

---

# Fashion Business

This part time course provides you with a marketable range of knowledge, skills and experience which will enable you to work in different aspects of fashion from marketing, communications and public relations through to trend consultancy, ecommerce and (digital) advertising.

---

## DURATION COURSE

One day a week at the academy  
(6 hours per week) for 3 months

Class-hours: 72 hours

Non-class hours: 36 hours

## DATES FEBRUARY 2019 INTAKE

15th of February to 3rd of May 2019

Every Friday 9.30 am till 5.00 pm

Course taught in English

## COST

Enrolment fee: € 125,-

Tuition fee: € 1.629,-

## ADDITIONAL INFORMATION

Level: Higher education-Undergraduate

## CERTIFIED

The Amsterdam Fashion Academy offers approved programs. Participants who pass the course will receive an Academy certificate of completion.

---

Find out more at [amsterdamfashionacademy.com](http://amsterdamfashionacademy.com)

[facebook.com/amsterdamfashionacademy](https://facebook.com/amsterdamfashionacademy) / [twitter: @AmsFashion](https://twitter.com/AmsFashion)

Call us for a personal appointment + 31 20 4896692

Or email us [info@amsterdamfashionacademy.com](mailto:info@amsterdamfashionacademy.com)

---

**PART-TIME  
COURSE**

---

## Course outline

You will learn about image, trend forecasting, branding, market research and promotion techniques, along with new media and advertising. You will be taught how to look critically at design, clothing lines and collections in order to develop suitable marketing campaigns. Moreover, the course will teach you how to manage advertising budgets and the dynamics of the support team, i.e. the working team in charge of the devising, design and successful delivery and follow up of a promotional strategy. There is of course no successful marketing or selling without good communication. This part of the course teaches you how to analyse and experience all aspects of communication.

### Course subjects:

- Development of identity and visual language systems
- Brand analysis and strategies
- Trend prediction
- Marketing and promotion strategies in the fashions industry
- Public relation communication and events
- Market research methods

---

## Assessment

Assessment is completed through a variety of practical assignments, written reports and presentations. Formative assessment will be on-going throughout the course with the summative assessment taking part in the final week.

---

## Entry requirements

Do you want a career change or you completed high school and want to move up on the career ladder. Or you are not sure if you want to follow a full BA program. Then you are more than welcome on this course. If you want to apply we will invite you for an interview. No study visa required.

---

**PART-TIME  
COURSE**