BACHELOR OF ARTS IN FASHION BRAND MANAGEMENT

The B.A. in Fashion Brand Management at St. Thomas University offers a deep dive into the business of fashion, combining creativity, strategic thinking, and marketing innovation. In today's competitive landscape, fashion brands do more than sell clothing—they craft identities, experiences, and lifestyles. This program prepares students to lead in this dynamic environment by training them to build, manage, and grow successful fashion brands that resonate with diverse audiences.

Students gain fluency in fashion economics, digital communication, retail positioning, and sustainable brand development. Through case studies, simulations, and real-world projects, graduates leave equipped to translate market insights into compelling brand strategies.

Educational Objectives and Methodology

The program focuses on developing professionals with a 360-degree vision of brand management. Students acquire key capabilities in:

- **Market & Consumer Insight:** Conduct qualitative and quantitative research to identify fashion trends, consumer needs, and opportunities.
- **Strategic Brand Development:** Manage a brand from concept to launch, ensuring consistent messaging and value throughout.
- **Digital Marketing & Communication:** Use social media, influencer strategy, content creation, and analytics to enhance digital presence and engagement.
- **Retail & E-commerce Management:** Understand store operations, omnichannel strategies, and customer experience optimization.
- **Financial & Business Literacy:** Learn how to manage budgets, pricing strategies, and profitability within the fashion business.
- **Leadership & Collaboration:** Build practical skills for managing teams, leading projects, and communicating effectively within multidisciplinary environments.

Methodology: A blend of theory and applied learning through brand case studies, interactive seminars, collaborative workshops, and brand launch simulations.

Career Opportunities

Graduates will be ready for fast-paced roles in branding, marketing, and the fashion business, such as:

- Brand Manager
- Marketing Manager
- Product Manager
- Sales or Retail Manager
- Fashion Buyer
- E-Commerce Manager
- Event or PR Manager
- Co-Branding Specialist
- Trend Analyst

Employment opportunities span fashion houses, luxury brands, global retailers, start-ups, and digital platforms.

Curricular Program

A. General Education Requirements (30 CH)
Designed to build essential foundational competencies in communication, critical thinking, and social awareness:

- COM 105 - Introduction to Computer Science
- ENG 110 - English Composition III (W)
- ENG 320 - Digital Linguistics and Technical Writing (W)
- ENG 390 - Public Speaking
- LAW 100 - International Law
- One course in English Literature
- One course in Mathematics
- One course in Natural Science

- POL 200 - Global Poverty and International Responsibility (G)
- SOC 300 - Sociology of Media and Communication

A. Core Courses (75 CH)

Professional coursework focused on fashion markets, branding strategies, and digital engagement:

- ARH 210 - History of Fashion and Design I
- ARH 310 - History of Fashion and Design II
- ARH 350 - Latest Trends in Visual Art
- BUS 287 - Fashion Brand Management I
- BUS 295 - Advertising, Communication, and Cultural Marketing
- BUS 315 - Communication of Fashion Products I
- BUS 355 - Communication and Inside Marketing
- BUS 365 - Communication of Fashion Products II
- BUS 375 - Fashion Digital Marketing
- BUS 387 - Fashion Brand Management II
- BUS 395 - Fashion Markets and Business Positioning
- BUS 407 - Fashion Start-Up Management
- BUS 487 - Fashion Brand Management III
- COM 217 - Computer Graphics for Fashion I
- COM 317 - Computer Graphics for Fashion II
- COM 363 - Digital Technologies Applied to Online Sales
- COM 417 - Computer Graphics for Fashion III
- ECO 250 - Fundamentals of Financial Economics
- FAS 220 - Brand Design
- FAS 370 - Eco-Fashion and Innovative Techniques for Fashion
- FAS 400 - Textile Culture and Color
- FAS 470 - Packaging Design
- LAW 345 - Law and Licensing for Digital Communication
- SOC 360 - Media Phenomenology
- SOC 380 - Phenomenology of Contemporary Arts

B. Elective Courses (12 CH)

A global and cultural perspective through interdisciplinary options:

- ARH 200 - History of Modern Art *or* History of Art I - 2 CH
- ARH 205 - History of Contemporary Art *or* History of Art II - 2 CH
- FRE 100 - French Language I
- FRE 200 - French Language II
- FRE 300 - French Language III
- ITA 100 - Italian Language I
- ITA 200 - Italian Language II
- ITA 300 - Italian Languages III
- ITA 320 - Contemporary Italian Culture (W)
- ITA 350 - Italian Culture and Eno-gastronomy
- ITA 410 - The Discovery of Italy in British Romantic Literature
- LIT 370 - U.S. Intellectual History, A Survey

C. Capstone Requirement (3 CH)

- FAS 495 - Senior Project: A final applied brand strategy or experiential campaign designed by the student to showcase branding mastery.