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# FASHION FORECASTING, MARKETING & BUYING

Have you ever wondered who spots fashion trends before they are released in the press and in forecasting materials? Who decides what we are wearing next season and how do the products arrive in stores? Why are some retailers successful and others are not? A multi-faceted, exciting course from which you will gain both proficiency and understanding in forecasting, marketing and fashion buying.

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## DURATION COURSE

Tuesday evening for 8 weeks

3 hours per week, 6 p.m. till 9 p.m.

Class-hours: 24 hours

Non-class hours: 16 hours

## DATES OCTOBER 2019 INTAKE

2nd of Oct. until 27th of Nov. 2019

## DATES FEBRUARY 2020 INTAKE

4th of Feb. until 24th of March 2020

Course taught in English

## COST

Tuition fee: € 990,-

## 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.

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

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Call us for a personal appointment + 31 20 4896692

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

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## Course outline

The course starts with subject Fashion Branding & Marketing. This provides participants with an understanding of the essential elements of fashion branding and marketing and its role within the fashion industry. It includes learning the skills involved in developing a promotional campaign. Key to the individual participants' development is gaining an understanding of the professional organisations that make up the fashion promotion industry. The next subject Fashion Buying will introduce participants to their roles and what to expect if you plan to start your career with an established retailer, or if you have recently started in a buying or merchandising role and want to understand 'best practice'. With the emphasis on larger retailers this course will help you understand what it takes to succeed as a buyer or merchandiser, and the many exciting and challenging aspects of the roles. Then Fashion Trend-watching exposes participants to the process of forecasting by examining the techniques used by professionals to determine up-and-coming trends. Together with the other participants you will produce a forecasting project focused on a season not yet in print. You will learn how to appreciate the importance of market intelligence - trade fairs, magazines, trend agencies and develop your fashion 'instinct' and 'intuition'.

Course subjects:

- Understanding consumers
- Consumer profile
- Trend prediction
- Buying and target markets
- Promotion campaigns
- Fashion PR
- Fashion marketing & promotion trends
- Frameworks for research & analysis
- Fashion market level research
- Sales promotion

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## Entry requirements

This type of study is designed for students who already have another BA but want to focus more on the fashion industry, or people who only want to brush up on some subjects.

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SHORT  
COURSE