



MASTER OF ARTS IN FASHION BRAND MANAGEMENT

The MA in Fashion Brand Management at St. Thomas University prepares students to lead the strategic and creative dimensions of fashion branding in a global, dynamic marketplace. Rooted in deep industry insight, this program provides the tools to build and position iconic fashion and luxury brands, analyze evolving markets, and drive innovation through ethical, sustainable, and digital practices. Graduates emerge ready to take on leadership roles in branding, marketing, and business development—armed with the critical thinking, communication, and operational skills required to shape the future of fashion.

Educational Objectives and Methodology

This master's program focuses on developing professionals with the ability to:

- Conduct advanced strategic market research to anticipate trends, analyze competitors, and identify brand opportunities.
- Manage brand and product portfolios with a focus on high-value positioning and global consistency.
- Lead digital transformation efforts using tools like AI, big data analytics, and social media platforms to boost brand presence and engagement.
- Apply principles of ethical leadership and sustainability to manage supply chains, marketing, and communication strategies.
- Work cross-functionally with designers, analysts, retailers, and communication experts to shape a cohesive and successful brand narrative.

Methodology: Instruction blends real-world consulting projects, case study analysis, workshops, and seminars with industry professionals. A strategic, experience-based learning approach ensures students can apply theory to complex fashion business challenges.

Career Opportunities

Graduates are prepared for careers in both established and emerging fashion businesses, holding key positions such as:

- **Brand Manager:** Oversees the brand's public image and consistency across marketing, communications, and retail.
- **Marketing Manager:** Designs sales support strategies, oversees campaign execution, and manages communications aligned with business goals.
- **Buyer:** Manages procurement strategies, supplier negotiations, and product selection.
- **Retail Manager:** Directs retail strategy, from product display to sales planning and market competitiveness.
- **E-commerce and Digital Marketing Specialist:** Focuses on online sales platforms, analytics, and digital brand experiences.
- **Luxury Brand Consultant or Trend Forecaster:** Advises companies on strategic direction, innovation, and consumer alignment.

Curricular Program (36 CH)

Students must complete a total of 36 Credit Hours, including 6 CH for the Master's Thesis.

A. Core Curriculum (30 CH)

This program emphasizes cross-functional brand management, business ethics, and the dynamics of the luxury market. Required courses include:

- FAS 501 - International & Fashion Markets - CH 2
- FAS 502 - Luxury & Fashion Marketing - CH 2
- FAS 503 - Sociology of Consumer Behavior - CH 2
- FAS 504 - Sustainable Economics of Fashion Global Business
- FAS 505 - Business Ethics and Analytics - CH 2
- FAS 506 - Financial Reporting - CH 2
- FAS 507 - Buying Techniques & Merchandising - CH 2
- FAS 508 - Circular Economy
- FAS 509 - Licensing & Brand Extension - CH 2
- FAS 510 - Digital communication - CH 2
- FAS 511 - Third Sector and Fundraising for Fashion - CH 2
- FAS 512 - Fashion Brand Design
- FAS 690 - Personal Branding & Portfolio

B. Research and Master's Thesis (6 CH)

- FAS 695 - Master's Thesis: Culminates in a final research or consulting project addressing a contemporary challenge in brand strategy, digital transformation, or sustainable brand development.