

DIPLOMA | Fashion Marketing

By London City University

Course Overview

The course is designed to guide the students about merchandising terminology and modern marketing techniques. Operations and doings necessary to apparel fashion firm are explored by the students in the course. An introduction to raw material, design, retail market and whole sale industry, etc. is also offered to the students and professionals.

Why should one take this certification?

This course is designed for professionals wanting to get promotion in their chosen areas.

Course Outline

- ❖ Introduction to fashion marketing and merchandising
- ❖ Fashion movement and current trends
- ❖ Financial side of Fashion
- ❖ Product Selection
- ❖ finished product
- ❖ Quality level
- ❖ Distribution Systems
- ❖ Warehouse Management Plan
- ❖ Advertising and promotion strategies for organization
- ❖ Customer Services in Fashion Retail Store

Course duration	3 Months OR as per your requirement Flexible and dependent on your time frame and need
Entry Requirements	A Success Oriented Personality
Certification	London City University , will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
Mode of application	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to info@cvwarehouse.ae and get 50% discount on all courses offered by London City University
Course Assessment	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.