

Bachelor of Fine Arts (BFA) in Fashion Design and Marketing

Specialization in Fashion Marketing



OVERVIEW

AIU offers a professionally-focused BFA in Fashion Design and Marketing program with a specialization in Fashion Marketing. The program is designed to challenge you to become an innovative, visionary marketer with an understanding of fashion marketing and confident communication skills.

You have the opportunity to develop the ability to work autonomously on a wide range of fashion marketing promotions.

CORE CURRICULUM

In this specialized curriculum, study the fashion industry and how consumer needs and characteristics affect areas such as production, management, sourcing, marketing, and merchandising. The objective is to learn what it takes to be a creative, design-focused, fashion marketing professional, with a basic knowledge of fashion design and construction. Coursework is structured to help you acquire focused knowledge and skillsets common in the field of fashion marketing. For example:

Targeting Customers: study consumer buyer behavior, analyzing its relationship to how consumers purchase fashion products and brands.

Fashion Branding: explore contemporary fashion brands and examine the strategies they use to create a unique personality, generate appeal and generally develop a “desirability factor” for potential consumers.

Fashion Trends: explore how to identify, track and analyze trends in the areas of business and fashion with respect to merchandise and assortment planning.

PROGRAM OUTCOMES

Successful completion of this program can provide you with an applicable foundation of industry-related knowledge and skills, including how to:

- Demonstrate how to apply the skills and tools of fashion to design and marketing projects creatively and confidently
- Create original fashion designs either by hand or with computer-aided design software, which demonstrate creativity with design elements
- Demonstrate knowledge of contemporary fashion, and key theoretical issues relevant to fashion, and at the forefront of the discipline
- Analyze fashion trends, consumer needs, and preferences that are used to forecast, plan, develop, and promote clothing lines
- Critically evaluate and articulate your understanding of your own and others’ work, and be able to devise and sustain a reasoned argument in relation to contemporary fashion

*Not all credits are eligible to transfer. See the University Catalog for transfer credit policies.

COURSEWORK

OUTCOMES

WHY AIU?

AIU offers a streamlined, real-world curriculum and flexibility designed to help you schedule school around your life, not the other way around. Along with industry-relevant undergraduate and graduate degrees, our industry-focused specializations allow in-depth study of the field.

To accommodate busy lives, we offer full- and part-time program options and transfer-in credit* for eligible college, work and military experience, which could cut down on the time it takes to earn a degree.

WAYS TO SAVE

From grants to military service to transfer credit, AIU offers a variety of ways to save time and money on a degree, and help make college more affordable.

GET STARTED TODAY

AIU’s BFA in Fashion Design and Marketing offers flexibility, a generous transfer-in policy* and customizable learning technology that adapts to your preferences.

CLASSES START EVERY 5 WEEKS

800.353.1744

atlanta.aiuniv.edu



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The AIU Bachelor of Fine Arts (BFA) in Fashion Design and Marketing degree program combines the required General Education courses that can provide a liberal arts foundation with specialized coursework designed to provide a professional education in the diverse and creative field of fashion marketing. Particular emphasis is placed on retailing, promotion, trend, styling and product development.

A SPECIALIZED CURRICULUM TAUGHT BY EXPERIENCED PROFESSIONALS

In addition to a quality curriculum based on industry standards, this program is taught by an experienced team of professionals who bring a wide range of knowledge and perspectives to the classroom. This gives you the opportunity to learn from individuals willing to share their understanding of the qualities and skills sought in today's competitive fashion marketplace for fashion marketing professionals.

REQUIRED COURSES

GENERAL EDUCATION COURSES

ENGL106	English Composition I	4.5
ENGL107	English Composition II	4.5
FASH212	Historical and Contextual Studies	4.5
MATH125	General College Mathematics	4.5
UNIV103	Academic and Professional Success	4.5
UNIV106	Technology and Information Literacy	4.5
UNIV109	Interpersonal Communications	4.5
	Humanities (1 course)	4.5
	Natural Sciences (2 courses)	9
	Social and Behavioral Sciences (2 courses)	9
	General Education Electives (1)	4.5

Total General Education Requirements 58.5

GENERAL ELECTIVES

General Elective	4.5
Internship/General Elective	4.5

Total General Elective Requirements 9

CORE COURSES

FASH201	Design Process	4.5
FASH202	Drawing and Design Principles	4.5
FASH206	Marketing for Fashion	4.5
FASH209	The Fashion Cycle	4.5
FASH221	Fashion Portfolio I	4.5
FASH227	Sewing Techniques	4.5
FASH301	Fashion Trends	4.5
FASH300	Creative Drape	4.5

CORE COURSES (CONTINUED)

FASH303	Womenswear I	4.5
FASH311	3D Form III	4.5
FASH340	Computer Applications for Fashion	4.5
FASH343	Textiles	4.5
FASH403	Final Fashion Portfolio	4.5

Total Core Requirements 58.5

FASHION MARKETING SPECIALIZATION COURSES

FASH205	3D Form I	4.5
FASH207	3D Form II	4.5
FASH208	Promoting Fashion	4.5
FASH214	Targeting Customers	4.5
FASH304	Fashion Product Development	4.5
FASH306	Fashion Branding	4.5
FASH308	Media & PR	4.5
FASH310	Fashion Buying	4.5
FASH312	CAD for Fashion Marketing	4.5
	or	
FASH412	CAD for Fashion II	4.5
FASH408	Professional Development	4.5
FASH309	Styling Fashion	4.5
	or	
FASH409	Visual Merchandising	4.5
FASH411	Final Fashion Marketing Project I	4.5

Total Specialization Requirements 54

Total Bachelor's Degree Requirements 180

For important information about the educational debt, earnings, and completion rates of students who attended this program, go to www.aiuniv.edu/disclosures. AIU cannot guarantee employment or salary. Not all programs are available to residents of all states. 1310195 4-18

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