.

- Collaborate with active industry professionals;
- Sharpen skills in a practical setting;
- Create a portfolio tailored to your career objectives.

**For this program, you'll
need to use your own
computer equipment.**

[SEE REQUIREMENTS](#)

Cutting-edge Facilities and Equipment

Experiment using cutting-edge, industry-standard equipment, software, and technology in our advanced facilities, including:

- Clothing technology laboratory,
- A fully-equipped photo studio,
- FLEX classrooms,
- Active learning classrooms,
- And many others!

Actively participate and collaborate with teachers using these specialized facilities, boosting your motivation and confidence.

Diploma and Accreditation

This Attestation of College Studies (ACS) is approved by the ministère de l'Enseignement supérieur de Québec and is internationally recognized.

ACS programs are part of continuing education and destined primarily for adults seeking to add value to their skill set or reorient their career.

A student without a Certificate of eligibility (CEO) who begins an ACS program in English will be required to demonstrate sufficient knowledge of French, as defined by the regulations of the Ministère de la Langue française, in order to graduate.

Work Experience

Get sought-after practical experience with our Career Service and our Work-Study Program (WSP), which incorporates two paid internships into your program.

Our Fashion Marketing program also **includes a 120-hour internship** as part of the curriculum.



Admissions Criteria

Exceptions to these admission criteria may be applied.

Every application is reviewed by the College.

To be eligible for acceptance into an ACS program, applicants are generally required to meet one of the following criteria:

- Have interrupted their full-time studies for at least two (2) consecutive semesters or one (1) full school year; or
- Have followed post-secondary studies for a period of at least one (1) year; or
- Have a Secondary School Diploma (SSD) or a Diploma of Vocational Studies (DVS), and the program allows them to receive a technical training that is not available in a DCS program; or
- Have an equivalent education or an instruction deemed sufficient and meet the admission criteria set for college studies.

List of Courses

ACS programs are based on DCS program curricula, but do not have general education courses like French, English, or Philosophy.

Concentration Courses

Semester 1

- The Fashion Industry and its Careers (45h)
- Creative Software Applications (75h)
- Fashion Phenomena (45h)
- Intro to Fashion Marketing (45h)
- Social Media Strategies (45h)

Semester 2

- Visual Presentation Strategy (45h)
- Fashion and Society (45h)
- Communication Mix Elements (45h)
- Accounting in Fashion (60h)
- Analysis of Fibers and Textiles (45h)

Semester 3

- Marketing II - Case Analysis (45h)
- Fashion Presentation Planning (105h)
- Budget Planning (45h)
- Textile Evaluation for a Fashion Product (45h)
- Sales Office or Store Layout (45h)

Semester 4

- Analysis of Factors Influencing Fashion (45h)
- Private Label Development (60h)
- Data Gathering and Analysis (60h)
- Financial Management in Fashion Industry (45h)
- Buying of Fashion Products (60h)
- Environment and Consumer (45h)

Semester 5

- Approach to Planning (45h)
- Stock Management (60h)
- Private Label Management (75h)
- Advertising and Promotion Activity Planning (45h)
- Sales Management (60h)
- E-Commerce Management (45h)
- Marketing Research: Final project (45h)

Semester 6

- Human Resource Supervision and Management (45h)
- Law, Regulations and Codes - Fashion Industry (45h)
- Internship (120h)
- Fashion Enterprise Project (90h)

* The College reserves the right to substitute some courses.