

# Fashion Marketing

Certificate



*Do what you love... Love what you do... Do what you love... Love what you do... Do what you love... Love what you do... Do what you love...*



## THIS SEASONS MUST HAVE CAREERS

This is a dynamic career choice for someone who enjoys fashion and working with people in a diverse and demanding industry. This eight-month **Fashion Marketing Certificate** is offered in Olds, Calgary and on-line at eCampusAlberta.ca. The program provides both in class theory and hands on training from experienced instructors. Our graduates work in stores and fashion organizations in Canada and worldwide.

## Program Description

Students in the Fashion Marketing program aspire to work in creative and managerial positions in the fashion industry. Students learn by exploring business theory and practices, experimenting through hands on experience and interacting with industry members. The eight-month intensive program prepares students for entry-level management positions in areas like store management, sales, buying, promotions and marketing, or visual design. Graduates are often successful in finding employment in chain stores and with independents. It is an excellent program for anyone wishing to become self-employed in the retail industry.

The demand for well-trained retail and fashion people is greater than ever. The Fashion Marketing program strives to equip students with analytical and managerial competencies, and to create an awareness of the importance of highly effective interpersonal skills. Our graduates have an approximately 100% success rate in securing employment in their field. Many move into management within six months to one year after graduating.

### What people say about us...

*“The Olds College Fashion Marketing program was the perfect supplement to my existing experience in the fashion industry. I chose Olds because of the well-balanced curriculum, the small class sizes and the feasible program duration. I was also excited and stimulated by the facilities, staff and atmosphere. The Calgary campus was ideal for me, too! Currently, I’m working in the industry and have two jobs that directly apply everything that I have learned.”*

— Aleece Coward



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## Career Opportunities

- Store management ➤
- Fashion and style consulting ➤
- Visual display and window installation ➤
- Fashion buying ➤
- Retail entrepreneur ➤

## Admission Requirements

### Applicants must have:

- High School Diploma or its equivalent
- 50% or better in English Language Arts 30-1 or 30-2
- 50% or better in Pure or Applied Math 20

OR

### Alternate Admissions Status:

Alternate Admission Status applies if you do not meet the Alberta high school requirements of the program to which you are applying, or if you received your high school education through home based learning. Alternate Admission Status students may be required to meet specific program admission requirements. To apply under this status, you must submit a transcript(s) showing any completed high school and post-secondary courses, a statement in support of your application outlining aspects of your background and experience that might have prepared you for the program. Documents such as a resume, letters of reference from previous educators or employers, and/or a portfolio of related academic/project work must be included with your application.

**ON-LINE LEARNERS: Admission to the program two weeks prior to classes beginning will be on a case by case basis.**

**Students interested in a specific tour of the Calgary Campus should call 403-697-6130.**

## Fashion Marketing Certificate

### COURSES

- Visual Design and Merchandising
- Garment Analysis
- Retail Management
- Principles of Marketing
- Computer Applications
- Introduction to Image Consulting
- Fashion Promotions
- Fashion and Career Research
- Organizational Behavior
- Communications and Career Preparation

**For a full listing of program courses visit [www.oldscollege.ca/programs](http://www.oldscollege.ca/programs)**

### What people say about us...

*"I have my Dream Job, because of my Olds College education. I'm working as a buyer for Blu's Womenswear, and in February, I'm heading to New York to buy for the Fall collection. When I first graduated, I worked as an Assistant Manager for Jacob. A year later, I was promoted to Manager, a position I held for three years. I really credit Olds College for my success. With this program as my foundation, I started right out of the gate in management."*

➤ Jeanie Toma



*Olds College leads real-life, hands-on education in Canada. We help you explore your passion.*



Business  
Fashion  
Horticulture  
Animal Sciences  
Land & Environment  
Trades & Technology  
Agriculture



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**Join us for campus visit days:** [www.oldscollege.ca/visit](http://www.oldscollege.ca/visit) **Give us a call:** 403-507-7715 or 1-800-661-6537 **Make an appointment for a campus tour**  
**Email us:** [info@oldscollege.ca](mailto:info@oldscollege.ca) **Visit our website:** [www.oldscollege.ca](http://www.oldscollege.ca) **Write us:** Student Recruitment, Olds College, 4500 - 50th Street, Olds, Alberta, Canada T4H1R6