

Fashion Marketing



There's more to *Fashion* than you think! Take a closer look at what we offer at Woodbury University.

What is Fashion Marketing?

Fashion Marketing (FM) is everything that goes into what we buy and what we wear - from product

development to customer satisfaction. It's what we see on the runways, on our favorite TV shows, and in the magazines and websites we go to for what's hot. It's how our stuff gets to Zara and H&M and how it's displayed once it gets there.

Why study Fashion Marketing?

FM means more career options than just design and merchandising...

- Fashion Director
- Fashion Marketer
- Advertising Agent
- Social Media Marketer
- Prediction Director
- Fashion Media Marketer
- Brand Specialist
- Product Placement Specialist
- Stylist
- Fashion Journalist
- Retail Planner
- Buyer
- Merchandise Manager
- PR Specialist

Sample Courses:

Trend Analysis
Retailing
Fashion Journalism
Fashion Styling
Market Research
Fashion & Culture
Fashion Promotion
Retail Planning
NYC / Europe / China Study Tour
Social Media Marketing



What can you get from the School of Business at Woodbury that you can't get from America's highest rated business schools?

A fully accredited B.B.A. in Fashion Marketing

A four-year, Bachelor of Business Administration in Fashion Marketing from a highly accredited school of business

Small intimate class sizes and learning environments.

Private school environment in the heart of LA's entertainment district

Real-World fashion business leaders and CEOs as professors

Field trips to major entertainment studios, fashion businesses, fashion forecasters, pr firms, styling agencies, and studio service offices

Internships with leading fashion and entertainment companies

International fashion study programs

Strong track record of alumni in prestigious fashion industry positions.



Fashion Marketing...
moving you out of your dreams
into your career.

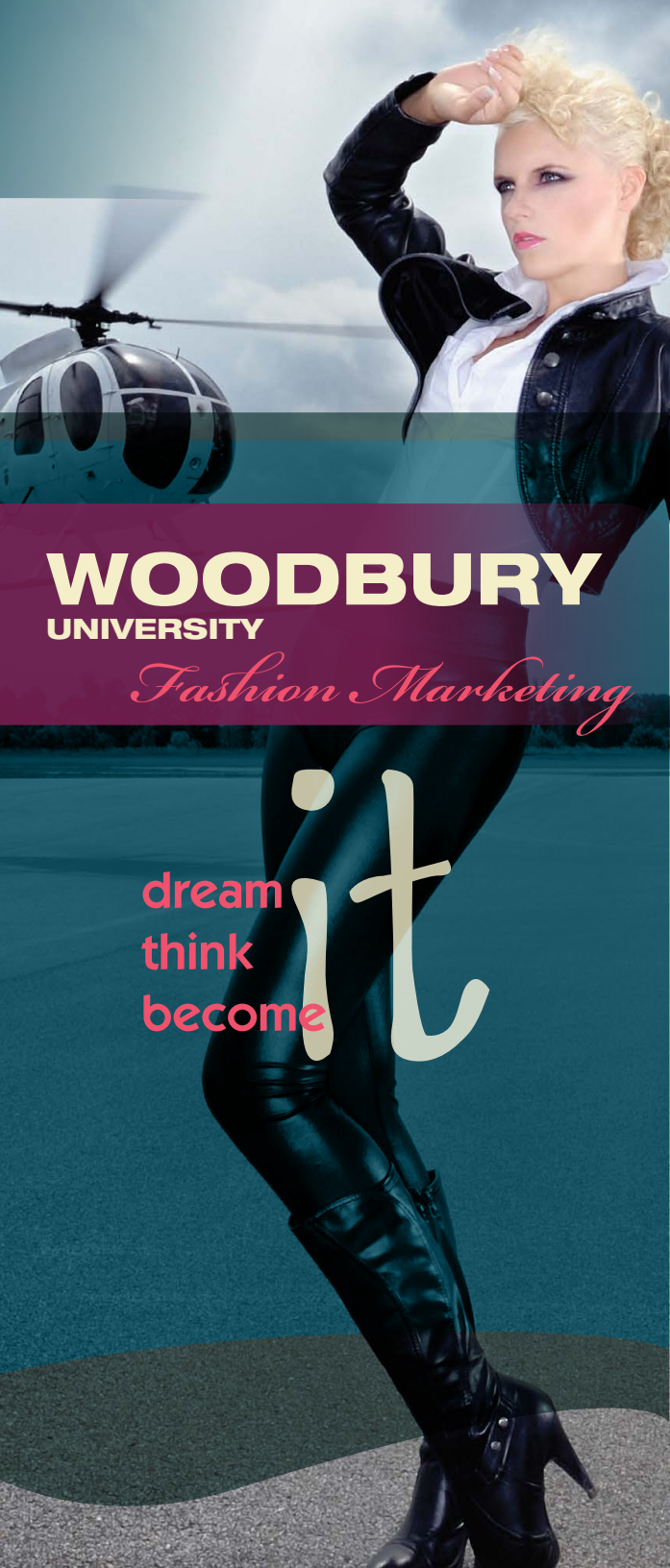
Intern /Alumni Success Stories:

Lancôme Fox Television Mercedes Benz Nordstrom Juicy Couture Museum of Television and Radio CBS Studios Lucky Brand Federated Group Bebe Bloomingdales Studio Services Guess Tiffany California Apparel News Disney Studio Design Options ABC Network Western Costume Neiman Marcus Seventeen Magazine Forever 21 Worth Global Style Network The Gap Pure PR Betsy Johnson French Connection WWD Fashion Channel Wool Bureau Warner Brothers Armani Studio Services BCBG Fairchild Publishing SnapFashun Inc Earl Jean-London Ann Taylor Marks & Spencer-London Ogilvy & Mather W Magazine California Mart New Breed Girl Anthropologie Sony Pictures Christian Audigier StyleLens

Accreditation:

Western Association of Schools and Colleges (WASC)

Association of Collegiate Business Schools and Programs (ACBSP)



WOODBURY
UNIVERSITY

Fashion Marketing

dream
think
become

it

WOODBURY
UNIVERSITY

Fashion Marketing

Woodbury University
Department of Marketing/Fashion Marketing
School of Business

7500 Glenoaks Blvd.
Burbank, California 91510

Wendy K. Bendon
Assistant Professor
818-394-3302
Wendy.Bendon@woodbury.edu

www.Woodbury.edu



*Fashion
Marketing*

**WOOD
UNIVERSITY**

