



MOD'ART MANAGEMENT

The Department of Fashion Business

Today, a collection's success is closely linked to sales growth techniques and to effective marketing positioning. With the growing diversity of fashion companies, desirous to impose their image and collections, new professions are emerging...

OBJECTIVE

The aim is to train future executives in the textile, fashion and luxury sectors for positions such as product manager, director of marketing, merchandiser, director of import-export, national and international buyer, sales manager, director of communication (press, trade and general public media).

CURRICULUM

A 3-year course including 2 training internships each year.

Students can pursue their studies with a fourth year in a British University (in order to obtain a Bachelor (Hons) in Fashion management) or they can join the D.U "Fashion, Luxury Products & Art of Living" programme in order to get the French University Diploma equivalent to a French Bac+4, Level Master 1).

STUDY PROGRAM

Classes are taught by distinguished instructors with extensive experience in the worlds of education, fashion and the luxury trade.

Fashion Module

- The History and Sociology of Fashion
- Fashion and Luxury Goods :
 - From design to distribution : designers, boutiques, fashion shows, trade fairs, textiles, Haute-Couture, ready-to-wear, mass market retailing, mail order sales.
 - From conception to production : trends, managing a fashion collection, launching a luxury brand, accessories (fancy leather goods, jewelry, shoes, eyeglasses)
 - Careers in fashion and in luxury products, including a team project at the end of the school year.

Fashion Languages Module

- English of trade and fashion ■ Italian (beginners possible) ■ French for foreign students.

Management Module

- Law : trade, counterfeiting, industrial property (patents and trademarks)
- Case studies in international geo-economy (establishing a company abroad, relocation)
- Accounting and administration, sources of financing, banks, business planning
- Managing human resources, labor laws, social obligations.

Marketing Module

- Marketing and Merchandising ■ Sales strategies.

4th YEAR PROGRAMME in ENGLAND

Thanks to the agreement between Mod'Art International and its English University partners (London College of Fashion, Westminster University, Nottingham Trent University or the University of Central England (UCE)), students from Mod'Art can apply directly for their BACHELOR (Hons) degree in Fashion Management. The year in ENGLAND deals with Retail Management, Fashion Marketing, Product Management, Team Management with a major personal project.

4th YEAR PROGRAMME in FRANCE

Students spend the year working in a Fashion company (different work contracts possible) and are invited to follow a succession of specialised one week seminars in European Fashion capitals (Paris, London, Brussels, Barcelona, Milan...) even in China.

A unique programme because of the mobility of its courses and the professional experience acquired guaranteed by a University diploma (Bac+4, level Master 1) in partnership with Perpignan University and the possibility to complete it with a University MBA qualification.

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