



6 SEMESTERS
2430 hours

DEC
571.CO

This program is the most effective way to learn the fundamentals of Fashion Marketing. Each stage of the marketing process is developed through the various courses.

Given by professionals in the field, the Fashion Marketing courses expose students to the realities of the industry as they receive solid training in marketing that reflects the latest strategies and practices. Canadian fashion industry employers seek world class creative entrepreneurial graduates who offer expertise in all aspects of marketing. As well, many opportunities arise for students to participate in varied fashion events, attend conferences and go on industry visits.

As of now, at LaSalle College, students have the option to study in both French and English. It is our bilingual option.

Training Objectives

A career in marketing culminates in a management role within the evolving world of fashion. Your LaSalle College training will help you achieve goals within this multi-billion dollar industry.

Career Prospects

- Supply: Merchandiser, Buyer, Sales Representative, Sales Agent
- Manufacturer: Product Manager, Merchandiser, Marketing Manager, Customer Sales Representative, Sales Representative, Sales Manager, International Sales Manager, Communications/PR Representative
- Wholesaler: Product Manager, Sales Representative
- Sales Agency: Sales Agent
- Retail: Sales Associate, Store Manager, Junior Buyer, Buyer, Private Label Developer/Manager, Merchandise Manager, Visual Presentation Specialist, Manager
- Promotion: Stylist, Event Planner/Coordinator, Fashion Show Coordinator

Diploma

This program leads to a Diploma of College Studies (DEC).

Holders of a Diploma of College Studies (DEC) in Fashion Marketing can pursue university studies.

LaSalle College has reached special agreements with numerous universities, allowing its graduates to obtain equivalence credits for courses successfully completed.

Personalized Training

Restyle your DEC program in fashion in the image of what YOU want to be with A program in your own colors.

- Make YOUR DREAMS a reality with the tools that will be provided to you
- Give your courses a personal touch by tailoring projects according to YOUR PERSONAL INTERESTS
- Build a portfolio reflecting YOUR AMBITIONS





6 SEMESTERS
2430 hours

DEC
571.CO

General Education Courses

- 3 Physical Education courses (90 h)
- 3 Humanities courses (150 h)
- 4 Language and Literature courses (240 h)
- 2 Second Language courses (90 h)
- 2 complementary courses (90 h)

Concentration Courses

- The Fashion Industry and its Careers (45 h)
- Creative Software Applications (75 h)
- Fashion Phenomena (45 h)
- Intro to Fashion Marketing (45 h)
- Social Media Strategies (45 h)
- Visual Presentation Strategy (45 h)
- Fashion and Society (45 h)
- Communication Mix Elements (45 h)
- Accounting in Fashion (60 h)
- Analysis of Fibers and Textiles (45 h)
- Marketing II - Case Analysis (45 h)
- Fashion Presentation Planning (105 h)
- Budget Planning (45 h)
- Textile Evaluation for a Fashion Product (45 h)
- Sales Office or Store Layout (45 h)
- Analysis of Factors Influencing Fashion (45 h)
- Private Label Development (60 h)
- Data Gathering and Analysis (60 h)
- Financial Management in Fashion Industry (45 h)
- Buying of Fashion Products (60 h)
- Environment and Consumer (45 h)
- Approach to Planning (45 h)
- Stock Management (60 h)
- Private Label Management (75 h)
- Advertising and Promotion Activity Planning (45 h)
- Sales Management (60 h)
- E-Commerce Management (45 h)
- Marketing Research : Final project (45 h)
- Human Resource Supervision and Management (45 h)
- Law, Regulations and Codes - Fashion Industry (45 h)
- Internship (120 h)
- Fashion Enterprise Project (90 h)

* The College reserves the right to substitute some courses.

Admission Criteria

To have obtained a Secondary School Diploma (DES)

or

To have obtained a Professional Studies Diploma (DEP) and completed the following courses:

- Language of Instruction from Secondary V
- Second Language from Secondary V
- Mathematics from Secondary IV

or

To have obtained an equivalent education or an instruction deemed sufficient. Every case will be analysed by the College.

Methods of Instruction

On-campus: At the Montréal campus

Hybrid: Training provided entirely in distance mode, with a teacher and in real time (synchronous)

- Semesters 1 to 6: two presences required on campus per semester for a maximum of 15 weekdays

Bring Your Own Device

The use of a laptop computer is mandatory. Standard or student license software must be installed when requested by teachers.

The following features are required for Macs and PCs:

- iOS or Windows 10 operating system in the teaching language (English or French)
- Processor: Intel I5 minimum compatible with virtualization
- Memory: 4 GB (8 GB recommended, particularly for Illustrator)
- Hard drive: 500 GB minimum
- Screen: 14 inches minimum
- Connectivity: Wi-Fi and LAN
- Ports: minimum of one USB 3.0 port
- Mouse (may be wireless)

Required software: Creative Cloud Suite and Office Suite (or equivalent for Mac).

