



## DIPLOMA OF **Fashion Marketing**

### Program Model

If you have an eye for style and a passion for business, fashion marketing may be right for you. Our two year diploma program will have you immersed in fashion events, buying plans, and photo shoots. Make connections with industry leaders and prepare for a career in buying, branding, merchandising, style forecasting, event planning, and more. After completing the diploma, you may continue your education at KPU and complete a degree in business administration.

YEAR ONE		YEAR TWO	
Fall	Spring	Fall	Spring
<b>Digital Software for Fashion Marketing</b> FMRK 1105	<b>Visual Communications for Fashion Marketing</b> FMRK 1205	<b>Visual Fashion Merchandising &amp; Promotion</b> FMRK 2105	<b>Fashion Buying</b> FMRK 2205
<b>Apparel Industry</b> FMRK 1116	<b>Textile Science</b> FMRK 1215	<b>Fashion Forecasting</b> FMRK 2115	<b>Fashion Events and Promotions</b> FMRK 2215
<b>Introduction to Marketing</b> MRKT 1199	<b>Fashion and Consumers</b> FMRK 1250	<b>Fashion Writing</b> FMRK 2120	<b>Entrepreneurial eCommerce for Fashion Marketing</b> FMRK 2260
<i>ONLY ONE OF:</i> <b>Fundamentals of Business in Canada</b> BUSI 1110 <i>OR</i> <b>Essentials of Management</b> BUSI 1210 <i>OR</i> <b>Organizational Behaviour</b> BUSI 1215	<b>Consumer Behavior</b> MRKT 1299	<b>Fashion Marketing Work Experience</b> FMRK 2241	<b>Social Media for Public Relations</b> PRLN 2010
<b>Elective</b>	<i>ONLY ONE OF:</i> <b>Business Mathematics</b> BUQU 1130 <i>OR</i> <b>Accounting Essentials for Non-Business Students</b> ACCT 1160	<b>Introduction to Digital Marketing</b> MRKT 2111	<b>Elective</b>

# How to Apply

## Admission Requirements:

- » English 12 with a min C+ (or equivalent)
- » Entrance Package review

**APPLY ONLINE**  
[kpu.ca/apply](https://kpu.ca/apply)



**ENTRANCE  
REQUIREMENTS**

## Application Dates & Deadlines

- » Apply between October 1 and March 1

## Entrance Package Requirements

The Fashion Marketing program is a limited intake program. Once you have completed your application, you will receive detailed instructions on how to submit your Entrance Package through an online submission platform.

Each applicant will submit an Entrance Package as detailed below:

### Video

Create and submit a video that helps us get to know you better. Use your creativity to showcase your current skills and answer the questions provided below.

#### Video Requirements

- » Video must feature and be created by applicant
- » Maximum: 5 minutes, 500 mb
- » Format: Video file or YouTube/Vimeo link

#### Video Guidelines

- » Introduce yourself, tell us a bit about you.
- » What is your rationale for pursuing fashion marketing education?
- » What is your background interest in fashion marketing?
- » Describe your goals and aspirations for a career in the fashion marketing industry. What would you like to do with a fashion marketing education?
- » Why have you decided to apply to the Fashion Marketing program at the Wilson School of Design at KPU?

### Résumé

In addition to educational experience and paid employment, also indicate volunteer and extra-curricular activities. Expand on a list of skills such as specific computer applications, and any prior experience in the fashion industry including retail.

### Information Sessions

We strongly recommend attending one of our Information Sessions. These sessions provide a great opportunity to learn more about our programs, hear from faculty, ask questions, and explore what's possible at KPU.

[kpu.ca/design/info-sessions](https://kpu.ca/design/info-sessions)

[kpu.ca/fashionmarketing](https://kpu.ca/fashionmarketing)

Instagram X Facebook [WilsonDesignKPU](#)

### Contact Us

Please contact [design@kpu.ca](mailto:design@kpu.ca) for program inquiries.

**WILSON  
SCHOOL  
OF DESIGN**



KWANTLEN  
POLYTECHNIC  
UNIVERSITY

### International Students

[international@kpu.ca](mailto:international@kpu.ca)  
604-599-2866

### Future Students' Office

*general inquiries*  
[study@kpu.ca](mailto:study@kpu.ca)  
604-599-3030