

## INTERNATIONAL FASHION MANAGEMENT (POSTGRADUATE CERTIFICATE) PROGRAM (F412)

<b>PROGRAM NAME</b>	International Fashion Management	<b>TUITION</b>	\$4,023.00 * +
<b>COURSE CODE</b>	F412	<b>ADDITIONAL COST</b>	
<b>SCHOOL</b>	School of Fashion and Jewellery		
<b>CENTRE</b>	Arts, Design and Information Technology		
<b>LOCATION</b>	Casa Loma Campus		
<b>DURATION</b>	1 year (2 semesters)		
<b>EXPERIENTIAL LEARNING</b>	Mandatory field placement with in class component and 160 field placement hours in the Spring.		
<b>STARTING MONTH</b>	September		
<b>CREDENTIAL</b>	Ontario College Graduate Certificate		
<b>YEAR OF STUDY</b>	2020-2021		
<b>METHOD OF STUDY</b>	FT		
<b>APPLY TO</b>	Ontario Colleges <sup>1</sup>		

The **International Fashion Management** program is a one-year graduate certificate program\* designed for the student or industry professional with a serious interest in the international apparel business.

The program provides you with the skills essential to succeed in the global apparel market. As new communication technologies make the world a smaller place, more possibilities for the fashion industry emerge on an international scale, along with many related career opportunities.

You are exposed to world trade through the study of economic, legal and cultural factors that affect international trade policies. Specifically, the focus of study is on the understanding of business practices, global marketing, logistics and supply chain management as they relate to the fashion industry worldwide. The program content combines analytical and management skills, along with knowledge of world culture and understanding of the global economy, to enable success in the international apparel industry.

\*Courses are taught at the advanced level. This program requires commitment and planning for heavy course workload in addition to class hours.

Note: This program includes an unpaid field education component at the end of the second semester. Students will not graduate until this component has been completed.

This program is part of our School of Fashion and Jewellery.<sup>3</sup>



At the School of Fashion and Jewellery<sup>4</sup>, there are many exciting extracurricular activities for students to get involved with. Check out our video below:

### EXPERIENTIAL LEARNING

Mandatory field placement with in class component and 160 field placement hours in the Spring.

### PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Manage processes relating to the international movement of apparel goods according to supply chain and logistics principles.
2. Identify the knowledge of international trade and licensing agreements required to perform import, export, and sourcing functions in an apparel business operation.
3. Analyze global economics and geopolitics to inform selection of international apparel business partners.
4. Research and create a global marketing plan to support international apparel business strategies.
5. Develop culturally appropriate strategies and techniques to communicate successfully in a global apparel business environment.
6. Select current business practices, research methods, analytic techniques and tools required to conduct apparel business operations in a global context.
7. Practice business ethically by applying principles of environmental, economic and social sustainability to domestic and international apparel operations.

## REQUIRED COURSES

### SEMESTER 1

Code	Course Name
FASH1129	International Trade and Economics
FASH1130	Global Logistics and Resources I
FASH1202	Communication Across Cultures
LAW1152	International Trade Agreements and Business Law
MATH1101	Business Math and Statistics
FASH1082	World of Fashion**

### SEMESTER 2

Code	Course Name
FASH1131	Business Research Methods
FASH1236	Global Marketing
FASH1141	Apparel Brand Licensing Agreements
FASH1237	Project Management
FASH1239	Global Logistics and Resources II
FASH1253	Field Education Preparation
FASH1248	Field Education Experience (May to August – 160 hours)

\*\*Students without a fashion background may be required to take this course.

## CAREER OPTIONS

Depending on previous education and work experience, combined with completion of the International Fashion Management program, graduates may find careers in various areas of the fashion industry such as apparel suppliers, wholesale distribution companies, major retailers and independent retailers.

Graduates are employed in positions leading to careers such as:

- Business analysis
- Logistics
- Planning and allocation
- Import and export
- Product brand management
- Sourcing
- Wholesale distribution and sales



## ADMISSION REQUIREMENTS

- Diploma or Bachelor's Degree in business or fashion with a minimum program grade point average of 2.7

### OR

- Diploma or Bachelor's degree with a minimum program GPA of 2.7 AND three years of directly related career experience (resume required)
- Preference will be given to applicants who have some academic background in economics, marketing and logistics.

### Please note:

- Applicants without a background in Fashion or Business may be required to take an introductory course in these subjects as a condition of acceptance.
  - Applicants without a **fashion background** will be required to take FASH1082 World of Fashion in semester 1. If this is a requirement, you will be advised of this in your OFFER letter.
  - Applicants without a **business background** will be advised to take a preparatory business course prior to start of class. Applicants who are recommended to take this course will be contacted by the Fashion department.

## ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts where English proficiency results are not supplied must test at the College level in the George Brown College English assessment to be considered.

Please visit [georgebrown.ca/englishproficiency](https://www.georgebrown.ca/englishproficiency) for more details.

## COURSE EXEMPTIONS

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

## INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions<sup>5</sup> page for more information.

## APPLY TO

Domestic students should apply through Ontario Colleges<sup>6</sup>

## CONTACT US

### School of Fashion and Jewellery<sup>7</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>8</sup> and classes take place at our Casa Loma Campus<sup>9</sup>, located at 160 Kendal Ave.<sup>10</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>11</sup> for an upcoming session.

**Campus tours** are offered on a regular basis. Sign up<sup>12</sup> today! You can also check out our virtual tour<sup>13</sup>.

## LINKS REFERENCE

<sup>1</sup><https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=F412&lang=en>

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

<sup>3</sup><https://www.georgebrown.ca/fashion-jewellery/>

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

<sup>5</sup><https://www.georgebrown.ca/international/futurestudents/howtoapply/>

<sup>6</sup><https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=F412&lang=en>

<sup>7</sup><https://www.georgebrown.ca/fashion-jewellery/>

<sup>8</sup><https://www.georgebrown.ca/fashion-jewellery/>

<sup>9</sup><https://www.georgebrown.ca/campuses/casa-loma/>

<sup>10</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>11</sup><https://www.georgebrown.ca/infosessions/arts-design-information-technology/>

<sup>12</sup><https://www.eventbrite.ca/e/casa-loma-campus-tour-registration-36232101190>

<sup>13</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.*