

## FASHION MANAGEMENT PROGRAM (F102)

<b>PROGRAM NAME</b>	Fashion Management	<b>TUITION</b>	\$4,189.00 * +
<b>COURSE CODE</b>	F102	<b>ADDITIONAL COST</b>	
<b>SCHOOL</b>	School of Fashion and Jewellery		
<b>CENTRE</b>	Arts, Design and Information Technology		* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.
<b>LOCATION</b>	Casa Loma Campus		+ Books and additional supplies are not included in tuition fees and must be purchased by the student separately.
<b>DURATION</b>	2 years (4 semesters)		<b>International students:</b> Visit the International Fees and Related Costs <sup>2</sup> page for more information.
<b>EXPERIENTIAL LEARNING</b>	Mandatory field education with in-class component and field experience of 280 hours.	<b>FINANCIAL ASSISTANCE</b>	
<b>STARTING MONTH</b>	September, January		This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.
<b>CREDENTIAL</b>	Ontario College Diploma		
<b>YEAR OF STUDY</b>	2020-2021		
<b>METHOD OF STUDY</b>	FT		
<b>APPLY TO</b>	Ontario Colleges <sup>1</sup>		

The **Fashion Management** program prepares you with essential knowledge and skills required to meet the Canadian fashion industry's core business needs. You will gain a deep understanding of textiles, manufacturing inputs and processes, and movement in the supply chain, as well as management of the value, costing and quality of apparel. You will also be able to apply the tools of marketing and merchandising to maximize product success in the market. This program is designed to meet the needs of today's Canadian market, which has shifted to product development, niche markets and omni-channel retail.

The Fashion Management program is the only academic program curriculum in Canada identified by the American Apparel and Footwear Association (AAFA) as an affiliate school<sup>3</sup>. Benefits to you include an up-to-date curriculum, connection with the industry and access to industry research materials exclusively available to members.

The concepts of developing, sourcing and marketing a product from initial idea to retail sale are introduced. You will test and problem-solve for quality assurance; develop buying, merchandising and marketing plans; examine logistics processes; and work as a team to manage a retail store.

The structure of this program gives you flexibility in the choice of a career path. You will also gain relevant industry knowledge through field education experience after the first year of study. The Field Experience may be in fashion buying, production, distribution, retailing, wholesale, or a related marketing area. Students have the opportunity to network with potential employers at our FashionWorks industry event.

Note: Students starting in January will have an alternate order of courses, and will not graduate until their field education component has been completed. January intake students will complete semester two from May to August, and continue into semester three in September of the same academic year.

The School of Fashion<sup>4</sup> offers a diverse, hands-on learning environment<sup>5</sup>, including many extracurricular activities for students. Check out the video below.

### EXPERIENTIAL LEARNING

Mandatory field education with in-class component and field experience of 280 hours.

### PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Identify textile materials, assess their suitability and compatibility, and select for end use.
2. Use basic accounting concepts and financial analysis in order to interpret reports and make business decisions.
3. Make optimal sourcing decisions based on research and analysis of domestic and global sources.
4. Use merchandising concepts and retail math to develop merchandise, assortment and buying plans.
5. Communicate visually by using appropriate tools and practices to create product development packages, sales materials, and merchandising displays.
6. Apply the principles of logistics and supply chain management to operate a successful fashion business.
7. Use effective interpersonal and team skills to enhance leadership, management and sales expertise in a fashion business environment.
8. Evaluate product by applying the principles of quality control to meet appropriate standards.
9. Explain the organization and operation of the Canadian fashion industry, its role within the global economy, and identify the forces that affect it.
10. Distinguish the processes and systems used in garment manufacturing to make production decisions.
11. Apply the product development process by preparing visual materials, technical specifications, and cost analysis for a product(s) aimed at a specific target market.

12. Develop, communicate, and apply a marketing plan by combining marketing research, strategies and tactics.
13. Analyze ethics, corporate social responsibility and sustainability principles to develop best practices in the fashion industry.
14. Develop professional goals through industry exposure with an emphasis on life-long learning and personal growth.

## REQUIRED COURSES

### SEMESTER 1

Code	Course Name
FASH1008	Visual Merchandising
FASH1082	World of Fashion
FASH1083	Introduction to Sewing and Drafting
FASH1107	Fabric Science: Textiles
FASH1036	Basic Accounting Principles
STS1044	Strategies for Student Success
COMM1007	College English

### SEMESTER 2

Code	Course Name
FASH1031	Fabric Analysis
FASH1045	Field Education Experience*
FASH2003	Fashion Merchandising and Buying
FASH2004	Apparel Marketing
COMP1174	Adobe Illustrator
GSSC1034	Economics
GNED	General Education Elective

\*For September start, Field Education Experience is May to August. For January start, Field Education Experience is July to December.

### SEMESTER 3

Code	Course Name
FASH1052	Apparel Manufacturing
FASH1068	Apparel Buying Simulation
FASH2008	Apparel Marketing – Advanced
FASH2073	Sales Management
FASH	Program Elective (choose one)
GNED	General Education Elective
BUS1008	Business Lab – College Creations
or	
FASH1139	Fundamentals of Logistics: Supply Chain Management

### SEMESTER 4

Code	Course Name
FASH1066	Apparel Sourcing
FASH2007	Product Development and Costing
MGMT2009	Fundamentals of Management
QC1003	Quality Assurance and Applications
FASH	Program Elective (choose one)†
GNED	General Education Elective
BUS1008	Business Lab – College Creations
or	
FASH1139	Fundamentals of Logistics: Supply Chain Management

### ELECTIVES

†Program elective choices vary from semester to semester. These are examples of some of the program elective courses that may be offered:

Code	Course Name
FASH1252	Fashion Business Communication
FASH2082	Fashion Journalism – An Introduction
FASH1054	Portfolio Development
FASH1084	Fashion Promotion and Advertising
FASH1089	Social Media for Fashion Marketing
FASH2048	Textile Laboratory
FASH2076	Fashion Project and Event Planning
FASH2077	Textile Surface Design
FASH2078	Knitwear Product Development
GHUM1049	Design and Colour

### YOUR CAREER

For more than 45 years, this program has generated a varied, adaptable workforce for the apparel industry. Graduates have been hired by apparel manufacturers, designers, wholesalers, importers and major and independent retailers.

Graduates are employed in positions leading to careers such as:

- Product Developer/Coordinator
- Assistant Buyer
- Assistant Planner
- Production Manager
- Quality Control Manager
- Costing Analyst
- Purchasing Agent
- Merchandiser
- Store Manager
- Retail Planning and Allocation
- Sourcing Manager
- Logistics/Distribution Manager



## \*\* MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment<sup>9</sup> for English and Math, OR may consider upgrading to achieve the credit(s) needed in English<sup>10</sup> and Math<sup>11</sup>.

**Please note: Students who start the program in January (Winter term) will be required to attend classes during the summer months (May to August)**

George Brown is committed to ensuring that applicants will succeed in their program of choice. Meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

## COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit [georgebrown.ca/transferguide](http://georgebrown.ca/transferguide) for more information.

## INTERNATIONAL STUDENTS

Visit the International Admissions<sup>12</sup> page for more information.

## APPLY TO

Domestic students should apply through Ontario Colleges<sup>13</sup>

## SPECIAL REQUIREMENTS

**Please note:** Students who start the program in January (Winter term) will be required to attend classes during the summer months (May to August).

## FUTURE STUDY OPTIONS

Graduates may be eligible for admission to George Brown postgraduate programs, including International Fashion Management<sup>6</sup> and Sustainable Fashion Production.<sup>7</sup>

Students who successfully complete this program with an established minimum grade may be eligible for articulation to other programs or for course exemptions at other institutions in Canada, internationally and at a number of universities in the United States whose apparel programs are recognized and endorsed by the American Apparel and Footwear Association (AAFA). The Fashion Management program is the only fashion program in Canada endorsed by the AAFA<sup>8</sup>.

For further information, see [georgebrown.ca/transferguide](http://georgebrown.ca/transferguide).

## ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent\*\*
- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

Basic computer literacy and skill level in Word and Excel are recommended.





"George Brown College is an exceptional post-secondary institution, not only for its credentials in the Applied Arts and Technology fields, but for its ability to create a flourishing student driven community that evokes true passion and a desire to learn more about each field of study offered. As a recent graduate of the Fashion Management program, I owe my new found success as an industry professional to the interactive hands-on learning techniques, the courses offered that encompass every direction within the fashion industry, and the ability to connect with such a knowledgeable faculty, who provide a sense of professionalism, thorough understanding of course content, and the desire for each and every student who walks through those doors to succeed."

**Nicholas Scerba** (Graduate 2018, Fashion Management); Visual Merchandiser, RYU Apparel Inc.



"I thank George Brown Fashion Management program for equipping me with the tools and knowledge that propelled me into the professional world of fashion. I see my time at George Brown as invaluable. It's clear that

student success is a priority here. The faculty took special care to lay down the foundation and workings of the industry but also thoroughly explained the nuances unique to our ever-changing fashion world."

**Brian Nguyen** (Graduate 2011, Fashion Management, National Sales Manager, Outland Denim, Caulfield Apparel Group)



"The program really helped me learn various aspects of the fashion industry which helped give insight on the types of jobs out there. Going through this program was more than just a foot in the door, since the profs have a ton of industry experience, and all staff are very supportive and will work with you to connect you to your next best opportunity."

**Jeena Koo** (Graduate 2015, Fashion Management); Buyer, YM Inc.<sup>14</sup>



"The Fashion Management program allowed me to explore opportunities that differed from many of the other fashion programs I looked at prior to choosing George Brown. The internship requirement of the course pushed me to improve my resume, networking ability,

and work ethic. Hands-on, practical learning experience through scholarships, internships and student-run stores all helped in sending us graduates off with the confidence, skill and the right attitude to enter the working world. I pursued an internship with a small, independent boutique which is owned by another Fashion Management graduate and have worked my way up within the company since graduating. From intern to Store Manager to Assistant Buyer, I don't believe I would have achieved that growth without having the strong foundation of industry knowledge that I learned in the classroom."

## CONTACT US

### School of Fashion and Jewellery<sup>15</sup>

Phone: 416-415-5000, ext. 4840

Email: [fashionandjewellery@georgebrown.ca](mailto:fashionandjewellery@georgebrown.ca)

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

## VISIT OUR CAMPUS

This program is offered out of our School of Fashion and Jewellery<sup>16</sup> and classes take place at our Casa Loma Campus<sup>17</sup>, located at 160 Kendal Ave.<sup>18</sup>, Toronto, ON, Canada.

**On-campus information sessions** are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up<sup>19</sup> for an upcoming session.

**Campus tours** are offered on a regular basis. Sign up<sup>20</sup> today! You can also check out our virtual tour<sup>21</sup>.

## LINKS REFERENCE

<sup>1</sup><https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=F102&lang=en>

<sup>2</sup><https://www.georgebrown.ca/international/futurestudents/tuitionfees/>

<sup>3</sup>[https://www.aafaglobal.org/AAFA/Solutions\\_Pages/AAFA\\_Affiliate\\_School.aspx](https://www.aafaglobal.org/AAFA/Solutions_Pages/AAFA_Affiliate_School.aspx)

<sup>4</sup><https://www.georgebrown.ca/fashion-jewellery/>

<sup>5</sup>[https://www.georgebrown.ca/fashion-jewellery/learning\\_environment/](https://www.georgebrown.ca/fashion-jewellery/learning_environment/)

<sup>6</sup><https://www.georgebrown.ca/programs/international-fashion-management-postgraduate-certificate-program-f412/>

<sup>7</sup><https://www.georgebrown.ca/programs/sustainable-fashion-production-postgraduate-certificate-program-f415/>

<sup>8</sup><https://www.aafaglobal.org/>

<sup>9</sup><https://www.georgebrown.ca/assessment/admi-pre/>

<sup>10</sup><https://www.georgebrown.ca/upgrading-credits/english-diploma/>

<sup>11</sup><https://www.georgebrown.ca/upgrading-credits/math-diploma/>

<sup>12</sup><https://www.georgebrown.ca/international/futurestudents/howtoapply/>

<sup>13</sup><https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=F102&lang=en>

<sup>14</sup><http://ym-inc.com/>

<sup>15</sup><https://www.georgebrown.ca/fashion-jewellery/>

<sup>16</sup><https://www.georgebrown.ca/fashion-jewellery/>

<sup>17</sup><https://www.georgebrown.ca/campuses/casa-loma/>

<sup>18</sup><https://www.google.com/maps/place/160+Kendal+Ave,+Toronto,+ON+M5R+1M3,+Canada/@43.6760363,-79.4130424,17z/data=!3m1!4b1!4m5!3m4!1s0x882b349c702f728d:0xbdd377adae546b30!8m2!3d43.6760363!4d-79.4108537>

<sup>19</sup><https://www.georgebrown.ca/infosessions/arts-design-information-technology/>

<sup>20</sup><https://www.eventbrite.ca/e/casa-loma-campus-tour-registration-36232101190>

<sup>21</sup><https://vt.georgebrown.ca/>

*George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.*