



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](#).

Program 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

A program in your own colors

Restyle your DEC program in fashion in the image of what YOU want to be.

- 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.

Level

- This Program leads to a Diploma of College Studies (DEC) (Senior Matriculation).
- Holders of a Diploma of College Studies (DEC) in Fashion Design can, if they wish, pursue university studies.

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





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General Education Courses

- 3 Physical Education courses, 2 in French (90 h)
- 3 Humanities courses (150 h)
- 4 Language and Literature courses (240 h)
- 2 Second Language courses (90 h)
- 2 Complementary courses, 1 in French (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)
- Stratégie de présentation visuelle (45 h)
- Comptabilité en commercialisation mode (60 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)
- Textile Evaluation for a Fashion Product (45 h)
- Planification d'une présentation mode (105 h)
- Planification budgétaire (45 h)
- Aménagement d'un espace de ventes (45 h)
- Analysis of Factors Influencing Fashion (45 h)
- Développement de marques privées (60 h)
- Data Gathering and Analysis (60 h)
- Gestion financière d'une entreprise de mode (45 h)
- Buying of Fashion Products (60 h)
- Environment and Consumer (45 h)
- Approach to Planning (45 h)
- Stock Management (60 h)
- Gestion de marques privées (75 h)
- Advertising and Promotion Activity Planning (45 h)
- Sales Management (60 h)
- E-Commerce Management (45 h)
- Recherche marketing – Projet final (45 h)
- Human Resource Supervision and Management (45 h)
- Law, Regulations and Codes - Fashion Industry (45 h)
- Internship (120 h)
- Projet d'entreprise mode (90 h)

Admission Criteria

Requirements:

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.

Bring Your Own Device

In this program, the use of a laptop computer is mandatory. Students must have a laptop or purchase one before beginning their studies. 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: WIFI 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.

